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Imparting Skills, Improving lives
In ATDC’s journey of “Skilling the Youth” and “Upskilling” the apparel sector, the year 2015-16 signified the ushering in of the Main-Phase of ISDS. Having completed training of 1,60,000 candidates in the Pilot Phase, ATDC took upon an additional 78,000 candidates for the Main-Phase. As the year unfolded, the Team has strengthened the systems and processes and over 35,000 candidates have already been enrolled for training under the ISDS Main-Phase implementation. The year also saw ATDC upgrading its Vocational Education by introducing for the first time B.Voc programmes i.e. Bachelor Degree in vocational education in 12 select ATDC Hubs having been approved by AICTE as “Skill Knowledge Provider” (SKP) in collaboration with Rajiv Gandhi National Institute for Youth Affairs Development (RGNIYD) under the Ministry of Youth & Sports, Govt. of India. The year also witnessed the 9th Annual ATDC Principals’ Meet held in July, 2016 in which overall Vision for the next three years has been drawn up by the ATDC Team. The ATDC has been awarded “ASSOCHAM Gold” for the best Vocational Training Provider (VTP) 2016 adding a new feather in the cap of ATDC. With a dynamic ATDC upgrading its Vocational Education by introducing for the first time B.Voc programmes i.e. Bachelor Degree in vocational education in 12 select ATDC Hubs having been approved by AICTE as “Skill Knowledge Provider” (SKP) in collaboration with Rajiv Gandhi National Institute for Youth Affairs Development (RGNIYD) under the Ministry of Youth & Sports, Govt. of India. The year also witnessed the 9th Annual ATDC Principals’ Meet held in July, 2016 in which overall Vision for the next three years has been drawn up by the ATDC Team. The ATDC has been awarded “ASSOCHAM Gold” for the best Vocational Training Provider (VTP) 2016 adding a new feather in the cap of ATDC. With a dynamic Union Minister for Textiles at the helm of affairs, ATDC Team across India is gearing up to complete the targets under ISDS by March-April, 2017.

Apparel Sector has the inherent capacity and flexibility to employ both men and women in the age group of 18-50 and thus, almost all members of a family can find wage employment in nearby apparel manufacturing units. There is hardly any other manufacturing activity in which a 250-300 hrs. of training can equip a person to get at least Rs. 8,000 to 10,000 per month with longer duration diploma / certificate courses at ATDC earning them Rs. 30,000 to 18,000 monthly wages. The apparel industry considers the “Sewing Machine Operator” as the backbone of this labour intensive industry and ATDC’s mission has been to provide well-trained and certified workforce for different tiers of manufacturing. It is against heavy odds that ATDC had undertaken the Integrated Skill Development Scheme (ISDS) Project as a “Pioneering Implementing Agency under Component – I of MoT, Govt since Oct. 2010 and as we are drawing close to the completion of the Main-Phase cumulative target of 2,50,000 candidates entrusted with ATDC, we do feel vindicated and happy that the perseverant efforts of the whole ATDC Team are paying rich dividends for the apparel export and domestic industries as well as to the MoT, Govt which reposed its faith in ATDC. We do hope the ISDS in a new version will continue in future also thus, helping the Apparel Manufacturing Sector to improve productivity and efficiency through skilled workforce and trained human resources.

Apparel Industry along with the upstream textile industry hold the capacity to generate massive employment opportunities to youth, especially women, across the country. However the recent FICCI-NASCOM study (2016) indicates that the technology adoption of Textile-Apparel Industry is rapidly advancing. The number of jobs created per Rs. 1 Crore of output in the domestic sector has declined from a high of 40 workers to just 25 workers in the last 15 years. The reason attributed to the job loss include increased automation, rising popularity of synthetics and shift towards consolidated and organized manufacturing set up. In such a scenario of rapid change in technologies and competitive dimensions, the industry is going to increasingly depend on ‘highly skilled’ certified and hopefully better paid workforce in the medium to long term and ATDC’s main objective continues to be focused on providing technically competent and ‘skilled workforce’ and ‘supervisory cadre’ for the export & domestic manufacturing apparel units. The Integrated Skill Development Scheme (ISDS) of the MoT and the implementation on Pan-India basis by ATDC since 2010 through State-of-art training infrastructure have helped ATDC to assume leadership position in skill development for apparel sector through “thought leadership” and by achieving “massive scale” in training implementation. Moreover, ATDC has the unique distinction of offering courses from 300 hrs ISDS training to 3000 hrs of B.Voc Bachelor degree courses thus developing a holistic eco-system from training at different levels of employment and tracking of candidates. Out of the 1,90,000 candidates trained so far under ISDS, about 45-50% are being absorbed by the apparel export and domestic manufacturing clusters and units while 25-30% are joining self-help groups or SME’s in domestic sector. A small but growing percentage have found their niche in entrepreneurial micro-enterprises. The positive impact of ISDS scheme will be felt for years to come when the apparel industry improves its productivity, efficiency and overall work culture.
ATDC, formed as a society by AEPC in 1991, has rendered yeomen service to the downstream Apparel export and domestic industries for the last 25 years having trained about 200,000 candidates under ISDS of MoT, GoI since 2009-10, especially the youth, women and disadvantaged sections of society with skills for different tiers of manufacturing jobs in apparel export sector. ATDC through the two decades, has served the apparel industry and the common people by extending technical assistance to the units in apparel clusters while training raw candidates in both short-term and long-term trade courses to take up wage employment. Since 2009-10, being selected as the Nodal Agency under Component-I of ISDS, MoT, GoI, ATDC has emerged as the largest Pan-India quality Vocational Training Provider for the “Apparel” sector having a dedicated directly run training network of 200 ATDC-SMART Centres, spread over 23 states and 125 districts, including 65 ATDC Vocational Institutes (AVI) offering various courses under SDI of DGT, Ministry of Skill Development & Entrepreneurship while the rest are peripatetic centres mainly engaged in implementation of SMART for ISDS. In addition to ISDS oriented short-term courses, ATDC has series of longer-term courses of 6 months, 1 year and over 3 years B.Voc courses having trained over 80,000 candidates since 1996 in such programs. The ATDC ecosystem covers the total spectrum of training from 300 to 3000 hrs i.e. from ISDS certificate courses to Bachelor programs in collaboration with RGNYID (Ministry of Youth Affairs & Sports) and approved by AICTE.

In just the last 5 years or so, 35,000 candidates in the long-term programmes and 2,00,000 candidates in the short-term programmes have been trained thus crossing an important milestone of 2,00,000 candidates by the end of 2015-16. This period has also seen ATDCs on Pan-India basis entering a rapid-growth trajectory. ATDC got its major breakthrough in 2010 when the Ministry of Textiles selected it as a Component-I agency to offer training to 1,72,000 candidates during the ‘Pilot Project’ and later 78,000 people in the ‘Main Phase’ thus entrusting ATDC with an ambitious training target of 2,50,000 candidates for which both ‘Capex’ and ‘Opex’ assistance were provided by the Ministry. The whole ATDC Team remain grateful to the MoT for the faith reposed. During this period ATDC also got approval for 65 centres across India as VTP from DG&T. Apart from this, ATDCs also have got approval and recognition from AICTE for 30 of its centres as ‘SKPs’ (Skills and Knowledge Providers).

