2012-2013 ANNUAL REVIEW

Reaching out to Serve


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In the year ending on March 31st, 2013, ATDC SMART Training Programme, under ISDS, ATDC exceeded the target set by the Ministry of Textiles by training over 52,000 candidates. With the 12th Five-Year Plan coming into full force, and the Ministry of Textiles obtaining approval for Rs 1300 crore outlay for ISDS for the rest of 12th FYP, the team is geared up to face new challenges in a systematic and professional manner. The emergence of ATDC as the largest vocational training provider for Apparel sector, contributing over 50 percent of the MOTs total skilling target, has been a significant landmark in the National Skill Mission of the country and the effort has received widespread acclaim from MOT, other Government agencies, Planning Commission and all stakeholders and we thank all of them.

The ATDC’s Annual Review 2012-13 in your hands provides details of the initiatives and achievements of the year. We look forward to your continuous support and cooperation.

The ATDC’s proactive efforts through the SMART Fast-Track shopfloor workforce training programmes, setting-up of ATDC-SMART Training of Trainers’ (TOTs) Academies, setting-up of State-of-the-art infrastructure, introduction of industry relevant technologies for training programmes, advanced pedagogy, use of digital contents for blended learning and the ATDC-JUKI Tech Innovation Centre and a series of such initiatives in the past two years of the Pilot project period of ISDS, have all played an important role in ushering in a positive contribution to the Apparel export manufacturing industry which has been facing shortage of skilled workforce and technical personnel.

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The most significant achievement of ATDCs during 2012-13 has been the rapid scaling up of training activities as part of ISDS of MOT, GOI. From just around 99 centres at the close of the previous year to over 175 centres by March 2013 to achieve the cumulative target set by the MOT of 48,000 in the pilot project period required massive efforts by both the NHO and field teams. ATDC stabilised the training cycles to an optimal level of 07, thus helping to achieve the huge target set by MOT, GOI. The key to ATDC’s achievement has been the very productive collaborative partnerships with a large number of Government agencies and other organisations for both mobilisation and gap funding assistance. The selection and appointment of a large number of mobilisers attached to ATDC centres along with ATDC’s dedicated field staff helped the cause.

The other significant step has been developing the ATDC-SMART TOT Academies to train the trainers in order to increase their domain knowledge and skills to improve the quality of training. Apart from this, ATDC also took long range steps to reengineer the Academic System to place equal emphasis on both short-term and long-term training programmes. The setting up of the two Curricula Committees by AICTE to begin with and later by NCVT under the Chairmanship of DG & CEO, ATDC, not only brought recognition to ATDC but also provided an opportunity to align the ATDC courses going forward with MES of NCVT by transforming most of ATDC’s as VTPs and also with AICTE by moving for registration of select ATDCs as SKPs. This will have a very positive qualitative impact on the entire system concurrently with the implementation of ISDS for MOT, GOI. The release of the Contemporary Curricula for Garment & Fashion Sectors on 30th July 2013 at the hands of the Union Minister of Textiles has turned a new leaf indeed for ATDC. The finalisation of a new strategy of focusing on both short-term & long-term programmes going forward as formulated in the Blueprint 2015 in Hyderabad augur well for a brighter future for ATDC in the coming years. ATDC is beholden to Chairman, AEPC, ATDC & IAM, AEP-EC and ATDC BOG members as well as Ministry of Textiles and all other Stakeholders for the unstinted support and cooperation received during the year and we re-dedicate ourselves to work “SMARTER” in the days ahead.

ATDC’s overall placement in the apparel sector is estimated at over 75% (45% in apparel export units-large & SME’s- and the rest of 30% in domestic garment units, units run by NGOs, self-employment, small fashion business units, etc.), Most important aspect ATDC has been stressing is not only achieving the training target in nos. but ensuring the quality of training through infrastructure, quality of faculty resources, consistency of teaching through Digital Contents / trainers’ & trainees’ manuals, etc. ATDC’s clear focus on quality training programmes with the objective of providing industry-ready workforce has been a boon to apparel sector and Industry has been very positive in not only providing employment linkages through ATDC Rozgar Melas and placement drives but also by providing constructive feedback.

ATDC’s Vocational Training Institutes and the SMART Centres Pan-India have developed a capacity to train about 40,000 – 45,000 candidates in a year and provided 6-7 cycles of batches of candidates are mobilised on the ground. For mobilisation support & gap financing in 2012-13, ATDC entered into multiple collaborative partnerships with Central / Apex organisations, State governments and other agencies, NGOs, etc. Many synergies have been developed with organisations coming forward and contributing to the noble cause of ‘imparting skills’ and ‘improving lives’.

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Chairman, AEPC, ATDC & IAM  
Dr. A. Sakthivel

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Vice-Chairman, ATDC, 
Shri Hari Kapoor

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DG & CEO, ATDC & IAM, 
Dr. Darlie O. Koshy

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NATIONAL-INTERNATIONAL INITIATIVES: IN FRAMES

National Initiatives

Important dignitaries at ATDC

ATDC Campus

(CLOCKWISE FROM TOP LEFT), Smt. Sonia Gandhi visits ATDC Rae Bareli; Ms. Zohra Chatterji at ATDC Rae Bareli; Shri Kamal Nath interacting with ATDC team; Minister Mukul Wasnik at ATDC; Shri Raman Singh inaugurating ATDC Raipur; Shri Naveen Patnaik felicitating ATDC students in Orissa; Shri P. Chidambaram and Shri Kamal Nath at ATDC Chhindwara and Sri Ramalinga Reddy inaugurating ATDC Adugodi Centre

(CLOCKWISE FROM TOP LEFT), NCVT & AICTE-approved Curricula for Garment and Fashion sectors being released; ATDC-Juki Tech Innovation centre launched; Release of Digital Contents for Blended Learning; Newzine completes one year; Shri Jitender Singh at ATDC Tijara; National Level ATDC State-Coordinators’ Meet; and ATDC-SMART Centre being inaugurated in Chhindwara, Madhya Pradesh

(From Top), ATDC Thiruvananthapuram campus; and ATDC Integrated Campus in Chhindwara
**Glimpses from the past**

(CLOCKWISE FROM LEFT), ATDC wins the UK-India Skills Forum Award; inauguration of ATDC NHO, Paridhan Vikas Bhawan; and the inauguration of ATDC-TOT Academy at ATDC Integrated Campus, Kinfra Apparel Park, Thiruvanthapuram (Kerala)

**International Initiatives**

(CLOCKWISE FROM TOP LEFT), CITA, Hong Kong experts at ATDC-TOT Training; SLITA, Sri Lanka trains ATDC Faculty Members on IE; ATDC-IAM sign MoU with FDI, Mauritius; Expert from JUKI, Japan at ATDC-TOT Training; Romanian delegation at ATDC to understand its Skilling-Upskilling Model; Mauritius delegation at ATDC NHO; and Cambodian delegation at ATDC NHO
ATDC ANNUAL REVIEW 2012-13

ATDCs Mission to Movement...

