Indian Textile and Apparel Industry is the second largest sector after agriculture in providing employment in the country. The Ministry of Textiles aims to reinforce Skill and scale in the industry to increase production, employment and exports particularly in the apparel sector.

Under Integrated Skill Development Scheme (ISDS), ATDC has a pan-India presence with 205 self-run training centres running in State-of-the-art infrastructure and faculty resources helping the apparel industry to find skilled workforce for different tiers of manufacturing.

I wish the ATDC and its team the very best in fostering partnership with the industry in the area of skill development and sustainable employment of the trained youth.

The Indian economy is on a rapid growth trajectory and requires skilled hands at every segment of manufacturing and services sector. The Apparel Industry in Textile Sector has enormous potential for generating employment opportunities for the youth and women, in particular.

The Ministry of Textiles is implementing a flagship programme of ‘Integrated Skill Development Scheme’ since the year 2010. The Apparel Training & Design Centre (ATDC) has been playing an important role in creating a quality skilled workforce for the Apparel Sector under this scheme. During the year 2013-14, ATDC has trained about 54,000 persons for the Apparel Sector.

I wish the entire team of ATDC the very best in their noble endeavour.

“At a time when the industry was facing acute shortage between 2009 and 2012, the rapid expansion of ATDC across the country under the Integrated Skill Development Scheme (ISDS), with state-of-the-art facilities, helped the industry tide over the looming crisis of skill shortage.”

“ATDC centres are now spread across the length and breadth of India from Imphal (in Manipur) to Churu (in Rajasthan) and from Thiruvananthapuram (in Kerala) to Chhindwara (MP) with about 205 centres providing vocational skills to desirous candidates.”

“The story of ATDCs transformation as the largest network of Vocational Training Institutes and the biggest training provider for the Apparel sector was unfolded at the ‘Hunar ki Hunkar’ event in February this year when the ATDCs presented theme stalls reflecting talent and a variety of skills.”
**IN FRAMES**

**Major Achievements & Initiatives**

Clockwise from top left:
- ATDC team along with Sri Virender Uppal, Chairman, AEPC, ATDC & IAM, greeting Shri Sanjay Kumar Panda, the newly appointed Secretary Textiles, MOT, GOI;
- ATDC Team receiving Award for ‘Best Vocational Training Institute 2014’ serving a Social Cause by ASSOCHAM;
- ATDC, along with NPC, conducted an awareness programme for better understanding of the ‘Lean Manufacturing Competitiveness Scheme’ in Gurgaon;
- Glimpse of ‘Hunarbaaz,’ a television reality show by Doordarshan, covered ATDC extensively;
- ATDC Principals’ Meet ‘Adhiveshan 2014’ deliberates on future roadmap of skilling 2,50,000 candidates;
- Then Secretary Textiles, Sri Virender Uppal, Chairman, AEPC, ATDC & IAM and Dr. Darlie O. Koshy, DG & CEO, ATDC & IAM along with other dignitaries launching the redesigned interactive ATDC website.

**Inaugurations & Innovations**

Clockwise from top left:
- Inauguration of ATDC Chhindwara Hostel blocks for boys and girls by Ms. Zohra Chatterji, IAS, then Secretary Textiles, MOT, GOI;
- Inauguration of SMART Bhawan – India’s First Product Speciality (Knitwear) Training Centre at Faridabad; Chief Guest Prof. KC Reddy cutting the ribbon to inaugurate the 190th centre in Andhra Pradesh;
- Textile Testing training to be launched at 11 Textile Testing Labs at select ATDC Vocational Institutes; ATDC in collaboration with State’s Employment Generation and Training Department inaugurated SMART Centre in Khuni Majra, Punjab;
- To expand its reach in North-East ATDC Inaugurated ATDC Vocational Institute in Manipur.
Celebrating crossing of milestone of 1,00,000 candidates @ ATDC Hunar Ki Hunkar

Clockwise from top left:
- Inauguration of Hunar Ki Hunkar, two day event celebrating 1,00,000 trainees in pilot project period of ISDS, MOT, GOI; Tech Talk session part of Hunar Ki Hunkar in progress; Preparation for garment; Surface ornamentation skill competition at HKH; Hunar ki Hunkar lamp lighting ceremony by the dignitaries; ATDC Haryana stall display; Valedictory Function of the event; A visitor at ATDC Karnataka Stall interacting with Faculty; Inquisitive students at a stall; Release of ATDC Hunar Ka Safar - Inspiring Success Stories From ATDC’s Skill Journey by Guests of Honour.

Winners & Achievers

Clockwise from top left:
- ATDC All-rounder (Winner) - ATDC Kolkata; ATDC North-East won the runner up for best stall display; ATDC honours its lead partner (sponsorship) for ATDC training programmes; ATDC All-rounder (1st Runner-up) - ATDC Jharkhand; SPARK 2014 winner Kuchipudi dance by Ms. Shravani; ATDC Faridabad - Festivals of India runner-up of SPARK 2014.
ATDCs SCRIPT ‘SUCCESS’ WITH ‘SKILLS’

The Apparel Training & Design Centre (ATDC) came into existence under the aegis of AEPC in 1996 with the first Centre established in Guindy, Chennai for specifically training skilled workforce and production personnel for the Apparel Export Manufacturing Sector. From 1996 to 2009, ATDC had grown to about 35 Centres having trained 40,000 candidates in that period.

Today ATDC has become an undisputed thought leader and as the largest vocational training provider for the Apparel sector in the country. ATDC is also the single largest training provider for any vocational trade in India. ATDC since have undergone a major transformation after being selected as a Nodal agency under Component I by the Ministry of Textiles (MOT). Govt. of India and since then, ATDC has systematically worked towards developing training infrastructure, having set-up over 200 Centres pan-India with State-of-the-Art factory simulated production environment. Cumulatively over 1, 20,000 candidates have been trained in a short span from 2009 till June 2014 in both fast-track training programmes under the ‘SMART’ project and in long-term programmes at ATDC Vocational Institutes. In addition ATDC have set-up 3 Training of Trainers Academies and 3 Academies have trained about 1110 trainers through specially developed training modules.