Most importantly, we have served by providing skilled workforce to all major apparel clusters as the industry faced acute labour shortage during 2008-12, apart from training several hundreds of trainers for the industry and for ATDC’s own resources. A path breaking step was also taken to set up ‘TOT Academies’ in Gurgaon, Chhindwara and Thiruvananthapuram. ATDC has also set up Tech-innovation Hubs in Gurgaon and Bengaluru.
Progress and Achievements at a Glance

Constructing “Paridhan Vikas Bhawan” as National Headquarters of ATDC, outright purchase of Thiruvananthapuram ATDC Hub property, setting up of Chhindwara Campus in a 5-acre land, inaugurating one of the largest and well equipped ATDC centres in Faridabad, Hostels for Tribal Boys & Girls in Chhindwara Campus, Construction of a four-storied building for Regional Office & Training Hub in Patna are all feathers in the cap of ATDC in the period 2009-2016 which would not have been possible without the constant support of incredible Chairmen, ATDC as well as astute guidance of Sr. VC, ATDC, Sri. Hari Kapoor and cooperation of the BOG. We have also received unstinted support from the MoT, GOI throughout the period.

ATDC also have won many accolades which includes UK-India Skills Forum Award 2011 for ‘Best Skill Provider’, two ASSOCHAM Awards, for the year 2014 & 2015 for ‘Best Vocational Training Institute 2016 Gold Trophy’ and ‘Best Institute: Innovation 2015’ and Franchise India Education Award ‘ for Best Training Institution of the year 2015 and several others in its journey pursuing excellence. We cannot rest on our laurels and need to continue to work hard towards fulfilling our true mission of ‘Imparting Skills : Improving (Quality of) Lives” of common people. We are committed to advancement of apparel industry and want to continue to work with different Ministries like Ministry of Textiles, Ministry of Skill Development & Entrepreneurship, AMH-SSC under NSDC (MSDE), Ministry of Youth Affairs and Sports, Ministry of Social Justice & Empowerment and various Skill Missions of State Governments etc. The task ahead is daunting and challenging. We have made substantial progress and laid foundations for sustainable systems and processes. The road ahead seems to be even more challenging but fulfilling as we move towards 2022 when India completes 75 years post-independence. By then, ATDC should have become India’s No. 1 Vocational Institute not only for Apparel Sector but for allied areas like design, computer education in textile-apparel value chain and in possibly fashion retail and adjacent areas.

ATDC will be continue pursuit of excellence with full rigour with deep commitment and passion. For a vocational training institute, the real assets are the human resources i.e. faculty, students, staff, alumni, officers and other stake-holders. ATDC “TEAM” of about 500 employees has to work as a cohesive team to take the endeavour of our mission forward.

The Annual Review presented here showcases the ATDC activities in focus during the year 2015-2016. This will give a wide angle glimpse of the various programmes under the ATDC’s skill umbrella adapting to the rapid changes taking place currently in the national skill scape. The collective experience of 25 years no doubt and the steps going forward will be a continuum on the achievements of the previous years but also will unfold a vision to explore new avenues of growth and create new grounds through innovation in the training & education space.

Mission of Skilling India’s Youth & Women

ATDC’s RUN (Reskilling – Upskilling – Newskilling)

ATDCs has emerged as the largest Vocational Training Provider being a Nodal Agency under component-1 for implementing Integrated Skill Development Scheme (ISDS) of Ministry of Textiles, GOI in 2010 when ATDC took up the ambitious target of training 1,72,220 candidates in five years under ISDS-SMART project in the pilot phase and 78,600 target in main phase and having successfully trained over 1,90,000 candidates under ISDS till date, poised to reach 2,50,000 cumulatively by June 2017. ATDC has also established 65 Vocational Institutes as “VTPs” aligned to the Skill Development Initiative (SDI) Scheme of National Council of Vocational Training, DGT, 30 SKP’s aligned to MSDE & AICTE’s NSQF (National Skill Qualification Framework) having collaborated with RGNVYD (Rajiv Gandhi National Institute of Youth Development) under Ministry of Youth Affairs, GOI to impart level 5, level 6 & level 7 of NSQF for two B. Voc. Programmes viz. B. Voc in Apparel Manufacturing & Entrepreneurship and B.Voc in Fashion Design & Retail for the 1st time in the country. This makes ATDC a unique organization offering shop floor, supervisory and managerial level courses within the education and training eco-system i.e. SMART training for taking care of courses of 1 month to 4 month duration (Skill Level 01-03) and ATDC Vocational Institutes (Skill Level 04-05) for offering MES courses of six months to one year and now offering three year B.Voc courses (Skill Level 05-07) based on the ‘National Vocational Qualification Framework’. The impact potential of ATDC is outlined in the comprehensive Skill Pyramid Model for the Apparel sector which provides a comprehensive training Eco-system for the apparel sector which has accorded a leadership position to ATDC in the sector.

ATDC contributed to the national Skillscape in the form of developing Contemporary Curricula for over 29 trade courses (Apparel & Fashion sectors) along with Directorate General of Training (DGT) & National Council for Vocational Training (NCVT) for certification requirements and with All India Council of Technical Education (AICTE) for the Apparel & Textile sector as part of the National Vocational Education Framework (NVQF) both under the Committees chaired by Dr. Darlie Koshy, DG & CEO-ATDC & IAM.

ATDC has been honored with Best Vocational Training Provider 2016 – Gold by ASSOCHAM, ‘Best Training Institution of the year National’ by Franchise India along with ‘Best Institute: Innovation 2015’ by ASSOCHAM thus becoming one of the most awarded (admired too) Vocational Training Institute in the country.
ATDC Awarded

**Best Vocational Training Provider (VTP) Training-2016**

Apparel Training & Design Centre (ATDC), India’s Largest Quality Vocational Training Provider for the Apparel Industry was awarded ‘Best Vocational Training Provider (VTP) Training 2016 (Gold Trophy)’ by ‘Associated Chambers of Commerce and Industry of India’ (ASSOCHAM) at ‘Award-cum-summit: Skilling India: The Way Forward’ on March 15 at a function held in Shangri-La Hotel, New Delhi. ATDC has been selected for this award for its contribution to large scale quality skilling of Indian youth specially women in rural /mofussils and semi urban areas for meeting the rapidly changing skill requirements of Apparel Sector with real time Industry relevant skill modules & new learning solutions, thus providing wage employment for youth specially women having dedicated verticals to work with Ministry of Textiles, GOI (for ISDS Project), DGE&T (Ministry of Skill Development & Entrepreneurship, GOI) (for Longer Duration Vocational Certificate/Diploma Courses) and AICTE (Ministry of HRD, GOI) & RGNIYD (Ministry of Youth Affairs & Sports, GOI) (for B. Voc. Courses). While exporters require cycle & throughput time to be sliced, the domestic sector wants “Product Lifecycle Management” ‘fast turnaround of store merchandising’, captivating visual merchandising etc. The e-commerce/m-commerce wants fashion to meet instant gratification standards.