The ATDC was set-up in 1996 by the leading export council AEPC sponsored by the Ministry of Textiles, GoI in response to the felt need for technically trained personnel and shopfloor workforce for the apparel sector so that productivity & efficiency could increase and increase availability of workforce for various labels.

With the advent of skill development initiatives in the country and the introduction of Integrated Skill Development Scheme (ISDS) by MOT, GoI in October, 2010, ATDC was selected as a Nodal Agency on Pan-India basis for implementing the Skill Development Scheme under Component-I by the Ministry of Textiles. In the last 3 years, after the skill development programme commenced, ATDC’s proactive efforts through SMART Fast-Track shopfloor workforce training programmes under the ISDS there has been a visible improvement on the ground. In 2010, when ATDC took the ambitious challenge of training 1,72,000 candidates in five years, it seemed a daunting task with many skeptics around.

Now, having successfully enrolled and trained over 52,000 candidates in the two years period of the pilot project and about 80,000 cumulatively enrolled till July 2013 under ISDS contributing to over 50 percent of the entire Ministry of Textiles’ target, the ATDC network has turned a new leaf in the journey of “Skilling India” and making the “mission” a movement by involvement of many State Governments / Sponsoring Agencies / NGOs. The candidate profile of pilot project period 2011-12 and 2012-13 indicate 82% women and about 71% candidates are from rural and semi-urban areas.

In addition the ATDC Vocational Institutes have trained around 20,000 candidates in 6 months to 2 year programmes. It is important to note that ATDC is the only organization which offers shopfloor, supervisory & managerial level trainings / 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 04-07). Creation of such a comprehensive training Eco system has accorded a leadership position to ATDC by transforming as India’s largest vocational training provider for the apparel sector and has won the UK-India Skills Forum Award in 2011. ATDC is again the only institution in the apparel sector which has set-up Training of Trainers’ Academies i.e. in Thiruvananthapuram (Kerala), Chhindwara (Madhya Pradesh) and Gurgaon (Haryana) for training of trainers considering the acute shortage of qualified and well trained trainers. In the pilot project period, 765 faculty members have been trained by giving training in advanced workshop formats thus improving the quality of training output and industry orientation.

The year 2012-13 also augured well for ATDC with many eminent personalities walking the ATDC corridors pan-India and encouraging the teams along with the launch of many significant initiatives like ATDC-JUKI Tech- Innovation Centre, In factory Outreach Training Cells, Rozgar Melas & Placement weeks, Launch of the SMART NewZine and Important MoU’s with the BBMP, Karnataka, Nehru Yuva Kendra Sanghatan (NYKS), NSCFDC, NBCFDC to name a few. (Details in following pages)

Advancing forward on the agenda to 'Target, Train, Transform' using both short term- long term courses, ATDC aims to shape a stronger growth trajectory for the apparel industry and to strengthen ATDC by a two pronged strategy of consolidating and raising the bar of the quality for the short-term programmes under ISDS, MOT, GoI (ATDC-SMART) along with a renewed focus on longer-term courses in conjunction with DGET / NCVT.

“TO INCREASE EXPORT IN TEXTILES TO USD 50 BILLION WE HAVE TO ENCOURAGE THE SKILL DEVELOPMENT. SKILL DEVELOPMENT IS PARAMOUNT. WHEN THERE ARE SKILLS WITH THE PEOPLE OF THE COUNTRY, THE GROWTH WILL GO UP, THE PRODUCTION WILL GO UP, THE COST OF PRODUCTION WILL COME DOWN, AND THEN WE WILL BE ABLE TO COMPETE IN THE INTERNATIONAL MARKET.”

—Dr. K S Rao, Hon’ble Union Minister -Textiles, GOI
ACADEMIC PROGRESS & ACHIEVEMENTS

ATDC being the largest Vocational Training network for the apparel sector is now present in 22 states and 85 Tier-I, II & III cities having over 177 Centres. Currently ATDCs imparts training for two tiers of the skill pyramid:

- **SMART Training Programmes** for Short-Term Programmes (Skill Level 01-03)
- **ATDC Vocational Institutes** for Long-Term Programmes (Skill Level 04-07)

About ISDS initiative of Ministry of Textiles, GOI

Ministry of Textiles, GOI is the 1st Ministry in India to launch the skill development initiative with a target to train over 2.675 million people in the Textile & Apparel segments in over 5 years (2years of 11th FYP & 12th FYP). During the rest of the 12FYP the Ministry has been able to successfully project and obtain approvals for an outlay of Rs. 1,900 crore as the ISDS pilot project transitions to main phase. ATDC was selected as a Nodal Agency for MOT under Component-I and in the pilot project period and over 50% of the MOT’s target came through ATDC- SMART Training Programme and its 177 Centres across the country.

**ATDC-SMART Training Programme:**

In Feb 2011, ATDC commenced pan-India operations as MOT’s nodal agency for implementation of its Integrated Skill Development Scheme. After exceeding the target for 2011-12, ATDC geared up to train another 34, 000 during FY 2012-13 to meet the target set by the MOT, GOI and also to meet the growing demand for skilled personnel in the apparel industry. Total candidates enrolled till March’2013 were 63,715 and till July’2013 over 80,000. These trained candidates were a timely help for the apparel industry which is facing an acute shortage of skilled labour, with demand for trained professionals’ far outstripping supply.