— Shri Virender Uppal, Chairman, AEPC, ATDC & IAM

ATDC has a massive scale of operations on a Pan-India basis and training every month about 5,000 people in the short-term courses and over 7,000 candidates per annum in long-term courses. Apart from this ATDC has set-up 3 Training of Trainers Academies (Gurgaon (North), Thiruvananthapuram (South) & Chhindwara (West) and 1110 faculty members have been trained till June 2014. In addition 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) for offering training till B.Voc are clearly in line with the upcoming ‘National Vocational Qualification Framework’ in India. Creation of such a comprehensive training Ecos-ystem has accorded a leadership position to ATDC by transforming to become India’s largest vocational training provider for the apparel sector. Just as ATDC Crossed the milestone of training over 1,00,000 candidates during the Pilot Project period of the ‘ATDC-SMART’ project under the ISDS of MOT, GOI, the significance of the road travelled and the challenges of the road ahead gripped the DG&CEO and Team ATDC, and it was felt that the time has really come to ‘project’ ATDC as a “unified whole” as most people know ATDC as its parts. ATDC in its first edition of a 2 day National event ‘Hunar ki Hunkar’ projected its story of transformation with an objective to showcase under one roof ‘unity in diversity’ of the ATDCs across the country and a confluence of youth, employers, trainers, policymakers, apex agencies, academia, corporates and other stake holders of the apparel industry which proved to be an ‘eye opener’ for all the stakeholders.

During the year under review key contribution by ATDC to the Skillscape came in form of developing Contemporary Curricula for over 29 trade courses (Garment & Fashion sectors) along with Directorate General of Employment & Training (DGE&T) & National Council for Vocational Training (NCVT) for certification requirements and with AICTE for the Apparel & Textile sector as part of the National Vocational Education Framework(NVQF) wherein both DGE&T & AICTE formed curricula development committees under the DG&CEO- ATDC & IAM, Dr. Darlie Koshy. During the year ATDC also took up numerous initiatives and activities such as setting-up of Mini-Textile Testing Labs at National Apparel clusters, India’s first-ever Product Specialty (Knitwear) Centre at ATDC Faridabad which is playing a pivotal role in catalysing the Apparel industry to diversify the product basket to include knitwear, denim, outerwear, lingerie, etc. and signing an agreement with Juki in Tokyo to set-up the 2nd Innovation Centre in Bangalore.

ATDC also continued overseas partnerships with leading training institutes / industry bodies in Japan, Sri Lanka, UK and Australia and efforts are on to have more such linkages especially for upgradation of pedagogy and learner-evaluation, etc. ATDC has also started a pilot project for ‘Skill Matrix evaluation’ and also very actively involved with the National Productivity Council (NPC) to help in new apparel cluster formation to work in areas of Lean manufacturing, ‘Industrial Engineering’ and IT techniques, as part of a ‘Programme Management’ approach. Proactive engagement and collaboration with Central/ Apex organisations, State Governments and their agencies, NGOs, CSR partners, such as NSFDC, NBCFDC, NYKS, NMDFC, ONGC, PFC and
many more such partners have helped in reaching out to disadvantaged section of society and bring a new light in their lives. Major thrust has been on creating strong linkages with various stakeholders for mobilization of candidates, and with the apparel industry units for generating employment for the successful trainees.

ATDC Wins More Laurels!
To add to the cheer this year yet again ATDC was appreciated for its commitment towards skill development and for imparting ‘employable skills’. Shri Hari Kapoor, Vice Chairman, ATDC along with the brain behind ATDC’s rise to the top Dr. Darlie Koshy received the ‘Education Excellence Award 2014’ under ‘Best Vocational Training Institute’ category by the country’s leading Industry Association Associated Chambers of Commerce and Industry of India (ASSOCHAM) in the National Capital on February 19. (Details at page 17)

As for the future, the skills seeking/ employment seeking youth may run to ATDC for ‘RESKILLING’ I ‘UPSKILLING’ I ‘NEW SKILLING’. ‘Reskilling’ has become essential because of rapid changes in speed/ expectations and technology. ‘Continuous upskilling’ has become a pre-requisite to train people to achieve higher efficiencies and competencies. New skilling is also as important as ‘skills of yesterday’ are no more valid today or tomorrow and ATDC through its continuously updated curricula, industry ready training pedagogy, soft skills modules in both fast-track and long-term programmes ensures development of thousands of ‘winners’ and ‘achievers’.

The following pages unfold the year 2013-14 highlighting ATDCs various initiatives, innovations and impact and opportunity areas.

ACADEMIC PROGRESS & ACHIEVEMENTS
ATDC is now spread across the length and breadth of India from Imphal (in Manipur) to Churu (in Rajasthan) and from Thiruvananthapuram (in Kerala) to Chhindwara (MP) operating through over 200 Centres in 18 states covering candidates from 22 states ATDC offers a menu of 29 trade courses for attaining vocational skills to 5th standard drop outs to 12th standard pass outs and more covering Skill level 01-07 which form the present vocational qualification framework of the country.

ATDC-SMART Training Programme:
Fast-track / Short Term Programmes (Skill Level 01-03)
Over 1,26,000 candidates trained and 1,36,000 enrolled; empowering 2,50,000 candidates on ATDC agenda in 12th FYP

ISDS Initiative of Ministry of Textiles, GOI and Creation of Brand ‘SMART’
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 (2 years of 11th FYP & 12th FYP). During the rest of the 12 FYP the Ministry has been able to successfully project and obtain approvals for an outlay of Rs. 1,900 crores as the ISDS pilot project has transitioned to main phase. ATDC was selected as a Nodal Agency for MOT under Component-I for implementation of the ISDS and ATDC for the implementation of the project created a contemporary brand ‘SMART’ (Skills for Manufacturing of Apparel through Research & Training) has committed to train a total of 2,50,860 people till 31st Mar 2017. Till June 2014 in 205 ATDC Centres/ Skill camps pan-India ATDC has already completed training of cumulatively 1,20,743 candidates upto 30th June, 2014 thus contributing to over 55 percent of the MOT’s overall training target through ATDC-SMART Training Programme.