For introducing innovative skill development-training programmes for youth alongside various verticals, the Associated Chambers of Commerce and Industry of India (ASSOCHAM) honored ATDC with the “Best Institute: Innovation Award” at its “Skilling India” summit in New Delhi.

ATDC was recognized for its innovative training initiatives like creation of brand “SMART”, launch of ATDC-J UKI Tech Innovation Centre, “Product Speciality Centres”, new approaches such as Simulated Production Environment, state-of-the art infrastructure, SMART Trainer Kits and ‘Training of Trainers’ (TOT) Academies. ATDC by offering a comprehensive bouquet of courses for ‘career’ progression in an integrated manner through creating a “step ladder training eco-system” with clear focus on “Skilling of Aspirational Indian youth”.

Golden Trophy By “ASSOCHAM”

ATDC Awarded

ATDC being the largest quality Vocational Training network for the apparel Sector is now present in 23 States and about 150 Tier I, II & III cities having over 200 Centres. Currently ATDCs impart Training for three Tiers of Skill Pyramid

- SMART Training Programme (Skill Level 01-03) under ISDS under MOT, GOI
- ATDC Vocational Institutes (Skill Level 04-05) under DGT | AICTE | AMHSSC
- ATDC B. Voc Programme (Skill Level 05-07) under Ministry of Youth Affairs & Sports | RGNIYD

ATDC Training of Trainers (TOT) Academy

ATDC has a massive scale of operations on a Pan-India basis and training every month over 3000-4000 candidates in the short-term courses and over 7,000 to 7500 candidates per annum in longer duration courses. Apart from this ATDC has set-up 3 Training of Trainers Academies (Gurgaon (North), Thiruvananthapuram (South) & Chhindwara (West) and 1477 faculty members have been trained till March 2016. In addition, it is important to note that ATDC is the only organization which offers shopfloor, supervisory & managerial level training/courses within the education and training eco-system i.e. SMART Training Programmes for taking care of courses of 1 month to 4 month duration (Skill Level 01-03) and ATDC Vocational Institutes (Skill Level 04-05) for offering training till B.Voc are clearly in line with the emerging ‘National Vocational Qualification Framework’ in India. Creation of such a comprehensive training Ecosystem has accorded a leadership position to ATDC by transforming to become India’s largest vocational training provider for the apparel sector.
ATDC SMART - ISDS Training Program

Skill Level: 01 - 03

ATDC was selected as a Nodal Agency by Ministry of Textiles, Govt. Of India under Component-I for implementation of the ISDS and ATDC for the conceptual implementation of the project created an innovative new brand “SMART” (Skills for Manufacturing of Apparel through Research & Training) and has committed to train a total of 23,050 candidates till 31st March 2017. The visionary creation of the brand ‘SMART’ to provide ‘demonstrable’ and ‘employable skills’ proved to be a major step capturing the imagination of both Government and the Apparel Industry. The unique features of the “SMART operator” is that the operator is not an ordinary operator any more after training but a ‘SMART operator’ who is committed to smart working for Productivity & Efficiency. The SMART Fast-Track curricula developed by ATDC-SMART Team with inputs from overseas experts have helped in bringing out a more scientific approach to training of shopfloor workforce. ATDC had also introduced for the first time a “Hub & Spoke” approach by setting up skill camps/ peripatetic and other centres to reach out to candidates in semi urban and rural hinterlands. ATDC-SMART Training Project has attracted widespread attention as these courses provide fast-track training to youth in “employable skills”. With about 45-90 days' training, an ATDC trained candidate can earn from Rs. 6,500 to Rs. 10,500 as wages depending upon the state and location. The candidate profiles of ATDC-SMART training programmes indicate 85% women and about 79% candidates from rural and semi-urban areas and over 75% have been placed in the apparel industry with 45% in large & SME and also 25-30% in domestic industry units/ self-help groups and rest for self-employment.

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PAN INDIA Presence of ATDC

ATDC Hubs, AVI’s, Skill Spokes

<table>
<thead>
<tr>
<th>Pan India-ATDC Presence</th>
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<tbody>
<tr>
<td>ATDC Centres</td>
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<tr>
<td>Haryana: Gurgaon, SMART Jyoiti Apparels Manesar, Faridabad, Mewat, Bhiwani, Sirsa, Ballabgarh, Ambala, Agra</td>
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<tr>
<td>Delhi: Okhla, SMART Pearl Global, Dilshad Garden, Rohini, Dwarka</td>
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<td>Rajasthan: Jaipur, Gulabpura-Bhilwara, Jodhpur, Churu, Mewar, Sitapura, Rawatsar, Bagru, Dausa, Balotra, Udaipur, Ladnun</td>
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<tr>
<td>Uttar Pradesh: Noida, Kanpur, Murad Nagar, Bilaspur-Gt Noida, DPU- Noida, Unnao, Pratapgarh, Barabanki, Shahjahanpur, Lucknow, Bareilly, Govindpuram, Patna,</td>
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<td>Punjab: Ludhiana, Dhuri, Sunam, Faridkot, Phillaur, Fatehgarh Sahib, Chandigarh, Ghumarwin – H.P.</td>
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<td>Kerala: Thiruvanthapuram, Kannur, Kochi, Malappuram, Kollam, Pettah, Palakkad, Vithura, Thana- Dinesh Apparels</td>
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<tr>
<td>Andhra Pradesh: Hyderabad, Nandyal, Gunur (Narsaraopet), Warangal, Vishakhapatnam, GMR Shamshabad, Kakinada GMR, Akurdu, Gadimoga- UNDP</td>
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<td>Tamil Nadu: Chennai- Guindy, Tirupur, Egmore, Dharapuram, Perambalur, Paramakudi, Erode, Salem, Aryiyal, Nagareoil, K sakekudi, FineFit Garments Perambalur, Cuddalore, Kancheepuram, Krishnagiri, Thiruvallur, Uthiramerur, Vellore, Shooler, Tansram, Urupakkam R.K Industries</td>
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<td>Karnataka: Bangalore, Gadag, Chikkballapur, Kolak, Maduru, Tumkur, Ramnagar, Hubli, Hindupur, Sevamandir Hindupur, Chintamani Anjanya Extention, Bagalkot, Savanur, Malleswaram, Adugodi, Nagarbhavi, Bidadi, Hassan</td>
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<td>Bihar: Patna , Muzaffarpur , Gaya, Chhapara, Hajipur, Madhubani, Mothiari, Sasaram, Jhanjharpur, Saharasa, Raigir</td>
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<td>West Bengal: Kolkata, Santoshpur, Jalpaiguri, Murshidabad, Park Circus,Hasnabad, Melkiganj, Mill Bazar, Howrah, Baranagar, Dalmeij, Dalmore, Sishubar, Birpara, Sokaythang Gangtok</td>
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<td>Odisha: Bhubaneswar, Bhubana, Behrampur - Rourkela, Cuttak, Sambalpur, Koraput,</td>
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<td>Jharkhand: Ranchi, Hazaribag, Tata Nagar, Deoghar-College, Rangi, Jamshedpur, Sundur Nagar, Chaibasa, Saraikela</td>
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<td>Manipur: Impal</td>
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<td>Gujarat: Surat, Ahmedabad, Vapi, Gandhi Nagar, Jahangirpura, Vadnagar, Talangpur,</td>
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<td>Chhattisgarh: Raipur, Bhilai, Rajandgaon, Ambakpur,</td>
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<tr>
<td>Maharashtra: Mumbai, Nashik, Touchwood Vasai, Ravivir Karanjya, Amarnath Ginza, Vyathal Wadi Vedanta</td>
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<td>Madhya Pradesh: Bhopal, Indore, Chhindwara, Amravati, Ambuja-Sedi, Pandurang, Gwalior, Shahpura, Ratlam, Maheshwar, Dewas, Harrai, Parasia, Jhalpur, Hoshangabad, Sebore, Khandwa, Mandla, Patidar- Maheswar</td>
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SMART Initiatives
Taken for quality improvement at ATDC