The ATDC Skill Development & Employment Linkage Model is an innovative one for qualitative change in the apparel industry. The visionary creation of the brand “SMART” (Skills for Manufacturing of Apparel through Research & Training) by Dr. Darlie Koshy, DG & CEO of ATDC has proved to be a major step capturing the imagination of the Stake holders especially the youth of the country. The unique fea-
Features of the “SMART operator” is that the operator is not an ordinary operator any more after training but an extra-ordinarily trained “SMART Operator” which can help an Apparel Factory in Quality, Productivity & Efficiency.

The SMART Fast Track curricula developed by ATDC-SMART TEAM has helped in bringing out a more scientific approach to training of shopfloor workforce. The other initiatives include trainers’ manuals, trainees’ kits, digital learning contents for blended learning, life & soft skill training and above all training of trainers which all have given an edge to ATDC’s training mission.

ATDCs Training project ‘SMART’ has become the ‘SMART’ Choice for the women, youth and the disadvantaged sections of the society and also for many differently abled. ‘SMART’ reflects the spirit of ‘impartment skills and improving lives’ through specific training programmes for youth who drop out in the fifth to eighth grades in schools and are also in need of vocational training. ATDC-SMART Training Project has attracted widespread attention as these courses provide fast-track training to youth in employable skills. With just 30-45 days’ training, an ATDC trained candidate can earn from Rs. 5,500 to Rs. 9,000 as wages depending upon the state and location.

The SMART initiative is just one part of ATDC’s skilling mission. To enhance usefulness and reach of its training programmes, ATDCs through its Vocational Institutes at 65 locations pan-India offers 6 months to 2 year long-term programmes to provide continuous supply of junior and middle level professionals to the apparel sector.
ATDC Vocational Institutes:
ATDC Vocational Institutes are a vital part of the postsecondary education/training system for career in apparel and fashion leading to award of Certificate, Diploma and Advance Diploma to provide the key production related personnel to the Apparel Industry. The curriculum is comprehensive and based on core subjects going beyond just academic knowledge but also facilitating development of concepts, ideas and skills.

Also, digital learning is now being integrated as part of skill training programmes at all ATDC Vocational Institutes. ATDC Vocational Institutes mainstreams vocational education and offer modularity, lateral and vertical mobility with focus on “employability and flexibility” with different inputs being acquired by the students for different level of certification to join the ‘fibre to fashion’ value chain.

ATDC has been taking proactive steps developing innovative curricula for the Apparel-Textile-Fashion Sectors and also aligning ATDC courses with mainstream Skill & Education organizations like NCVTDGET/ AICTE’s NVEQF etc. ATDC Institutes have enrolled over 11,000 candidates since Jan 2010. Admissions in ATDC Long-term courses are made through direct/paid route and also through group sponsorships from various national/state welfare agencies like NSFDC, NBCFDA, DSFDA, KSWDC, NYKS etc. in the year 2012 and 2013, almost equal numbers of candidates have been enrolled through direct and sponsorships in the ratio of 52:48. ATDC Vocational Institutes students have been well placed in the garment industry and have been inducted as line supervisors, QC’s and in Industrial Engineering Dept.

ATDC Vocational Institutes — Most Popular Programmes

Region-wise (Cumulative) long-term programme students in ATDC Vocational Institutes

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<tr>
<th>Region</th>
<th>Total Students</th>
<th>Colleges</th>
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<tr>
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<td>Southern</td>
<td>2891</td>
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<tr>
<td>Eastern</td>
<td>1603</td>
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<tr>
<td>Western</td>
<td>2677</td>
<td>5</td>
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</table>

ATDC Vocational Institutes — Most Popular Programmes

- **Certificate**
- **Diploma**
- **Associate Degree/Advanced Diploma**
- **NCCP**
at an initial salary ranging from Rs. 8500-Rs.13500. The candidates are selected through Campus interviews; one-on-one interviews with garment manufacturers and on site interviews at export houses to help candidates and employers get the right mix of skill sets for various job requirements. ATDC has been following a well-placed examination system that controls the examination across 25 ATDC Institutes and other ATDCs offering long-term courses. The examinations are usually held in January / February and in July / August. A well-established MIS system is also in place and constant monitoring is also done through surprise ‘flying-squad’ visits.

**Milestones achieved**

**RAJASTHAN**
Planned to be operational in February 2013

**CHHINDWARA**
Planned to be operational in February 2013

**GURGAON**
Instituted in February 2011

**THIRUVANANTHAPURAM**
Inaugurated in December 2011

**ATDC-SMART Training of Trainers’ Academies (TOT)**
Along with laying a road map for mass training of candidates, ATDC also emphasized the need for high-quality trainers who would make a world of difference for building-up sound quality of training programmes which will differentiate ATDC among the competitors as well as the minds of potential candidates. In a pioneering initiative ATDC has already set-up 3 Training of Trainers Academies in Gurgaon (NCR), Thiruvanthapuram (Kerala) and Chhindwara (MP) and steps are on for setting up the 4th one in the State of Rajasthan. 765 faculty members have been trained cumulatively till July 31, 2013 & 452 during the year 2012-13 in multiple programmes covering broad sweep of technology and manufacturing related practices and methodologies. The enthusiasm with which the ATDC faculty have been attending the programmes and the increasing interest shown

### TRAINING OF TRAINERS’ BY ATDC-SMART TOT ACADEMIES:

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<th>TRAININGS/ WORKSHOPS</th>
<th>TRAINED TRAINERS PAN-INDIA</th>
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<td><strong>Skill Upgradation Trainings</strong></td>
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<tr>
<td>1. Machine Mechanic Programme by JUKI &amp; Brother</td>
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<tr>
<td>2. Advanced SMO Training by JUKI</td>
<td>50</td>
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<td>3. RAMSONS</td>
<td>68</td>
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<tr>
<td>4. ALT</td>
<td>25</td>
</tr>
<tr>
<td>5. Product Speciality-Knitwear Manufacturing</td>
<td>25</td>
</tr>
<tr>
<td>6. Product Speciality-Trouser Training</td>
<td>28</td>
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<tr>
<td>7. ERP Training</td>
<td>146</td>
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<tr>
<td>8. Retail Sales Associates</td>
<td>27</td>
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<tr>
<td><strong>Total Trained:</strong></td>
<td><strong>445</strong></td>
</tr>
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| **Productivity and Quality Improvement Programmes** | |
| 1. Attachment making by JUKI | 13 |
| 2. REACH Software — CAD Merchandising Manager | 71 |
| 3. “Attachment Making & Design” Seminar | 9 |
| **Total Trained:** | **93** |

| **Advanced Intensive Training Programmes** | |
| 1. Increasing Efficiencies by Mr. Paul Collyer | 106 |
| 2. SLITA | 31 |
| 3. CITA TRAINING-I “SIM FACTORY- A Computerized Coaching System for Sewing Line” Management | 30 |
| 4. CITA TRAINING-III “Sewing Training & Engineering” | 30 |
| 5. CITA TRAINING-III “Sustainability in the Textile and the Clothing and Higg Index” | 30 |
| **Total Trained:** | **227** (TOTAL TRAINEED: 765)** |
TOTs bring in international expertise