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.
The implementation of Integrated Skill Development Scheme (ISDS) by ATDC in the last 3 years brought over 1,20,743 men and women under the intensive rapid training programme. In the Executive Committee meeting, MOT has advised ATDC to continue implementation of the Pilot Project by fast-tracking the balance candidates before 31st March, 2015 thus completing 1,72,000 candidates envisaged under 11th FYP period before shifting over to 12th FYP target implementation under new norms. A summary of no. of candidates trained under ATDC-SMART Training project is presented below with Tamil Nadu, Rajasthan and Orissa achieving the maximum targets.

### Candidate Enrolment in ATDC-SMART Training Programmes (Till June 2014)

![Graph showing candidate enrolment in ATDC-SMART Training Programmes](image)

### TOP 6 leading States in ISDS implementation through ATDC (Trained Candidates Apr’13-Mar’14)

- **Tamil Nadu**: 9281
- **Rajasthan**: 8969
- **Odisha**: 6444
- **Madhya Pradesh**: 4232
- **Karnataka**: 3594
- **Bihar**: 3500

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Pan India-ATDC Presence

ATDC-SMART Training Project has attracted widespread attention as these courses provide fast-track training to youth in employable skills. With about 30-45 days’ training, an ATDC trained candidate can earn from Rs. 6,000 to Rs. 8,500 as wages depending upon the state and location.

“ROLE OF WOMEN STANDS OUT AS THEY PROVIDE HUGE STRENGTHS IN THE TEXTILE-APPAREL VALUE CHAIN WITH AN EYE FOR AESTHETICS AND DETAIL AND KEEN INNATE INTEREST IN SURFACE ORNAMENTATION OR ‘KARIGARI’. “POWER OF 49” AS 49 PERCENT OF INDIA’S POPULATION BEING WOMEN CAN BE TRANSFORMED TO SIGNIFICANT ECONOMIC ADVANTAGE AND SOCIAL EQUITY IF THEY ARE EMPOWERED AND BROUGHT TO MAIN-STREAM OF WORK. APPAREL MANUFACTURING PROVIDES THEM SUCH AN OPPORTUNITY MATCHING WITH THEIR INHERENT INTERESTS.”

—DR. DARLIE O. KOSHY

The candidates’ 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.

The scale of the ATDCs mission of ‘imparting skills, improving lives’ is now extended to over 201 locations across India. ATDC through its pan-India presence mapped with the Apparel Parks and Apparel Manufacturing Clusters is providing vocational skills to desirous candidates and bridging the gap between the rising manpower demand for skilled workforce for garment industry and the employment and livelihood needs of youth and women folks in the country. As apparel training has power and potential to uplift the weaker and disadvantaged sections of the society by providing gainful employment including wage & self-employment, in this labour intensive Pan-India industry. A complete list of ATDCs pan-India Centres is presented above.
SMARTer Deeds for bringing in an overall systematic Change: Few Highlights

- At ATDC it is our collective responsibility to channelise knowledge and energies towards the larger good of the society. In one such initiative under the SMART Social Accountability, ATDC-Jaipur organised a CSR-cum-awareness camp at the Durgapur railway station. ATDC students not only distributed drinking water to passengers but also raised awareness about various SMART courses and admissions.

- ATDC empowered differently abled & disadvantaged sections of society by imparting training to Safai karamchari, Dev dasi’s, Transgenders through specialised batches and has helped them get successfully placed in the Apparel Industry.

- ATDC has been adding value to the training programmes by distributing SMART tool-kits to its SMART candidates for better skill enhancement.

- ATDC Surat in collaboration with District Social Defence, Surat also distributed sewing machines, stipend and SMART certificate to widow SMART candidates to have better tomorrow with a better skills and knowledge.

- ATDC entered talent rich North-East. The first footprints of ATDC in the North-East were seen in March 13 when ATDC inaugurated its first ATDC-SMART Centre in Imphal, Manipur and during the year ATDC expanded its footprints to Arunachal Pradesh and recently inaugurated ATDC AVI in Manipur. The initiatives in the NEast are aimed to provide greater opportunity for imparting skills at all levels to the youths by conducting training programmes on designs and technology and enhance the rich culture of the region in handloom and embroideries, which has a huge potential for the apparel sector.

- ATDC in its endeavour to work for women empowerment gave training and sewing machines to 31 female prisoners of Central Jail, Raipur in Chhattisgarh in SMART Operator Advanced course. Central Jail Superintendent Dr. K.K. Gupta (IPS) hailed ATDC’s efforts in conducting such skill training for the inmates of the Central Jail.

The SMART initiative is just one part of ATDCs 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 years long-term programmes to provide continuous supply to junior and middle level professionals to the apparel sector.
ATDC Vocational Institutes

Long-Term Programmes (Skill Level 04-07)

The ATDC Vocational Institutes form a higher quality level of training in the 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/ DGE&T, Ministry of Labour & Employment. ATDCs long-term training courses address critical knowledge and skill-sets required for the apparel sector, leading to Certificate, Diploma and Advance 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 content under the National Skill Qualification Framework (NSQF).

Since Jan 2010 the ATDC long-term programmes (6months to 2yr duration) have enrolled over 14,559 candidates through direct / paid route and also through group sponsorships from various national/ state welfare agencies. The response this year from the CSR initiatives of Corporates also has been very encouraging. In the year 2013, 1193 number of candidates were enrolled through sponsorships, which in January 2014 session reached a level of 3288 candidates and over 3500 expected in July 2014 session. With such large sponsorships for long-term AVIs courses, the no. of AVIs has been increased from 25 in January 2014 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 boards, signage, posters in the apparel industry, 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.