ATDC SMART INSIDE: ATDC SMART INSIDE is a new initiative based on the vision of skill development tutelage within apparel factories to provide training and technical services accessible to a larger number of manufacturing units. ATDC has successfully started the implementation of this initiative by setting up training cell in some of the Apparel Units viz. Jyoti Apparels, Pearl Global (Manesar, Haryana), Fine Fit Garments (Tamil Nadu), Texport (Karnataka), Ginza (Mumbai), R. K Industry (Chennai). The target is to train minimum 300 candidates per annum at each training cell. ATDC- SMART offers core courses under ISDS Scheme approved by the Ministry of Textiles (GOI) for the duration of 300 hrs to be completed in 5-6 weeks.

- ATDC aims to provide skilled manpower & technical cadre to apparel industry: With the recent emphasis on CSR initiatives to be undertaken by companies, it hopes to partner with corporates, PSUs and others to provide training programmes for the youth and women, especially in rural areas.
- Reskilling & Upskilling: Reskilling is relevant but with changing times, in the words of Dr. Darlie Koshy, the need of the hour is to focus also on “upskilling” and “reskilling.” With this clear mindset ATDC Indore organized a counseling session for Up-skilling ATDC students.
- Run for Skills: ATDC with its affordable courses of skill development has a vowed to empower the youth. To spread awareness regarding the same, ‘Run for Skills’, marathon was organized by ATDC. The event was put together to move one step closer to achieving the dream of ‘Skilled India’ by the team led by Mr. Lalit Thukral, Convenor, LMC, Noida Cluster, Dr. Darlie Koshy, Director General & CEO, ATDC in the august presence of DM, Gautam Budha Nagar.

ATDC Vocational Institutes
Skill Level: 04 - 07

The ATDC Vocational Institutes form a higher quality level of training in the vocational eco-system in order to mainstream vocational education and to provide “modularity and certification” to the students enrolled in ATDC Centres, ATDC has established 65 Vocational Institutes as ‘VTPs’ aligned to the SDI Scheme of NCVT/ DGT, Ministry of Skill Development & Entrepreneurship. ATDCs long-term training courses address critical knowledge and skill-sets required for the apparel sector, leading to Certificate, Diploma and Advanced Diploma with dual certification of ATDC and award of certificate by NCVT ensuring ‘employability’ and ‘flexibility’. In addition, 30 of ATDC’s Hubs & major Institutes have been approved as Skill Training Providers (SKPs) by AICTE to offer Vocational Contents under the National Skill Qualification Framework (NSQF).

Since J an 2010 the ATDC long-term programmes (6 months to 2 yr duration) have enrolled about 35,000 candidates through direct / paid route and also through group sponsorships from various national/ state welfare agencies. Encouraging response this year from the CSR initiatives of Corporates also has been very encouraging. In the year 2015, 3460 number of candidates were enrolled through sponsorships, which in January 2016 session reached a level of 3500 candidates and over 5000 expected in July 2016 session. With substantial sponsorships for long-term AVI courses, the no. of AVIs has been increased from 25 to 65 AVIs Pan-India to mobilize the target group for which the sponsorships are granted. Numerous Initiatives have been taken for mobilizing candidates such as local promotions, outdoor Media Publicity like flex banners/hoardings at prominent locations in the city and around the centre and direction & signage, posters in the apparel industry units, career counselling and awareness camps and electronic media / cable TV announcements, etc. ‘Hunarbaaz-Skilled to win!’ a special episode dedicated to ATDC by Doordarshan also further helped in positioning the brand ATDC in the minds of the youth, employers, trainers, policymakers, apex agencies, academia, corporates and other stakeholders of apparel industry because of the channel’s pan-India popularity especially in the semi-urban and rural hinterlands.
ATDC has collaborated with the Rajiv Gandhi National Institute of Youth Development (RGNFYD), an Institute of National Importance (under Act of Parliament) to offer B.Voc programmes. ATDC has signed an MoU with the All India Council of Technical Education (AICTE) to offer B. Voc in “Apparel Manufacturing & Entrepreneurship” and B.Voc in “Fashion Design & Retailing” and in the first year (2015-16) 156 no. of students were registered and for current year 161 have so far have taken admission for 2016-17 Academic Session.

As per the scheme, for award of Diploma/Advance Diploma/Degree, the “Vocational credits” granted by SKP and “General Credits” granted by University are to be collated. Accordingly ATDC collaborated with Rajiv Gandhi National Institute of Youth Development (RGNFYD) to impart Level 5, Level 6 and Level 7 of the NSQF as SKPs.

Rajiv Gandhi National Institute of Youth Development (RGNFYD) is an Institute of National Importance by the Act of the Parliament No. 35/2012 and offers UG & PG programmes in the area of youth development. RGNFYD has announced B.Voc Programmes in collaboration with ATDC from the Academic Session July 2015-16 (refer RGNFYD website: www.rgnfyd.gov.in).

The new generation courses in the first phase will be offered at select 12 ATDCs located close to Apparel Textile Clusters which includes ATDCs at J.ajipur, Okhla, Noida, Gurgaon, Faridabad, Bangalore, Hyderabad, Kolkata, Patna, Bhubaneswar, Chhindwara and Indore and also through ATDC Chandigarh in the RGNFYD provided built-up space at Punjab Engineering College (PEC) Campus in sector-12 Chandigarh.