ATDC-CITA
ATDC-SMART TOT Academy and the Clothing Industry Training Authority (CITA) Hong Kong has organised a series of training programmes in Gurgaon (North), Bangalore (South) and Chhindwara (West). In Gurgaon, the nine-day programme deliberated on ‘Sim Factory — A Computerized Coaching System for Sewing Line Management’. In Chhindwara, the CITA experts deliberated on the concept of ‘Sewing Training and Engineering’ while in Bengaluru, ‘Sustainability in the Textile and Clothing Industry’ and the ‘Higg Index’ were the topics. A total of 90 participants — 60 from ATDC Faculty Resources and 30 from various Apparel Export Units — were trained under the above ATDC-CITA collaborative training programmes. CITA is an internationally-renowned training and technical service provider for the apparel and textiles industry, providing fast track and cutting-edge programmes to professionals for managing the apparel Industry in a competitive era.

ATDC-JUKI
An ATDC-JUKI Tech Innovation Centre has been launched at ATDC NHO at Paridhan Vikas Bhawan in Gurgaon. It is a collaborative initiative of ATDC-JUKI for showcasing the state-of-art technology, latest specialised machines for the industry as well as for better understanding of updated reach for adoption of such technology in Indian condition. The ATDC-JUKI TECH Innovation Centre is a significant initiative to strengthen the Apparel Industry, especially the SMEs, to adopt new technologies for increasing productivity, efficiency and quality for better price realisation and better global competitiveness. The centre is a platform to build ‘deep dive’ capabilities through advance training, innovative processes, technical guidance and close linkage and interface with the apparel industry.

ATDC-SLITA
Gurgaon TOT Academy organised a five-day workshop titled ‘Work Study Techniques’ in collaboration with the Sri Lanka Institute of Textile and Apparel (SLITA), with 25 ATDC trainers and industry professionals participating. The Gurgaon sessions focused on how to measure work, how to create the production line, assign operations on a scientific basis to minimise loss and maximise output, streamlining production line and enhancing productivity.

by the industry personnel have inspired ATDC’s management to seek out global alliances to upgrade further the contents and quality of training programmes.

ATDC TOT Academy — Global Linkages:
To deliver qualitative training, ATDC has entered into collaborations with leading training institutes in Hong Kong, Sri Lanka and UK and has also signed MOUs for training of trainers’ through overseas experts to equip the faculty resources in international standards and the State-of-Art technologies so that they can impart knowledge to students, industry participants which ultimately results in advancement of apparel industry especially when it comes to efficiency, productivity and sustainability. During the year 2012-13 ATDC conducted a series of programmes in collaboration with SLITA, Sri Lanka on Industrial Engineering and with the acclaimed CITA in Hong Kong, a series of three training programmes were conducted in 3 regions-Gurgaon (North), Bangalore (South) and Chhindwara (West) and a total of 90 participants — 60 from ATDC Faculty Resources and 30 from various Apparel Export Units were trained on concepts like Sim Factory — A Computerized Coaching System for Sewing Line Management’, ‘Sewing Training and Engineering’ , ‘Sustainability in the Textile and Clothing Industry’ and the ‘Higg Index’. These programmes signified a major change in the advance training of trainers and also brought in a close relationship with the requirements of apparel industry units.

Innovation in Motion: Launch of ATDC-JUKI Tech Innovation Centre
In a path breaking effort, ATDC in collaboration with JUKI India Pvt. Ltd., launched India’s first ATDC-JUKI Tech Innovation Centre for the apparel industry at the ATDC-Training of Trainers’ Academy, Gurgaon. Inaugurated on January 17, 2013 by Ms. Kiran Dhingra, IAS, Former Secretary (Textiles), MOT, GOI in the presence of Dr. A. Sakthivel, Chairman, AEPC, ATDC&IAM, Vice-Chairman, ATDC Sri Hari Kapoor, Dr. Darlie Koshy, DG & CEO-ATDC & IAM and the ATDC team from JUKI Mr. Katsumi Nihei, Executive Operating Officer, Mr. Yamakata, Managing Director, Mr. Motomaru, Director among many other dignitaries, the ATDC-JUKI TECH Innovation Centre is a platform where industry and academia can focus on showcasing and demonstrating leading edge technologies in apparel manufacturing and carrying out applied ‘Research’ a key word in ‘SMART’, with design and Innovation.

Launch of Digital Contents Modules for Blended Learning:
Aiming to standardize the delivery of courses at its training Centres across the country, ATDC had launched the first module of its blended learning ‘Digital Contents’ for ‘SMART Sewing Machine Operator’ Course. On July 16, 2012 Former Union Minister for Commerce, Industry and textiles, launched the module at the AEPC-ATDC stall at ’Tex Trends India 2012. The Course in Digital Contents
format has ensured consistency in training across the country, and also helped the candidates in understanding the finer points better. **ATDC, Career Strokes join hands for soft skills training**

In view of the increasing importance of soft skills in enhancing one’s job performance and career prospects, ATDC tied up with www.careerstrokes.com, a division of Sun Online Learning India Pvt. Ltd., an organization owned by Mr. Kris Srikanth, a former Indian Cricket Captain & Former National Selector, BCCI on 11th April, 2012 for imparting customized life skills/soft skill sessions initially in 25 ATDC Vocational Institutes. As part of the initiative, four modules focusing on Teamwork, Health & Safety, Hygiene, Basic Living Standards and Stress Management have been developed. The modules use movie clips, examples and videos from the world of cricket and apparel industry. Approx. 3000 ATDC students have already undergone training on these modules. Talks are underway to expand the reach of these modules to 65 ATDC Institutes along with a provision of providing the digital soft skills contents in 6 vernaculars as per the need of the regions.