New Initiatives taken by ATDC AVIs:


ATDC organized and actively contributed as “Knowledge Partner” to the World Skills Regional Competitions across the country at 4 different locations at ATDC Bangalore on 14 & 15 April 2014, at ATDC Kolkata on 30 April & 1 May 2014, at ATDC Faridabad on 7 & 8 May 2014 and at ATDC Indore on 15 & 16 May Faridabad on 7 & 8 May 2014 and at ATDC Indore on 15 & 16 May 2014. Over 300 Fashion & apparel institutes were invited to participate in the event. Out of 105 applications received, 69 participated in the regional competitions. The top three from each region were selected to compete in the National Competitions. The final 3 participants at the national level would be further given intensive training by the experts for about an year to compete with international counterparts at the World Skills 2015 is scheduled for 11-16 August 2015 in Sao Paulo, Brazil.

- Upgrading Quality in ATDCs through “Weekly Quality Assurance Clinics” for raising the bar of training delivery

Understanding the imperative need to focus and bring about improvements in the training quality and infrastructure across ATDCs, a Quality Assurance Team has been set up at the NHO with the three fold agenda i.e. SUPPORT-REPORT-ACTION. The focus in the first quarter has been be on ‘SUPPORT’ i.e. hand-holding
ATDCs and giving immediate solutions to problems to bring about ease in day-to-day functioning of the centre.

For the first quarter, an open on-line dialogue through “Weekly Quality Assurance Clinics” has been conducted for AVI and SMART Skill Centres in 17 states. 18 ATDC Centre have already been called on “Skype” and discussions have been held on critical points like upkeep of the centres, proper signage, counseling of aspiring students, apparel industry contact, employment linkages etc. for bringing out overall improvement in the Quality of the Training in ATDC centre. DG & CEO, ATDC & all Senior NHO Officials attend this long distance meeting. Many issues like disposal of scrap, quality of training kits, requirement of faculty, recoverable from sponsoring agencies, conduct of examination, faculty training requirements etc. have been addressed through these weekly clinics.

- Approval of select ATDCs as ‘Skill Knowledge Providers’ under NSOF of AICTE

ATDC has been accorded approval as Skill Knowledge Provider (SKP) under the National Skill Qualification Framework (NSQF) by AICTE which enables approved 30 ATDCs to offer “Vocational Contents” for the Certificate Level I to Level VII in the subject area of Fashion Design, Textile Design, Apparel Manufacturing and Fashion Management. Under the Framework a student can study for a Vocational Diploma and/or Degree (B Voc) depending on the accumulated credits by undergoing various modules at levels through 1-7, NVEQF provides for multiple pathways between formal, vocational education and job markets. UGC has also notified B Voc Degree vide F.No.:5-1/2012 (CPP-II) dated 14th December 2012. The initiative is to align ATDC’s long-term courses for proper recognition and certification through UGC approved universities. In view of the practical difficulties in working with Institutions/Universities with only a State level jurisdiction, ATDCs being a Pan-India organization, is taking pro-active steps towards aligning with a Institute of National Importance/National University for launch of new generation Apparel Technology-cum-Entrepreneurial B.Voc programmes viz. B.Voc in Apparel Technology & Entrepreneurship and B.Voc in Fashion Design & Retailing at 8 select ATDCs already in the Apparel Textile Clusters across India which includes ATDCs at Jaipur, Okhla, Noida, Faridabad, Tirupur, Thrivunanthapuram, Kolkata and Bhubaneswar in the first phase.

- ATDC-JUKI TECH Innovation & Industry Hub: A growth driver

In another move to bridge the gap between the apparel industry’s awareness about new technologies being brought to India by JUKI, an Indian delegation led by Former Union Minister of Textiles, GOI, initiated an MoU with JUKI Corporation in Tokyo, Japan, on November 25, 2014. The key MoU between ATDC and JUKI Corporation to set up an ATDC-JUKI TECH Innovation and Industry Hub (ATDC-JUKI TIH) at ATDC-Bangalore, Karnataka, was signed Dr. Darlie O. Koshy, DG & CEO, ATDC & IAM and Mr. Toshiyuki Yamanaka, Managing Director, Juki India Pvt. Ltd. in presence of the Union Minister and other delegation members. ATDC-JUKI TECH Innovation and Industry Hub under development in Bengaluru would serve as a bridge of confluence between apparel industry, JUKI experts and ATDC knowledge resources — exploring the scope of conducting industry oriented-training effectively.

During the year several new initiatives and projects were initiated as part of the ATDCs TOT Academies:

- Launch of “Product Speciality (Knitwear) Training Centre

In September 2013 ATDC set-up India’s 1st Product Speciality (Knitwear) Training Centre in ATDC Faridabad which is today playing a pivotal role in building and upgrading the skilled labour force for the knitwear cluster in Faridabad. ATDC through such initiatives is helping the industry to meet the demand for specially trained workforce and deliver at apparel industry’s doorstep. ATDC in future plans to operationalize ‘Product Speciality Training Centres’ for different product categories like structured garments, denims, lingerie, trousers, etc. to improve efficiency, productivity and encourage the apparel industry to expand its product basket.