ATDC has been systematically upgrading the training infrastructure, pedagogy, industry relevant curricula and system had realized the need for high-quality trainers who would make a world of difference for building – up sound quality of the training programmes which will differentiate ATDC among the competitors as well as the minds of potential candidates. Thus, along with laying a road map for mass training of candidates, ATDC in a pioneering initiative set-up 3 Training of Trainers’ Academies in Gurgaon(NCR), Thiruvananthapuram (Kerala) and Chhindwara (MP) and the Academies have been actively formulating strategies and establishing methodologies for development of Course Contents, Digital Contents, Soft & Life Skill Modules, Conducting Training Programmes and establishing collaborations to introduce management concepts like lean management, productivity improvement etc. Over 1477 faculty members and industry personnel have already benefitted till March, 2016 in multiple training programmes.

New initiatives and training were initiated as part of the ATDCs TOT Academies:

Training Workshop on Apparel Product- Quality Assurance at ATDC- Faridabad in the gracious presence of Mrs. Anu Garg (IAS), JS (Skill Development), MOT, GOI.

2 days Training Workshop on ‘Apparel Product- Quality Assurance’ was organized by ATDC Training of Trainers Academy, NHO, Gurgaon at ATDC-Faridabad which included 5 ATDC faculty resources handling ATDC Quality Labs and 18 Participants were from Apparel Industry in Delhi/NCR, including a Lecturer and an Assistant Professor from Pearl Academy.

The Training was conducted by ATDC’s internal senior faculty Mr. K. Iyyappan, from ATDC-Tirupur.

Valedictory address at the Training Workshop was offered by Mrs. Anu Garg (IAS), Joint Secretary to Government of India who as Chief Guest Presided over the function. Mrs. Anu Garg also chaired a panel discussion session as “Quality & Compliance” and distributed Course Completion Certificates to ISDS (SOB and CAD) Students of ATDC-Ballabgarh as well as certificates to the participants of the Training Workshop apart from releasing Training Manuals of the course provided by the ToT Academy.

Machine Maintenance Training Program at ATDC-TOT Academy Chhindwara: ATDC-TOT Academy conducted training programme on ‘Machine Maintenance training’ at ATDC-Chhindwara and trained 13 candidates.

Training Of ATDC Bangalore Faculty on “Lingerie Wear” at ATDC-J UKI Technology and Entrepreneurship Hub, Bangalore: ATDC-J UKI Technology and Entrepreneurship Hub Bangalore has developed the course structure for Product Specialty “Lingerie Wear” with the inputs from leading “Lingerie Wear” manufacturers in Bangalore. It was further informed that ATDC Faculty Resources are being given specialized training in “Lingerie Wear Pattern Making”. ATDC-J UKI Technology Entrepreneurship Hub at Bangalore is equipped with specialized training programmes on “Lingerie Wear” which have been provided by JUKI India Pvt. Ltd., for the training and demonstration purpose and the Secretary (Textiles) and Textile Commissioner visited this facility recently on their visit to ATDC-HUB in Yeshwanthpur.

Workshop on Quality Assurance in Pattern & Grading Techniques: Product Specialty Training in Shirt / Trousers for RMG Apparel Units at ATDC-TOT Academy, Thiruvananthapuram

3 days’ workshop on “Quality Assurance in Pattern and Grading Techniques” to be organized with the help of IAM and ATDC Resource faculty for industry personnel and ATDC faculty in Delhi / NCR at ATDC-TOT Academy, Gurgaon. The BOG approved the proposal of ATDC-TOT Academy to conduct 04 days training programme on “Product Specialty Training in Shirt & Trouser” through ATDC Thiruvananthapuram.
### Collaborative Partnerships

ATDC has successfully undertaken collaborations with several government organizations to train candidates from different sections of society. These efforts have helped youth with middle school education, women, scheduled caste candidates, minority candidates and differently-abled candidates to enter the workforce. With the recent emphasis on CSR initiatives to be undertaken by companies, ATDC hopes to partner with corporates, PSUs and others, to provide training programmes for the youth and women, especially in rural areas.

Consequently, so far 7449 candidates have been enrolled / trained during the period from April, 2015 to June, 2016 out of the total sanction of 7717 candidates.

Apart from these numerous other organizations such as Power Finance Corporation (PFC), Gas Authority of India Ltd (GAIL), Container Corporation of India Ltd (CONCOR), Tata Steel, Oli & Natural Gas Ltd, Tamil Nadu Adi Dravidar Housing & Development Corp, Govt of TN, (TAHDCO), Social Welfare Dept, Kerala, SC & OBC Dept. Kerala, District Urban Development Agency, Durg, Chhattisgarh, District Rural Development Agency,(DRDA), Sirsa, Delhi Scheduled Caste Finance & Development Corp (DSSFDC), Govt of Delhi, Nehru Yuva Kendra Sangathan, Alliah University, West Bengal, West Bengal SC & ST Development & Finance Corp and many more have partnered with ATDC during the year.