**Launch of ATDC-SMART Students Manuals in Vernaculars:**

The ATDC-SMART Students’ Manual in three vernaculars—Hindi, Bengali and Oriya were launched on November 14, 2012 at the India International Trade Fair (IITF), New Delhi by MD, National Skill Development Corporation and DG & CEO-ATDC & IAM.

**Sponsorship Support**

**Collaborative Partnerships**

In order to pursue the ambitious target of skilling people ATDC entered into multiple collaborative partnerships with Central / apex organizations, State Governments and their agencies, NGO, etc. During the year, a major thrust was on creating strong linkages with various stakeholders for mobilization of candidates, and with apparel industry units for generating employment for the successful trainees. Actively working on finding the right partners to achieve greater geographic spread and grow the numbers ATDC trains the right partnership was the key as the collaborating organisation understand the target group and their aspirations and requirements the best. The partnerships with Central Government bodies such as Nehru Yuva Kendra Sangathan (NYKS) The NYKS, Ministry of Youth Affairs, Govt, has been sponsoring ATDC candidates for SMART courses for over a year now. The ATDC Pan-India network has so far trained over 3,800 candidates sponsored by NYKS and recently, an approval to train 4,320 candidates has been received.

### Major Collaborations

1. **Nehru Yuva Kendra Sangathan (NYKS)**
   The NYKS, Ministry of Youth Affairs, Govt, has been sponsoring ATDC candidates for SMART courses for over a year now. The ATDC Pan-India network has so far trained over 3,800 candidates sponsored by NYKS and recently, an approval to train 4,320 candidates has been received.

2. **Tamil Nadu Skill Development Mission (TNSDM)**
   The TNSDM has sanctioned 5,400 candidates in 9 districts of Tamil Nadu and they plan to provide more sanctions for expanding reach in other districts. Department of Social Welfare, Tamil Nadu, has mandated ATDC to up-skill 54,000 uniform tailors and plans to provide them with modern Juki machines post training so as to augment their earning capabilities.

3. **Rajiv Education and Employment Mission in Andhra Pradesh (REEMAP)**
   It is coordinating skill training activities in Andhra Pradesh. As a pilot project, REEMAP has sanctioned the sponsorship of candidates for SMART courses in Hyderabad & Vizag.

4. **National Scheduled Castes Finance & Development Corporation (NSFDC)**
   Since 2000, NSFDC has been giving sanctions to ATDC for imparting skill training to Scheduled Caste candidates. The ATDC’s pan-India network has so far trained over 7,000 SC candidates sponsored by NSFDC.

5. **National Backward Classes Finance & Development Corporation (NBCFDC)**
   Since 2001, NBCFDC has been giving sanctions to ATDC for imparting skill training to Backward Class candidates. ATDC’s pan-India network has so far trained over 8,000 Backward Class candidates sponsored by NBCFDC.

6. **National Minorities Development & Finance Corporation (NMDFC)**
   Since 2006, NMDFC has been giving sanctions to ATDC for imparting skill training to minority candidates. ATDC’s pan-India network has so far trained over 1,000 minority candidates sponsored by NMDFC.

7. **National Safai Karamcharis Finance & Development Corporation (NSKFDC)**
   Since 2007, NSKFDC has been giving sanctions to ATDC for imparting skill training to safai karamcharis. ATDC’s pan-India network has so far trained over 1,200 safai karamcharis sponsored by NSKFDC.

8. **National Handicapped Finance and Development Corporation (NHFDC)**
   Since 2004, NHFDC has been giving sanctions to ATDC for imparting skill training to handicapped candidates. ATDC’s pan-India network has so far trained over 100 differently abled candidates sponsored by NSKFDC.

9. **RIICO**
   The Rajasthan State Industrial Development and Investment Corporation (RIICO) provides stipendiary and financial support for training candidates at the ATDC-SMART Centres in Rajasthan. It plans to support setting up ToT Academy in the state.

10. **State Urban Development Authority (SUDA)**
    SUDA Chhattisgarh has sanctioned the sponsorship of 3,000 trainees for the current year, while SUDA West Bengal has facilitated tripartite MoUs for sanction of sponsorships of 1,800 trainees.

11. **Aliah University, West Bengal**
    It has been sponsoring trainees for ATDC Long-term Programmes of 6 months to 1 year duration for the past three years.

12. **Bruhat Bengaluru Mahanagara Palike (BBMP)**
    Karnataka has offered built-up space to ATDC at Adugodi, Malleswaram and Nagarabhavi in Bengaluru under west & south of BBMP.

13. **Collaborations in Madhya Pradesh**
    The MP Hasta Shilpa Vikas Nigam Ltd. has sanctioned sponsorship for 2,145 trainees this year while MP Council for Employment & Training (MAPCET) sponsored 1,900 trainees and MP Khadi and Gramudyog Board 400 trainees.

14. **Collaborations in Himachal Pradesh**
    Himachal Pradesh’s Department of Industries is interested in starting ATDC-SMART Centres in 12 districts.
Kendra Sanghatan (NYKS), National Backward Classes Finance and Development Corporation (NBCFDC), National Scheduled Castes Finance Development Corporation (NSFDC), National Scheduled Tribes Finance Corporation (NSTFC) and National Safai Karamcharis Finance Development Corporation (NSKFDC) or state level institutions such as Tamil Nadu Skill Development Mission, Kerala State Women’s Development Corporation (KSWDC) or Rajiv Education and Employment Mission in Andhra Pradesh (REEMAP) 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. With the target of skilling 2,50,000 people set for the 12th FYP with substantial funding support from Ministry of Textiles, Government of India, there is even more pressing need for expanding collaborations at all levels.