- ATDC-SMART Training of Trainers’ (TOT) Academy

Faculty upgradation Programmes | Bringing Innovation & Latest Technology Know-how to the Industry

Early in the day itself, ATDC 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), Thrivunanthapuram (Kerala) and Chhindwara (MP) and the Academies have been actively formulating strategies and establishing methodologies for development of Course Contents, Digital Contents, Soft Skill Modules, Conducting Training Programmes and establishing collaborations to introduce need concepts like lean management, productivity improvement etc. Over 1,110 faculty members and industry personnel have already benefitted till July, 2014 in multiple programmes.
- Collaborative Partnership of National Productivity Council (NPC) & Apparel Training & Design Centre (ATDC) in Implementation of “Lean Manufacturing Competitiveness Scheme” of MSME in the Apparel Industry and Formation of Lean Management Related Clusters and Attachment to LMC

The ever changing Technology and global conditions has created a surge in demand for more technologically advanced workforce for improvement of productivity, quality and overall efficiencies for the Apparel Industry. Keeping this in view, to achieve objective of enhancing the Productivity, efficiency and quality of Indian Apparel Industry, ATDC initiated working with National Productivity Council(NPC) in Implementation of “Lean Manufacturing Competitiveness Scheme”, of the Ministry of MSME to enhance the productivity and competitiveness of the Micro, Small and Medium enterprises in the Apparel Industry. NPC is National Monitoring and Implementing Unit (NMIU) for implementing of 350 Clusters under the scheme across the country. The objective of the Scheme is to enhance the manufacturing competitiveness of the units through the application of various Lean Manufacturing techniques resulting in waste reduction, increased productivity, introduction of innovative practices, imbibing culture of continuous improvement etc for making the units more competitive.

After the approval of Sri Virender Uppal, Chairman- AEPC, ATDC & IAM, MOU was signed formally by Shri Harbhajan Singh, DG, NPC on behalf of the NPC and Dr. Darlie Koshy, DG & CEO - ATDC & IAM on behalf of ATDC. Post the MoU signing an ‘Awareness Seminar’ on “Lean Manufacturing Competitiveness Scheme” in Gurgaon with participation of over 60 Owners and Senior Management personnel representing various leading export houses of the Delhi-NCR region and in Mumbai attended by Top Management & senior management personnel representing various leading export houses of Mumbai Region was conducted by ATDC. As an outcome of the seminar the first of the Mini-Cluster in Delhi NCR region is being established with 8 forthcoming apparel units.

- 2nd Phase of Digital Contents Development

ATDC-SMART TOT Academy is under the process of developing the second phase of Digital Contents as support material for teaching SMART Courses so that the candidates seeking training may easily comprehend the contents being taught and the delivery process across ATDC Centres Pan-India may be standardized. The Digital Contents which include animation, audio, graphics, images and videos are being developed for SMART Quality Checker, SMART Finisher & Packers, and Machine Mechanic Courses.
• ‘Pilot study-Skill Matrix Assessment’ of the ATDC Centres for SMART SMO (Basic Course)

The first pilot study for ‘Skills Matrix Assessment’ of the ATDC Trainees completing SMART SMO (Basic) Course was conducted at ATDC Faridabad and ATDC Ghaziabad recently. The remaining pilot assessments will be conducted at ATDC Sarojani Nagar (Under ATDC Okhla) and ATDC-Dwarka (Under ATDC Rohini) by August, 2014. The skill gaps being identified and the steps to bridge the skill gaps being defined for these four ATDC Centres will be utilized for the Skill Matrix Assessment on a Pan-India Level as part of performance linked incentive system.

• Global Linkages for International Training Programmes

ATDC since the last 2-3 years has been continuously organising training programmes in collaboration with key international apparel institutes and experts such as Sri Lanka Institute of Textiles and Apparel (SLITA), Clothing Industry Training Authority (CITA), etc. Numerous faculty members and industry personnel have benifitted from the tutelage of the renowned international experts. With continuous demand from the industry and internal trainers to keep abreast with the latest global practises the ATDC-TOT Academies plan to further liaison with such international partners to conduct trainings on Lean Manufacturing, as well as on new trends in achieving productivity, efficiency and sustainability so that the apparel industry benefits in the long run.

COLLABORATIVE PARTNERSHIPS

In order to pursue the ambitious target of skilling people ATDC entered into synergistic collaborative partnerships with Central / apex organisations, State Governments and their agencies, Public Sector Companies under their CSR Scheme and NGO, etc. A major thrust was on creating strong linkages with various stakeholders for mobilisation of candidates, and with apparel industry units for generating employment for the successful trainees.

Apart from these numerous other organisations such as Power Finance Corporation (PFC), Gas Authority of India Ltd (GAIL), Container Corporation of India Ltd (CONCOR), Tata Steel, Oil & Natural Gas Ltd, Tamil Nadu Adi Dravidar Housing & Development Corpn, 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 Corpn (DSSFDC), Govt of Delhi, Nehru Yuva Kendra Sangathan, Aliah University, West Bengal, West Bengal SC & ST Development & Finance Corpn and many more have partnered with ATDC during the year.

Actively working on 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 understand the target group and their aspirations and requirements the best. The partnerships with Central Government bodies such as the Nehru Yuva Kendra Sanghathan (NYKS), the National Backward Classes Finance and Development Corporation (NBFCDC), the National Scheduled Castes Finance Development Corporation (NSFDC), the National Scheduled Tribes Finance Corporation (NSTFC) and the National Safai Karamcharis Finance & Development Corporation (NSKFDC), National Handicapped Finance & Development Corporation (NHFDC), National Minorities Development & Finance Corporation (NMDFC) or state level institutions as the Delhi Scheduled Castes Finance & Development Corporation (DSFDC),TAHDCO Tami Nadu, Kerala State Women’s Development Corporation (KSWDC), Hastship 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.

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<td>500 360</td>
<td>860</td>
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<tr>
<td>6</td>
<td>NHFDC</td>
<td>540 0</td>
<td>540</td>
<td></td>
<td></td>
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<tr>
<td>Total trainees</td>
<td>9047 3040</td>
<td>12087</td>
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</table>
Major Collaborations

National Backward Classes Finance & Development Corporation (NBCFDC)

Since, 2001, NBCFDC has been giving sanctions to ATDC for imparting Skill training to Backward Class candidates over 15000 Backward Class candidates sponsored by NBCFDC. Out of this 2700 candidates sponsored by Power Finance Corporation a public sector company under their CSR Scheme through NBCFDC with the total financial assistance of 4.5 crores towards training cost, stipend, boarding and lodging charges etc.

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 1200 minority candidates sponsored by NMDFC.

National Scheduled Castes Finance & Development Corporation (NSFDC)

Since 2000, NSFDC has been giving sanction to ATDC for imparting skill training to Scheduled Caste candidates. The ATDC’s pan-India network has so far trained over 10000 SC candidates sponsored by NSFDC.