### Training Details: TOT Academy

<table>
<thead>
<tr>
<th>S.no</th>
<th>Training Details</th>
<th>No of Trainers Trained</th>
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<tbody>
<tr>
<td>1</td>
<td>SMO Training by Mr. Paul Collyer</td>
<td>100</td>
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<tr>
<td>2</td>
<td>Machine Mechanic Programme by Juki &amp; Brother</td>
<td>46</td>
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<tr>
<td>3</td>
<td>Advance SMO Training by Juki-NHO</td>
<td>20</td>
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<td>4</td>
<td>Attachment making by Juki (Takahashi)</td>
<td>13</td>
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<td>5</td>
<td>RAMSONS</td>
<td>68</td>
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<tr>
<td>6</td>
<td>Advance SMO Training by Juki-TVM</td>
<td>20</td>
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<tr>
<td>7</td>
<td>SLITA (NHO)</td>
<td>21</td>
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<td>8</td>
<td>ALT (TMV)</td>
<td>25</td>
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<tr>
<td>9</td>
<td>BEACH</td>
<td>71</td>
</tr>
<tr>
<td>10</td>
<td>PRODUCT SPECIALITY - Knitwear Manufacturing</td>
<td>25</td>
</tr>
<tr>
<td>11</td>
<td>PRODUCT SPECIALITY - Trouser Making</td>
<td>28</td>
</tr>
<tr>
<td>12</td>
<td>ERP TRAINING</td>
<td>146</td>
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<td>13</td>
<td>RETAIL SALES ASSOCIATE</td>
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<tr>
<td>14</td>
<td>CITA Training I - &quot;Sim Factory: A computerised Coaching system for sewing Line Management&quot;</td>
<td>30</td>
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<td>15</td>
<td>CITA Training II - &quot;Sewing Training &amp; Engineering&quot;</td>
<td>30</td>
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<td>16</td>
<td>CITA Training III - &quot;Sustainability in the Textile and Clothing Industry and Higg Index&quot;</td>
<td>30</td>
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<tr>
<td>17</td>
<td>Attachment Designing &amp; Making: Seminar Conducted by Juki</td>
<td>7</td>
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<tr>
<td>18</td>
<td>Adobe Software Training</td>
<td>60</td>
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<tr>
<td>19</td>
<td>Retail Sales Associates Training</td>
<td>12</td>
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<td>20</td>
<td>Principles of Textile Testing by SGS Lab Gurgaon</td>
<td>16</td>
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<tr>
<td>21</td>
<td>Machine Maintenance Training Programme by Juki at Chhindwara</td>
<td>38</td>
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<tr>
<td>22</td>
<td>Intensive Sewing Machine Training Programme</td>
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<td>23</td>
<td>Surface Ornamentation Training Programme at ATDC - TMV</td>
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<td>24</td>
<td>TUKA TECH CAD Software Training Programme at ATDC-Chhindwara</td>
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<td>25</td>
<td>Soft Skills and Occupational Safety &amp; Health at ATDC - NHO Gurgaon</td>
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<tr>
<td>26</td>
<td>SLITA Training on &quot;Lean Manufacturing Practices&quot; at ATDC NHO Gurgaon</td>
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<td>27</td>
<td>Soft Skills and Teaching Pedagogy Training at ATDC Bangalore</td>
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<td>28</td>
<td>Skill Knowledge Enhancement(SKI) Programme for Supervisors and Floor Managers of Apparel Industry</td>
<td>34</td>
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<td>29</td>
<td>Customized training programme on &quot;Knowledge Enhancement in Textiles &amp; Fabric &quot; for M/s JYK Services INDTEX INDIA (JYK), Gurgaon</td>
<td>23</td>
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<tr>
<td>30</td>
<td>Computerised Embroidery Machine Training Programme at ATDC Faridabad</td>
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<td>31</td>
<td>Awareness on &quot;Quality Control and Know-how of Garmenting&quot; workshop for DIC Cluster at Amravati (Maharashtra)</td>
<td>52</td>
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<tr>
<td>32</td>
<td>Principles of Textile Testing at ATDC TOT Academy, TMV</td>
<td>22</td>
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<tr>
<td>33</td>
<td>Customized training programme on &quot;Garment Designing &quot; for DIC Kollam by ATDC TOT TMV</td>
<td>25</td>
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<tr>
<td>34</td>
<td>Apparel Product - Quality Assurance Training at ATDC Faridabad</td>
<td>23</td>
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<tr>
<td>35</td>
<td>Kani and Zari Embroidery Workshop at ATDC Bangalore</td>
<td>21</td>
</tr>
<tr>
<td>36</td>
<td>Advance Sewing Machine - Operations &amp; Maintenance at ATDC NHO Gurgaon</td>
<td>11</td>
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</tbody>
</table>

**The training is under RDAT, West Bengal region under NCVT & ISDS guidelines**
Actively pursuing and finding the right partners to achieve greater geographic spread and grow the numbers ATDC trains, the right partnership has the key as the collaborating organization understands the target group and their aspirations and requirements the best. The partnerships with Central Government bodies such as the National Backward Classes Finance and Development Corporation (NBFCDC), the National Scheduled Castes Finance Development Corporation (NSFDC), the National Scheduled Tribes Finance and Development Corporation (NSTFDC) and the National Safai Karamcharis Finance & Development Corporation (NSKFC), National Handicapped Finance & Development Corporation (NHFDC), or state level institutions such as the Delhi Scheduled Castes Finance & Development Corporation (DSFDC), TAHDCO Tamil Nadu, Kerala State Women’s Development Corporation (KSWDC), Hasthip Vikas Nigam, Bhopal (HSVN) or the Public Sector Companies such as Power Finance Corporation (PFC), Gas Authority of India (GAIL), Oil and Natural Gas Corporation (ONGC) or the Tata Steel, Ramkrishna Trust, Rajiv Education and Employment Mission in Andhra Pradesh (REEMAP), Aliah University, West Bengal and similar others have shown the way in terms of reaching out to youth, women and disadvantaged sections of the society, raising bridge funds and meeting other post-training requirements.

ATDC training centres conduct placement workshops to prepare students to write applications, hone presentation skills, face job interviews and aptitude tests so that they are ready to step into the industry on completing their course. After successful completion of the course, assistance is provided to students through the National Placement Cell at the ATDC National Head Office as well as other centres for suitable placement or self-employment. The placement cells are very active in linking the industry to the trained candidates. ‘Rozgar Melas’ and placement drives are also organized during which reputed companies (from both export and domestic sector) interview and recruit students. The ATDC network, thus, has a strong connection with key apparel manufacturers and exporters through AEPCC’s members, there are over 8,000 registered manufacturer exporters. Most of the students from ATDC find employment in apparel export units, domestic garment units or self-help groups.

Industry Linkages: Leading Apparel-Export Companies such as M/s Orient Fashions, M/s Neetee Clothing, M/s Pearl Global, Myntra.com, etc. regularly come forward to provide additional support of one or more facilities such as transport, accommodation facilities, one-time meal/sweets, PF, ESI, Medical Insurance benefits, to the joining candidates which is positive impact growth of the sector.

SMART Rozgar Melas: ATDC regularly organizes “SMART Rozgar Melas” in major catchment areas and taking the industry there to recruit candidates. In just 25 Melas over 3500 candidates have been selected and offered gainful employment.

Tracking of Candidates: ATDC Centres have placed about 72%-75% candidates with about 35-40% apparel industry units and 25-30% self-employment. Highest placement is done by ATDC Manipur with 87% candidates, Tamil Nadu 57% Andhra Pradesh 59% while Gujarat & Chhattisgarh have highest placement of Self-employed.
Highlights of Industry Linkages & Industry Placements

67 aspirants get jobs in placement drive organised by ATDC: 67 skilled youths have been hired by various apparel companies at the ‘Placement Drive’ conducted from 12th March 2016 to 22nd March 2016. 80 candidates from 12 different centres of ATDC participated in this drive and 67 of them successfully got placed. Students were selected for designations like Assistant Quality Checker, Production, Sampling & Quality Control Departments & Fashion Design departments.

Job boom to ATDC Students: Vastra 2015 an International Garment and Textile Fair was organised at J ECC, EPIP, Sitapura, J ajipur. More than 200 buyers from 60 countries and more than 250 exporters’ participants participated in the fair. Apparel Training & Design Centre, J ajipur also participated in the fair and focused on quality training and students creativity display at the stall.

ATDC students placed at Vardhman Textiles Limited: ATDC Ludhiana has organised an industrial visit and placement drive in which 7 students were successfully placed at Vardhman Textiles Limited.

73 Skilled Youth got placed in placement drive organized by ATDC Gurgaon: Apparel Training and Design Centre (ATDC) Gurgaon organized 10 days “Placement Drive” for its students of long term courses (AVI) at Gurgaon campus. It was organized by the National Placement Cell of ATDC. Total 95 candidates had participated in the drive from various ATDC centres such as Delhi NCR, J ajipur, Patna, Kanpur, Chhindwara etc. Among the 95 who participated, 73 skilled young candidates have been placed at various apparel companies.