ATDC Resource Planning

State-of-Art simulated facilities
As the brand ATDC stands for new-age technology, contemporary curricula, and trainers trained in new methods and techniques ATDC has been constantly striving to upgrade its facilities keeping pace with its USP of state of art factory simulated infrastructure — in tandem with the apparel industry’s manufacturing advancements. This is achieved by a focused Resource Planning Team which helps procure the most modern, advanced machines to train ATDC students. In all of its 177 Institutes / Centres / Skill Camps across India, ATDC currently has about 8,000 latest high-tech machines which are in sync with those being used by the apparel industry. These include:

- **Industrial Sewing Machines (JUKI/ Brother):** Single Needle Lock Stitch Machine (SNLS), SNLS-Under Bed Trimmer (UBT SNLS), 4-Thread Over Lock (4THD O/L), 5-Thread Over Lock (5THD O/L) and Flat Lock-Flat Bed Machine.


- **Fabric Cutting Machines (Eastman):** Straight Knife and Round Knife

- **Others:** Continuous Fusing Press Machine, Vacuum Ironing Table

ATDC is the only institute in the apparel space that has four CAD softwares (Tuka, Reach, Gerber, Lectra) to impart CAD/CAM training to its students.

Industry Linkages & Placements

**ATDC addressing Employability**

The overall placement estimated for year 2012-13 was over 75% candidates (45% placed in Apparel Export units (large & SMEs) and the rest 30% in domestic garment units, Home fashion and other units.
run by NGO’s, including self-employment in boutiques, small fashion business units etc. This year ATDC introduced the concept of “SMART Rozgar Mela” in major catchment areas by taking the industry to labour intensive areas to recruit candidates. In just 4 Melas at Patna, Gurgaon, Jaipur & Mewat over 1650 ATDC candidates were selected and offered gainful employment in the salary range of Rs. 5500/- to Rs. 9000/-. As this initiative has got enthusiastic response more ‘Rozgar Melas’ would be organised in various states.

HR Initiatives

Ensuring a positive work environment and building ATDC Teams

Famous Latin poet Marcus Valerius Martialis once said, “Life is not merely being alive, but being well.” ATDC for the well-being of its employees, particularly those who cannot afford the costly medical expenditures has extended the Employees’ State Insurance Scheme (ESI) to employees who are drawing a salary of Rs. 15,000 and below. The ESI Scheme provides full medical care in the form of medical attendance, treatment, drugs and injections, specialist consultation and hospitalisation to insured people and to members of their families where the facility for specialist consultation/hospitalisation has been extended to the families. Over 200 ATDC employees have been covered recently under ESI. Other employees have been covered through medical protection.

ATDC LEADING RECRUITERS

- M/S Victus Dyeing, Tirupur
- M/S Unitex Apparels, Bangalore
- M/S Banswara Syntex Pvt. Ltd., Surat
- M/S Mohan Clothing (Blackberry), Gurgaon
- M/S Horizon Apparel Pvt. Ltd., Noida
- M/S Mahavir Spin Fab Pvt. Ltd., Unnao (U.P)
- M/S Surbhi Collection, Bhilwara
- M/S Sri Rajasthan Syntex Ltd, Rajasthan
- M/S Eveline Int.Pvt.Ltd., Ludhiana
- M/S Radnik Imports, Delhi NCR
- M/S Neva Garments Pvt. Ltd, Ludhiana
- M/S MLK Export, Lucknow
- M/S Modelama Exports, New Delhi
- M/S Evolv Clothing, Guindy
- M/S Arvind Mills, Bangalore
- M/S Fine Fair India Pvt., Tirupur
- M/S Orbit Corporation, Jodhpur
- M/S J R Garment, Dharmpurui
- M/S Patternal Clothing, Nagpur
- M/S Social Welfare, Thiruvallur
- M/S Equiplus Plus, Kanpur
- M/S Maheshwari ladies Garments, Rajasthan
- M/S Sundram Apparels, Chittorgarh
- M/S Goyal Fashion Pvt. Ltd., Jaipur
- M/S Geena Garment, Tirupur
- M/S Shahi Exports Ltd.
- M/S Pratibha Syntex Ltd., Indore
- M/S Om Fab Creation, Ludhiana
- M/S Orient Craft, Gurgaon & Noida
- M/S Bombay Rayon Fashion Ltd., Bangalore
- M/S Tarus Clothing Pvt. Ltd. Bangalore
- M/S Global Exports, Kanpur
- M/S Gokaldas Exports, Bangalore
- M/S Vasu Clothing Pvt. Ltd. Indore
- M/S Neetee Clothing, Gurgaon
- M/S Kariwala Home Fashion Syles Pvt. Ltd. Howrah
- M/S Aryavart, Jaipur
- M/S Dinesh Kumar, Jaipur
- M/S L.T Karle Exports, Bangalore
- M/S Pratham Exports, Jaipur
- M/S Chelsea Mills, Gurgaon
- M/S Silver spark apparel, Karnataka
- M/S IFF Overseas, Indore
- M/S JR Garment, Tirupur
- M/S Window of Bengal, Hooghly (Kolkata)
- M/S M.S Enterprises, Jaipur
- M/S Unworth Creation, Bhilwara
- M/S Flexituff Ltd., Indore
- M/S Cheer Sager Exports, Jaipur
- M/S India Today Fashions, Jaipur

* Top 50 Recruiters’ list

“I REMEMBER HIRING FOUR ATDC STUDENTS AS ‘QUALITY CHECKERS’. I WAS SURPRISED TO SEE THAT, WITHIN A FEW DAYS, THOSE WORKERS BECAME BETTER THAN THE EXPERIENCED WORKERS. THEY SUGGESTED A NEW WAY OF CHECKING THE GARMENTS WHICH PROVED TO BE VERY EFFICIENT.”

—VIJAY JINDAL, co-promoter of SPL Industries

“ATDC STUDENTS ARE DOING VERY WELL IN THE INDUSTRY. I REMEMBER HIRING SATISH KUMAR WHO HAD COME TO US AFTER COMPLETING A BASIC MANUFACTURING COURSE FROM ATDC. HE IS NOW THE HEAD OF OUR TRAINING CENTRE AND LEADS A TEAM OF THREE TRAINERS.”