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 1500 safai karamcharis sponsored by NSKFDC.

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 300 candidates sponsored by NYKS and recently, an approval to train 4,320 candidates has been received.

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 50 handicapped candidates sponsored by NHFDC.

Oil and Natural Gas Corporation Ltd. (ONGC)

For sponsorship of long term courses we have signed a MoU with Oil and Natural Gas Corporation (ONGC). In this regards ONGC has sponsor 180 candidates in ATDC-Chhindwara centre for long term courses & training has started.

GMR Varalakshmi Foundation

With the support of GMR Varalakshimi Foundation we have established ATDC-SMART Centres at Dwarka and second at Shamshabad Mandal (Hyderabad). In this regards GMRVF providing rent free space along with sponsorship of candidates.

Collaborations in Himachal Pradesh

Himachal Pradesh’s Department of Industries has shown interest in starting ATDC-SMART Centres in 12 districts.

Department of Commerce & Industries. Govt. of Manipur

In the collaboration with the Department of Commerce & Industries. Govt. of Manipur, we have established 1st ATDC-SMART and AVI Centre at Imphal. In this regards Deptt. of Commerce & Industries Provided rent free space along with installation of a transformer and also assured to assist sponsorship from other Govt. Deptt. of Manipur.

Collaboration in Tamil Nadu

- Tamil Nadu Adi Dravidar Housing and Development Corporation (TAHDCO) has been sponsoring candidates for longer term courses for over 10 years to provide training to the candidates belonging to Scheduled Caste / Scheduled Tribes / Scheduled Caste converted to Christianity. In year 2013-14 as well TAHDCO has sponsored 510 candidates in courses of duration 2 months to 1 years.
- Tamil Nadu Skill Development Mission (TNSDM) 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.
- Tamil Nadu Adi Dravidar Housing and Development Corporation (TAHDCO) Tamil Nadu Adi Dravidar Housing and Development Corporation (TAHDCO) has been sponsoring candidates for longer term courses for over 10 years to provide training to the candidates belonging to Scheduled Caste / Scheduled Tribes / Scheduled Caste converted to Christianity. In year 2013-14 as well TAHDCO has sponsored 510 candidates in courses of duration 2 months to 1 years.

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.

Collaboration in Rajasthan

- RIICO The Rajasthan State Industrial Development and Investment Corporation (RIICO) provides stipendiary and financial support for training candidates at the ATDC-SMART Centers in Rajasthan. It has also provided built-up space for ATDC-SMART Centres at Sitapur, Jodhpur and elsewhere in the state and plans to support setting up ToT Academies in the state.
- Gita Mittal Foundation In the collaboration with Gita Mittal Foundation we have established an ATDC-SMART Skill camp at Churu District towards training cost, stipend, boarding and lodging charges etc.

Bruhat Bengaluru Mahanagara Palike (BBMP)

BBMP Karnataka has offered built-up space to ATDC at Adugodi, Malleswaram and Nagarbhavi in Bengaluru under west & south of BBMP

Department of Scheduled Tribes, Govt of Kerala

Dept of Scheduled Tribes, Govt of Kerala has again repeated sponsorship for 120 candidates along with provision of hostel facilities for candidates coming from far off villages for training at Tvm, Kochi etc.
Collaboration in West Bengal

- 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 with various municipalities for sanction of sponsorships of 1,800 trainees. State Urban Development Agency (SUDA), regularly sponsor the candidates for ATDC in the state of West Bengal & providing boarding & lodging & transportation facilities at few places.
- Aliah University, has been actively sponsoring candidates in the year 2013-14 as well same has been maintained by sponsoring 150 candidates
- Directorate of Textiles, Govt. of West Bengal Directorate of Textiles, Govt. of West Bengal has been continuously sponsoring the candidates in the state of West Bengal

Collaborations in Madhya Pradesh

Hast Shilp Vikas Nigam (HSVN), Bhopal has sponsored good number of candidates in the state of M.P in the financial year 2013-14, 1796 candidates had been sponsor by HSVN, Bhopal. Establishment of an ATDC-SMART skill camp at Maheshwar, (M.P) With the support of DM-Maheshwar we have established an ATDC-SMART centre at Maheshwar in the M.P state. In this regards rent free space, furniture, & fixture along with sponsorship has been provided by DM-Maheshwar. Pradesh MP Hasta Shilpa Vikas Nigam Ltd has sanctioned sponsorship for 3,000 trainees this year while MP Council for Employment & Training (MAPCET) sponsored 120 candidates for 6 months and 1 year duration courses enabling them opportunities to join the mainstream apparel industry. In this regards District Governor Rotary Club and Chairman DPS School, Sharma Member Parliament, Gautam Budh Nagar, U.P in the presence of District Governor Rotary Club and Chairman DPS School.

Collaboration in Delhi | Haryana | UP

- Mewat Development Agency (MDA) With the support of Mewat Development Agency (MDA) we have established an ATDC centre at Mewat. In this regards they have provided rent free space along with sponsorship for the candidates of Mewat Centre.
- District Rural Development Agency- (DRDA), Sirsa With the support of DRDA, Sirsa we have established an ATDC-SMART and ATDC-AVI centre at Sirsa. In this regards DRDA has provided Rent free space along with sponsorship for both the centres, and signed separate MoU for each centre. Sirsa in Haryana is the most backward declared district and having high literacy rate. Accordingly Dist Admin, with the active support of local Member of Lok Sabha, thru District Rural Development Agency, Sirsa has sponsored 120 candidates for 6 months and 1 year duration courses enabling them opportunities to join the mainstream apparel industry.
- Delhi Public School-Noida With association of Rotary club –Noida & DPS School, Noida, we have established an ATDC-SMART skill camp at DPS-Noida, rent free space along with sponsorship of the candidates provided by the DPS-Noida. The Centre has been inaugurated by Dr. Mahesh Sharma Member Parliament, Gautam Bthn Nagarn, U.P in the presence of District Governor Rotary Club and Chairman DPS School.
- Delhi State SC Finance and Development Corporationhass.State Govt of Delhi thru Delhi State SC Finance and Development Corporation has been sponsoring 500 candidates regularly for ATDC Dilshad Garden and Rohini. in year 2013-14 also DSSFDC has once again continued the support