ATDC New Initiatives & Achievements

Overview

Apparel Training and Design Centre (ATDC) signs MoU with Andhra Pradesh State Skill Development Corporation (APSSDC) in Vijayawada

In order to accomplish the ever increasing requirement of skilled-youth in the rapidly growing textile/Fashion related sectors, Apparel Training and Design Centre (ATDC) signed an MoU (Memorandum of Understanding) with Andhra Pradesh State Skill Development Corporation (APSSDC) to expand training activities in the state and especially in the capital region. ATDC has 9 centres in Andhra Pradesh and has trained approximately 4000 students till date under SMART and AVI Courses including skill camp in Vijayawada and one in Tenali with the support of NBS Textiles. The MoU was signed in the presence of Honorable Chief Minister of Andhra Pradesh Shri N Chandrababu Naidu and Shri I.Y.R Krishna Rao, Chief Secretary, Andhra Pradesh at Vijayawada, Andhra Pradesh for skill development in textile and garment sector. The MoU was signed between Dr. Darlie Koshy, DG&CEO, ATDC and Dr. Subbarao Ganta, MD&CEO, APSSDC.

ATDC LEADING RECRUITERS for SMART / AVI Students

Ms. Anu Garg, IAS, J oint Secretary, MOT, GOI (Skill Department) outlines the ISDS vision going forward at the ATDC workshop

While addressing the gathering, Ms Anu Garg, IAS, J oint Secretary, (Skill Development) Ministry of Textiles, GoI, said, “The textile policy announced yesterday was a longstanding demand of the industry. It is expected to create 1 crore jobs in the next three years, that means there would be a huge requirement of skilled labour and as we talk of skilled labour we talk of institutions like ATDC and its students.” “Training of trainers is an integral part of upcoming schemes. When she further added, “These training camps should not be taken as fun activities or recreation, they are of much importance as they not only rejuvenate us, but also acquaint us with new technologies and developments in the field.” Her words were enriching for the attendees and instilled in them a motivation to improve the quality of the products manufactured by their companies.
Sri. Rajiv Pratap Rudy, Hon’ble Union Minister, MSD&E, GOI, visited ATDC Hub Chennai who was given a tour of the centre and first-hand detailed demonstration of each and every work station including the cutting machine, the computerised sewing machines, the pattern making room etc. Hon’ble Minister on his visit spent time interacting with the students & faculty members and gathering feedback about the centre and appreciated the good work being done by ATDC at Chennai. He appreciated the infrastructure and quality of training at ATDC as the trainers focus on providing maximum technical skills through practical approach and hands on training in stimulated factory like training infrastructure.

In a significant move to have first-hand experience of ATDC’s efforts to prepare industry-ready workforce, a high level delegation from Ministry of Textiles, GOI visited ATDC Bangalore Hub recently. The delegation headed by Smt. Rashmi Verma, IAS, Secretary Textiles, Ministry of Textiles was welcomed by Dr. Darlie Koshy, DG & CEO, ATDC&IAM along with EC/ATDC - LMC members which included Mr. Jagdish Hinduja, Sumir Hinduja & A.S. Subrahmanyam.

In a brief overview presentation, Dr. Darlie Koshy highlighted the skill training programmes being conducted in 13 centres across Karnataka.

After taking stock of ATDC activities, Smt. Rashmi Verma, IAS and other delegation were certain about one fact- ATDC’s expertise in skilling women and youth to meet industry demands via world class infrastructure which has set new benchmarks and standards including ‘ATDC-JUKI TECH Innovation & Industry Hub’ which aims to revolutionize Apparel training.

Expanding Horizons: Annual Principals’ Meet 2016
Exploring new Horizons for ATDC had 9th ATDC Annual Principals’ Meet. The 2 Day meet had discussed over the challenges being faced by ATDC being the largest institute in vocational education for apparel sector and how it requires to strengthen the Brand and identity as industry oriented training provider, fulfilling Industries’ demand of technically skilled workforce in alignment with the courses that are offered through ISDS of MOT/ AMHSSC / Ministry/PMKVY for skill training with ambitious targets and thus making itself sustainable and purposeful, were the main focus of the Meet to strategies the future.

Currently ATDC is committed to provide skills to youth & women for gainful employability provide skill training along with life skills which is equally important for career growth, up skilling-multiskilling & reskilling, industry oriented technical & entrepreneurial training, supporting corporates / State Govt. agencies / Central Govt. Skill Development Scheme initiatives through training & placement of target group candidates. Gaps in ATDC Service were discussed in detail with scope of future improvement. Technical training exposure & awareness about new industry practices of faculty members, industry relevant continuous up-gradation of training contents, placement of candidates trained in non-industrial regions, need for product and design/ Karigari development initiatives, gap in training for industrial engineering/ productivity and quality, insufficient financial delegation at Centre level, shortage of qualified faculty were some of the other points brought out in this connection.
ATDC: Initiatives & Achievements

Prasora Process Management System for ATDC

ATDC as an organization has evolved into a multi-dimensional training service provider and is operational in multiple states with multiple courses at multiple levels. It works with various stakeholders and schemes with multiple parties involved. Along with this, it deals with the training of thousands of trainees on a monthly basis whose data is to be managed as well. Not only ATDC requires a lot of management of its own, it also needs to provide regular updates to its stakeholders and coordinate with them. This results into a mammoth task of managing the data, processes and various people. Since the situation is regularly changed so much, it needs a dynamic solution. This is why ATDC opted to engage Prasora to manage its data and processes.

Prasora is a dynamic process management system to manage organizations that need special management skills. It transforms itself into a Customized, Dynamic and Automated Business Management System for the individual organizations. Prasora has been dynamically configured to manage data, processes and people as per the unique requirements of ATDC and hence has been able to manage the data of all ISDS, AVI & B.Voc. Programs and also should take care of any future requirements of ATDC. In the first year of engagement, Prasora has been successful in helping ATDC by creating a variety of daily, weekly and on demand reports for a variety of programs and offers point of action for individual departments. It has been able to help find the issues quickly so that they can be sorted out immediately and generate performance reports for the departments on a variety of performance indicators.

ATDC: Way Forward, Steps to Shape its Future

ATDC to become an NSDC Training Partner under Non-Funded Norms

The Ministry of Skill Development & Entrepreneurship (MSDE) has brought about several policy changes and Standard Norms including revamping of DGT and SDI Schemes since 15th July, 2015. The SDIS scheme has been discontinued from April 2016 and the main focus of MSDE is large scale skillling through their Flagship Scheme PMKVY with an ambitious target. The 2nd version of PMKVY has been recently modified and announced on 15th July 2016. Short-long duration skill training will be funded only if the organisation is evaluated and registered as Training Partners under NSDC certified through AMH-SSC (in our case) with full exemption of Service Tax.

In order to bring about uniformity and standardization in the implementation of various Skill Development Schemes by different Central Ministries / Departments, the Government of India have updated and revised the Common Norms notified on 15th July 2015 to align various courses as per National Skill Qualification Framework (NSQF). The trades/job roles have to be necessarily aligned with NSQF by December 2016 in sync with National Occupational Standards (NOS).