—P.M.S. UPPAL, Managing Director, Pee Empro Exports

“FOR SKILLED HUMAN RESOURCES AT DIFFERENT LEVELS, THE APPAREL INDUSTRY DEPENDS A LOT ON ATDC. WE HAVE BEEN HIRING ATDC STUDENTS FOR THE LAST 8-10 YEARS. MOST OF OUR INDUSTRIAL ENGINEERS ARE FROM ATDC.”

—PRAMOD KUMAR MISRA, Senior Production Manager, Pee Empro Exports
General Service Rules for ATDC
The first ever GSR of ATDC was prepared and implemented w.e.f. Sept. 2012. The details covered in the GSR include: Recruitment, Selection, Establishment Rules, Classification of Posts, Standard Pay Scale, Travel & Daily Allowances, Leave Rules, Retirement/Resignation Termination, Welfare Measures, Contributory Provident Fund, Employees Gratuity Scheme, Conduct, Discipline & Appeal Rules, Duties & Responsibilities, Residuary Conditions of Service, Power to Relax, Power to Amend the Rules, Re-Appeal & Saving.

Extra Initiatives

ATDC ERP-Pragati goes live
ATDC entered the era of Enterprise Resource Planning as ERP-Pragati went live on April 1, 2013 thus beginning a process of massive transformation in the way ATDC manages its training activities and business transactions as a whole. The real value of ERP lies in its enterprise-wide integration, which helps achieve a greater focus. The team successfully completed ERP training across all regions spanning the ATDC network — Gurgaon (North), Mumbai (West), Trivandrum (South) and Bhubaneswar (East). Modules such as Payroll, Prospectus Management, Student Management, Staff Travel, Centre Management, Staff Management & Reports have become fully operational since then. Needless to say, ERP-Pragati would empower the ATDC officials, faculty, staff and other stakeholders to participate and contribute better.

Extending Outreach, via SMART NewZine
ATDC-SMART NewZine, a bi-monthly news and view communicator was introduced in June 2012 to reach out to ATDC’s own network of 177 Centres in 22 states and to the stakeholders, policy makers in the vocational skill space. Since then 6 informative NewZine issues have been brought out and have received very positive feedback.

Visit of key stakeholders to ATDC
ATDC has been playing an important role in ushering the Integrated Skill Development which started as a mission and is fast acquiring the feature of a national movement. During the year following dignitaries encouraged the effort by their gracious visit to ATDC NHO / ATDC Institutes / Centres / Skill Camps:
- Smt. Sonia Gandhi, Hon’ble Member of Parliament
- Sh. Kamal Nath, Union Parliamentary Affairs Minister
- Dr. Kavuru Sambasiva Rao, Union Minister (Textiles)
- Shri Jitender Singh, Minister of Sports and Youth Affairs
- Sh. Raman Singh, Chief Minister (Chhattisgarh)
- Sh. Naveen Patnaik, Chief Minister (Odisha)
- Sh. Ashok Gehlot, Chief Minister (Rajasthan)
- Sh. M.K. Muneer, Social Welfare and Panchayat Minister (Kerala)
- Sh. Monteek S. Ahluwalia, Deputy Chairman, Planning Commission & Chairman, NSDC
- Ms. Zohra Chatterji, IAS, Secretary (Textiles)
- Ms. Kiran Dhingra, IAS, Former Secretary (Textiles)
- Dr. Renu Parmar, IES, Adviser, Planning Commission
- H.E. Ms. Maria Grapi, Romanian Minister for Textiles, SMEs
- Sh. Ramn Singh, Chief Minister (Chhattisgarh)
- Sh. Ashok Gehlot, Chief Minister (Rajasthan)
- Sh. M.K. Muneer, Social Welfare and Panchayat Minister (Kerala)
- Sh. Monteek S. Ahluwalia, Deputy Chairman, Planning Commission & Chairman, NSDC
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- Dr. Renu Parmar, IES, Adviser, Planning Commission
- H.E. Ms. Maria Grapi, Romanian Minister for Textiles, SMEs

Going Forward

ATDC’S PRINCIPAL’S / SMART STATE COORDINATORS’ ‘STRATEGY MEET: BLUEPRINT 2015’ for charting Future Outlook
In order to plan the future road map and prepare Blueprint 2015 ATDC ‘Strategy Meet: Blue Print 2015’ for ATDC Principals, SMART State Coordinators and NHO Officials was held at the Hyderabad on the 04th and 05th July, 2013. The 2 day Meet consisted of deep-dive (region-wise) deliberations & strategy discussions with around 40 Principals/State Coordinators of ATDCs’ from across India. The Meet focused on the key learnings and challenges from the last year, and opportunities and roadmap for next 2 years redefining the horizon for skill development in Apparel sector. In a two-pronged strategy it has been decided to consolidate and raise the bar of the quality for the short-term programmes under ISDS, MOT, GOI (ATDC-SMART) with a renewed focus on longer-term courses in conjunction with DGET / NCVT. Based on the agenda to ‘Target, Train, Transform’ using both short term- long term courses, the Meet aimed to formulate a way-out for a stronger growth trajectory for the apparel industry and to strengthen ATDC and charting out a Blueprint for 2013-14, 2014-15, setting targets to be pursued by ATDC in the next 2 years.

ATDC SKILL CONCLAVE
ATDC organised a SKILL CONCLAVE, on July 30, 2013 with key Panelists from Ministry of Textiles, All India Council for Technical Education (AICTE), Directorate General of Employment & Training (DGET), National Skill Development Agency (NSDA), Planning Commission, AEPC and Apparel Industry to deliberate on the ‘Importance of Skill Development in Shaping the Future of Apparel Sector: Perspectives, Challenges & Opportunities’ at Apparel House, Gurgaon. The Conclave was inaugurated at the hands of Dr. Kavuru Sambasiva Rao, Hon’ble Union Minister of Textiles, Government of India.
The Opening address at the Conclave was delivered by Dr. A. Sakthivel, Chairman, AEPC / ATDC & IAM, the inaugural address by Dr. K.S. Rao, Hon'ble Union Minister of Textiles and the Key Note address by Ms. Zohra Chatterji, IAS Secretary (Textiles) and other distinguished panelists present including Dr. Avinash S Pant, Vice Chairman, AICTE (on behalf of Prof. SS Mantha, Chairman AICTE), Sh. Anant Pandey, NSDA (on behalf of Sh. JP Rai, IAS, NSDA), Ms. Monika Garg, IAS, JS, MoT, Sh. Dinesh Nijhawan, Director, DGET (on behalf of Sh Shikhar Agarwal, IAS, DG, DGET), Dr. Renu S. Parmar, Adviser, Planning Commission, Sh Hari Kapoor, VC, ATDC and Dr. Darlie Koshy, DG & CEO of ATDC and IAM. The Conclave hosted an interesting interactive panel discussion wherein the panelists discussed & deliberated on the Integrated Skill Development Scheme; its impact, scaling up and benefits to the industry in meeting the acute skill deficit, models created by ATDC, socio-economic impact of the skill initiatives for women and disadvantaged sections of the society, role of mainstream education with long-term vocational programmes of 6months/1 year and the relevance of the updated contemporary curriculum, training of trainers’ ways to attract new investments in the sector, etc.