Collaboration In Ranchi | Jharkhand

- Jharkart, Ranchi With the support of Jharcaft, Ranchi we have established 2-3 ATDC-SMART skill camps in the state of Jharkhand. In this regards Jharcaft has provide rent free space along with sponsorship of candidates.
- Eastern Coal Limited Ltd. (Ranchi) With the support of Eastern Coal Limited we have established and ATDC-SMART Skill camp at Raniganj. In this regards they have provided rent free space along with sponsorship of long term courses for AVI-Jamshedpur.

Industry Linkages & Placements

The ‘National Placement Cell’ at ATDC NHO addresses the employ-ability of skilled candidates for ATDC Centre pan-India. The overall placement is estimated at around 70% (40% placed in apparel Export Units (large & SMEs) and rest 30% in domestic garment units, self-help groups through NGO’s etc. to work in Addas/ Galas, or are self-employed in boutiques, small fashion business, domestic units, etc.). Year round ATDC ‘Rozgar Melas’ and ‘Placement Weeks’ have received overwhelming participation of prospective employees and employers. Most of the initiatives have been personally witnessed by key stakeholders such as Hon’ble Secretary, Textiles, MOT, GOI, Chairman, AICTE, who have encouraged the candidates by distributing offer letters to selected students.

Companies such as M/s Orient Fashions, M/s Neetee Clothing, M/s Pearl Global, Myntra.com, etc. have come forward to provide additional support one or more facilities such as transport, accommodation facilities, 1 time meal, PF, ESI, Medical insurance benefits, to the joining candidates which is positive impacting the growth of the sector.

ATDC Leading Recruiters for SMART/ AVI Students

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Location</th>
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<tbody>
<tr>
<td>M/s Vektus Dyeing</td>
<td>Tirupur</td>
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<tr>
<td>M/s Unitex Apparws</td>
<td>Bangalore</td>
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<tr>
<td>M/s Shakti Export</td>
<td>All India</td>
</tr>
<tr>
<td>M/s Banswara Syntex Pvt. Ltd.</td>
<td>Surat</td>
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<tr>
<td>M/s Arvind Mills Limited</td>
<td>Bangalore</td>
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<tr>
<td>M/s Richa Global</td>
<td>Delhi NCR</td>
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<tr>
<td>M/s B L. International</td>
<td>Noida</td>
</tr>
<tr>
<td>M/s Chelsea Mills</td>
<td>Gurgaon</td>
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<tr>
<td>M/s Must Garment</td>
<td>Bahrain</td>
</tr>
<tr>
<td>M/s Myntra.com</td>
<td>Gurgaon</td>
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<tr>
<td>M/s Neetee Clothing Pvt. Ltd.</td>
<td>Gurgaon</td>
</tr>
<tr>
<td>M/s Orient Craft</td>
<td>Delhi NCR</td>
</tr>
<tr>
<td>M/s Prateek Apparel</td>
<td>Bangalore</td>
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<tr>
<td>M/s Natural World</td>
<td>Pushkar, Rajasthan</td>
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<tr>
<td>M/s Om Fab Creation</td>
<td>Ludhiana</td>
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<tr>
<td>M/s Karan Latex</td>
<td>Kanpur</td>
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<tr>
<td>M/s Sri Laxmi Catsy</td>
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<td>M/s Horizon Apparel Pvt. Ltd.</td>
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<td>M/s Texport Syndicate</td>
<td>Nacharam, Hyderabad</td>
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<tr>
<td>M/s Khutari Pvt Ltd.</td>
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<tr>
<td>M/s Prayagjiri, Manesar, Gurgaon</td>
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<tr>
<td>M/s SABS Exports</td>
<td>Noida</td>
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<tr>
<td>M/s Pratibha Syntex</td>
<td>Indore</td>
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<tr>
<td>M/s Cheer Sagar</td>
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<tr>
<td>M/s Mohan Clothing</td>
<td>Blackberry, Gurgaon</td>
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<tr>
<td>M/s Orient Fashion Pvt. Ltd Delhi NCR</td>
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<td>M/s Scotts Garments, Bangalore</td>
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<td>M/s Bombay Rayon Fashions,</td>
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<td>Rajasthan</td>
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<td>M/s Goodwill Impex, Rajshah</td>
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<td>M/s Anwariy Textile, Bhiwadi</td>
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<td>M/s Patel Exports, Chirawa, Rajasthan</td>
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<td>M/s Jhunjhunwala Brothers, Chittorgarh,</td>
<td>Rajasthan</td>
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<td>M/s Aujhi Overseas, Rajasthan</td>
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<td>M/s Pearl Global, Chennai</td>
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<td>M/s S K Exports, Kanpur</td>
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<tr>
<td>M/s Mk Mohan &amp; Company, Bangalore</td>
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<td>M/s Dinesh Apparel, Kerala</td>
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<td>M/s Pooja Garments, Thiruvananthapuram</td>
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<td>M/s Equilus India Ltd., Kanpur</td>
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<tr>
<td>M/s MLK Exports, Kanpur</td>
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<td>M/s S K Exports, Kanpur</td>
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*Top 50 Recruiters’ List*
‘Hunar se Rozgar’ Mela

The Rozgar Mela saw the participation of 25 leading export companies and over 1,200 candidates from across the country. At the end of the two-day job fair, most of them returned home happily as around 1,000 candidates received offer letters.