To align ATDC’s training portfolio (Pan-India) with the changing Scenario in Skill Development ATDC plans to become a full-fledged Training Partner with NSDC as per their Revised Non-funded Partner Guidelines and evaluation process.

ATDC Centres register for Pradhan Mantri Kaushal Vikas Yojna (PMKVY)

ATDC has been associated with SECTOR SKILL COUNCIL OF Apparel, Made ups and Home furnishings (AMH-SSC) through Certificate of Affiliation from SSC for 17 job roles vide letter dated 9th Dec. 2014 which has been renewed on Dec. 2015.

In the pilot phase of PMKVY scheme which was launched in June 2015, ATDC was assigned a very small target of 125 candidates to train. ATDC has enrolled 130 candidates, out of which 122 were officially registered and trained and 104 candidates assessed, out of which 95 were certified. The training was imparted in following trades:

- Sewing machine operator
- Quality Checker
- Specialized sewing machine operator

Ministry of Skill Development and Entrepreneurship has launched is in the process of launching a Revised Version of the scheme as Pradhan Mantri Kaushal Vikas Yojna 2 (PMKVY 02). PMKVY is a flagship outcome based skill training scheme of the Government of India implemented through the NSDC / SSCs.
ATDC Partners with NSDC under a consortium led by FICCI for World Skill 2017 in Abu Dhabi

World Skills India is an initiative of the National Skill Development Corporation (NSDC) under the Ministry of Skill Development and Entrepreneurship (MSDE). NSDC, through this initiative, has been leading the country’s participation at World Skills International competitions since 2011. ATDC had partnered with NSDC and represented India in Fashion Technology Skill in the WSI 2015 Sao Paulo.

For the World Skills 2017 Abu Dhabi, NSDC had invited proposals for supporting partners who will work with NSDC to mobilize, select, train candidates and arrange Local, Regional and National Competitions both for “India Skills” and “World Skills India” with various duties and responsibilities assigned mainly related to holding of local/ regional competitions.

FICCI approached ATDC for partnering for World Skills and to become part of a consortium for Fashion Technology Skills. Under the consortium headed by FICCI, ATDC, NIFT and Pearl Academy are the training partners for world skills 2017. The preparation for selection of candidate representing India in the World Skills Competition, Abu Dhabi will start in the first week of August 2016. ATDC as a training partner will make proactive efforts to make Indian contestants’ participation worth the while.

ATDC TOT Academies & Orientation and Certification of Master Trainers Pan India by AMHSSC

The AMHSSC develops Master Trainers through RPL Process by conducting Orientation, Assessment and Certification of Master Trainers of Training Providers (IAs) as “AMHSSC Certified Master Trainers”. Such Master Trainers have to in turn provide training to the Trainers of Implementing Agencies (IAs) PAN India for conducting training in various Skills in Apparel Made-Ups and Home Furnishing segment. The qualifying level for becoming AMHSSC Certified Master Trainers is 90% in the test conducted by AMHSSC. Out of 25 ATDC Trainers who participated in Orientation and Assessment Program, 6 Trainers in Hand Embroidery and 3 Trainers in SMOJ role of ATDC have cleared the qualifying level of 90% or more, to become AMHSSC Certified Master Trainers. The AMHSSC Certified Master Trainers can be utilised for Training ATDC’s internal faculty resources. As per MSDE guidelines, various training providers (IAs) have to get their trainers trained through AMHSSC certified Master Trainers and hence the above 9 AMHSSC Certified Master Trainers will be utilised in future to train the trainers of other training providers (IAs) PAN India also.

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Acknowledgments

The ATDC Management also expresses its deep appreciation for the assistance, cooperation and support extended by Ministry of Textiles, National Council for Vocational Training (NCVT)/ DGT, All India Council for Technical Education (AICTE), National Skill Development Corporation (NSDC), National Skill Development Agency (NSDA), National Scheduled Castes Finance Development Corporation (NSFDC), National Backward Classes Finance & Development Corporation (NBCFDC), National Safai Karamchari Finance Development Corporation (NSKFCD), National Handicapped Finance & Development Corporation (NHFDC), National Scheduled Tribe Finance & Development Corporation (NSTFDC), Delhi Scheduled Caste Finance and Development Corporation (DSFDC), M.P.Council of Employment and Training (MAPCET), Madhya Pradesh Hastashilp Evam Katchhargha Vikas Nigam Limited (MPHSSVN), Aliah University, Indian Institute of Crafts and Design and state level institutions such as the Tamil Nadu Skill Development Mission, Tamil Nadu Adi Dravida Housing & Development Corp., Govt. of TN, (TADDCO), Kerala State Women’s Development Corporation (KSWDC), the Rajiv Education and Employment Mission in Andhra Pradesh (REEMAP), State Urban Development Authority (SUDA), Manipur Dept. of Comm.& Ind., Local Municipal Corporations, Mewat Development Agency (MDA), Harcraft-Ranchi, Directorate of Textiles-WB, District Rural Development Agency(DRDA)-Sirsa, domestic and export apparel industry leaders and several NGOs and other leading corporate supported CSR like from Power Finance Corporation(PFC), Oil & Natural Gas Corp. Ltd (ONGC), Gas Authority of India Ltd. (GAIL), Ambuja Cement, GMR Foundation, Tata Steel, Gita Mittal Foundation, Delhi Slum Dwellers Federation, SNS Foundation, Rotary club & DPS Noida, and a list of other CSR focused organizations which find it synergistic to join hands with ATDC.

The management is thankful to the dedicated mobilisers working in the field with ATDCs pan-India centres for mobilising over 20,000 candidates during 2015-16 and for their continuous support to the skill development endeavours of ATDC.

The Management is also very appreciative of the painstaking services provided by Shri Hari Kapoor, Sr. Vice Chairman of ATDC in guiding the ATDC team and of Dr. Darlie Koshy, DG&CEO of ATDC&IAM under whose hands-on leadership and foresight the ATDC Officers, Faculty Members and Staff Members have been performing unstintingly and have been awarded yet again this year as the ‘Best Vocational Training Institute 2016 – Gold by ASSOCHAM. The Management highly appreciates the enthusiasm, hardwork and dedicated efforts of the entire ATDC Team – Officials at NHO and the faculty resources and field teams pan-India, without which, the achievements of ATDC would not have been possible.
ATDC: Glimpses PAN India

From top left to right:
Celebration of World Skills Day at ATDC Surat, Gurgaon, Jaipur, Hubli, Kolkata, Noida and other centres of PAN India

From top left to right:
Expanding Horizons: 9th Annual Principals Meet 2016; International Women's Day- all about empowered women at ATDC; ATDC organises awareness marathon Run for Skills; 73 Skilled Youth Got Placed in placement drive organised by ATDC Gurgaon; Deloitte Soft Skill Training for ATDC students; ATDC 'Campus Placement Drive' Signs Up 67 Skilled Youth.