**National Level release of Curricula approved by AICTE for NVEQF System for Fashion/Apparel Sectors & by NCVT for Garment & Fashion Sectors**

The “ATDC Skill Conclave” witnessed a major landmark in the area of skill development for Apparel Sector with national release of Course Curricula Documents- AICTE approved curricula for National Vocational Education Qualification Framework (NVEQF) system in Garment & Fashion Sectors and National Council for Vocational Training (NCVT) approved curricula for apparel & fashion sectors under the two major Regulatory Bodies of Govt. of India, guiding the entire education and training sector. Both the committees under the Chairmanship of Dr. Darlie Koshy, DG&CEO of ATDC & IAM had done exceptional work in a short time to prepare the curricula documents which have been now adopted by the AICTE and the NCVT/DGET which are expected to transform the quality of skill development for Apparel Sector.

**Acknowledgements**

The Chairman AEPC, ATDC & IAM and the ATDC Board of Governors express their deep gratitude for the cooperation and guidance extended by the Hon'ble Union Minister of Textiles Dr. Kavuru Sambasiva Rao, former Hon'ble Union Commerce, Industries & Textiles Minister Shri Anand Sharma, Ms. Zohra Chatterji, IAS, Secretary (Textiles), Former Secretary (Textiles) Mrs. Kiran Dhingra, IAS and Ms. Monika Garg, Jt. Secretary and former Jt. Sec. Sri V. Srinivas and the whole team of officials at the Ministry of Textiles handling ISD Scheme.

The management is thankful to Dr. Renu Parmar, IES, Advisor, Planning Commission, Govt. of India for her continuous guidance and support to the skill development endeavours of ATDC.

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)/DGET, 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), NYKS Nehru Yuva Kendra Sangathan (NYKS), National Minority Development & Finance Corporation (NMDFC), National Safai Kramchari Finance Development Corporation (NSKFDC), 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 Kathkargha Vikas Nigam Limited (MPHSSVN), Aliah University, Indian Institute of Crafts and Design and state level institutions such as the Tamil Nadu Skill Development Mission, Kerala State Women’s Development Corporation (KSWDC), the Rajiv Education and Employment Mission in Andhra Pradesh (REEMAP), State Urban Development Authority (SUDA), Local Municipal Corporations, domestic and export apparel industry leaders and several NGO’s and other leading corporate supported CSR like from Ambhuja Cement, GMR Foundation, Tata Steel, Delhi Slum Dwellers Federation, SNS Foundation, and a list of other CSR focused organizations which find it synergistic to join hands with ATDC.

The Management is also very appreciative of the painstaking services provided by Sh Hari Kapoor, Vice-Chairman of ATDC in guiding the ATDC team and of Dr. Darlie Koshy, DG&CEO of ATDC&IAM under whose able leadership and foresight the ATDC Officers, Faculty Members and Staff Members has been performing untringly. 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.
In frames

(CLOCKWISE FROM TOP LEFT), Planning Commission team at ATDC NHO; Biometric Attendance System is now activated at ATDCs pan-India; students at an ATDC Rozgar Mela; Sewing Machines Distribution by NHPC to differently-abled students at ATDC-Faridabad; SMART Machine Technicians during the training at ATDC-Jaipur; A differently-abled ATDC student working at M/S Pee Empro Exports in Faridabad; ATDC VC Shri Hari Kapoor encouraging an ATDC PWD candidate; students being trained at state-of-the-art ATDC Centre; Learner-centric ‘Vernacular approach- ATDC- SMART Students’ Manuals’ launched in Hindi, Bengali and Oriya; Shri K.S. Rao, Union Minister of Textiles, at ATDC Gurgaon Hub; and CITA-trained ATDC Faculty Member being awarded...
NORTH

First ATDC-SMART centre at Egmore, Tamil Nadu with simulated production environment; and State Minister of Handloom and Textiles visits ATDC-Paramakudi, in Ramanathapuram district, Tamil Nadu.

(SOUTH)

(WEST)

Environment day celebrations at ATDC Chhindwara; stipend distribution to SC candidates at ATDC Surat; and Surface Ornamentation Course in progress at ATDC Raipur.
EAST AND NORTH EAST

(CLOCKWISE FROM TOP LEFT), ATDC courses are much sought after in the North-East; Bhoomi pujan at ATDC Patna; day meal, boarding and lodging facilities are provided to ATDC students by Orissa and Rajasthan Government; SMART trainees at ATDC Bhubaneswar; Smt Vimla Pradhan, State Minister of Tourism, Government of Jharkhand, at ATDC-Ranchi; first footprints of ATDC in the North-East; and SMART-toolkit distribution to students at ATDC Chhapra.

BEST PERFORMING ACHIEVERS

(CLOCKWISE FROM TOP LEFT), Mr. P.K. Yadav, Principal, Jaipur; Ms. Lopamudra Ghosh, Principal, Bhubaneswar; Principal, ATDC Tirupur collecting the award on behalf of Mr. J. Balaji, Lecturer, Tirupur and Principal, ATDC Gurgaon collecting the award on behalf of Mr. Naveen, Trainer, Mewat (Gurgaon) for ‘Best Performing Achievers’ category. Team ATDC Patna and Principal, ATDC Noida receiving the award under ‘Best Performing Vocational Institute’ category at ‘ATDC Strategy Meet: Blue Print 2015’.