EXTRA INITIATIVES & ACHIEVEMENTS

‘Hunar Ki Hunkar’

Just as ATDC crossed the milestones of training over 1,00,000 candidates during the Pilot Project Period of MOT, GOI, the enormity of the road travelled were projected in a two day National event organized by ATDC; titled ‘story of clarion call of skills- Hunar ki Hunkar’ on Feb 20 & 21, 2014. The first edition in Gurgaon projected ATDC as a ‘unified whole’ and showcased the diversity of skillscape and aided the confluence of youth, employers, trainers, policymakers, apex agencies, academia, corporates and other stakeholders of the apparel industry under the ATDC umbrella to celebrate ‘Skills for Success’. Hunar ki Hunkar showcased various facets of the massive skilling mission including mobilization efforts, Training of Trainers (TOT), ‘Hunar se Rozgar’ (Job Fair / Rozgar Mela), Skill Competitions (Hunarbaaz), Hunkar ka Safar etc. “Tech Talk Sessions” to address key issues on Innovations in Technology, Enhancing Productivity, and Addressing Skill Gaps in the Apparel Industry etc. were also part of the event.

Conferment of ASSOCHAM “Best Vocational Training Institute” Award

ASSOCHAM awarded “Education Excellence Award 2014” to ATDC under category “Best Vocational Training Institute”. Shri Hari Kapoor, VC, ATDC and Dr. Darlie Koshy, DG&CEO, ATDC received the award on behalf of ATDC on 19th February 2014 from Padma Vibhushan Dr. Karan Singh. This award is conferred to acknowledge the institutions which have contributed significantly in improving the quality of education, innovation, research and development. ATDC made this distinction by achieving innovation in vocational training, maintaining highest standards of quality parameters in skill training by having simulated production environment, running multi-disciplinary NCVT approved courses for garment and fashion sector.

WE LOOK FOR TRAINED PEOPLE AND ATDC HAS BEEN A GREAT HELP FOR US WHEN IT COMES TO GETTING THE RIGHT SKILLED PEOPLE.

—NAVEEN SAWAN, AGM (QUALITY AND OPERATIONS), ORIENT CRAFT

ATDC CANDIDATES GENERALLY MEET THE REQUIREMENTS THAT THE INDUSTRY HAVE. WE KEEP REGULARLY IN TOUCH WITH ATDC AND PROVIDE THEM WITH FEEDBACK ABOUT OUR REQUIREMENTS SO THAT THEY CAN CUSTOMISE THEIR TRAINING ACCORDINGLY.

—ARUN KUMAR SINGH, HEAD (PEOPLE FUNCTIONS), ARVIND MILLS, BANGALORE
The implementation of Integrated Skill Development Scheme (ISDS) by ATDC in the last three years brought over 1,20,000 men and women under the intensive rapid training programmes and up-skilled in the industrial work culture in high speed machines or in making quality ‘make through’ garments to make them enter a new phase as an employee or a micro-entrepreneur leading to economic empowerment.

Launch of Recast and Redesigned ATDC Website
As one of the first initiatives of DG&CEO, a web-portal was created for ATDC in 2009, since then the ATDC website has been playing a key note in reaching-out and communicating online and real time national/local activities and massive training related initiatives to its various stake holders. As ATDC is now spread across 200 Centres Pan-India with ATDC footprints in 85 Cities and 22 states the project of revamping and redesigning the website was initiated to recast the ATDC website to represent the present-day initiatives, news and events, innovations, sponsorships initiatives, etc. to its target audience namely the candidates seeking training, employer seeking trained candidates, collaborative/sponsorship partners, Central Govt./State Govt. representatives and other stake holders. The Apparel Training & Design Centre (ATDC) formally launched its new redesigned interactive Website www.atdcdia.co.in at the hands of Ms. Zohra Chatterji IAS, Secretary (Textiles), MOT, GOI. The Chairman, AEPC, ATDC & IAM, VC, IAM, DG&CEO-ATDC/IAM and other dignitaries was present on the occasion. The new Website of ATDC is designed to be much more interactive than before with forms, maps, and social media tools. The Website clearly depicts in much detail the training programmes and support activities such as Placement/Sponsorships/CSR along with major News and Events related to Upskilling of Apparel Sector. The new, Upgraded ATDC Web Portal uses the technologies such as Cloud Computing, Content Management System for easy, fast, flexible updates frequently, Mirror Servers for easy, reliable access even in remote rural hinterlands and special Algorithms for Optimal Server Performance. Further, making the website bi-lingual and also introduce contents in select vernaculars, integration with a payment gateway so that fees etc. can be paid online, Introduction of Chat sessions with Leadership, Senior Faculty members and hosting of Downloadable Apps for Mobile Phones/Tablets on its web portal- www.atdcdia.co.in will also be planned in future phases.

Skill Mission 2.0: Future Road Map
The ATDC Principals’ Meet ‘Adhiveshan 2014’ an intensive workshop of Principals & Coordinators was held towards the end of the FY 2013-14 at ATDC NHQ with 60 attendees and opening remarks by Sri H K L Magu, Chairman (F&B) AEPC & Dr. Darlie Koshy, DG&CEO, ATDC/IAM and concluded in the evening with a Valedictory interactive sessions with Chairman, AEPC, ATDC & IAM, Sri Virender Uppal & Vice Chairman, ATDC Sri Hari Kapoor. The ATDC Principals’ and officials not only have set their eyes on the next year’s skilling targets but also charted the roadmap for training 2,50,000 candidates with the help of 250 ATDC-SMART Centres/Vocational Institutes/Skill Camps, a Quality Assurance Team and Skill Matrix Assessment — with the focus on quality and productivity — in the 12th Five-Year Plan.

With the futuristic Product Specialty Centres, Contemporary NCVT/AICTE-approved Standardised Curricula for garment and fashion industries, Textile Testing Labs, ATDCJUKI Tech Innovation and Industry hub, Training of Trainers’ (TOT) Academies, Vocational Institutes, overseas collaborations and much more ATDC is geared up for the next stage of consolidation, organic growth and ‘employability. ‘The focus is to strengthen quality and excellence in training and delivery.

The objectives of the workshop were not only to evaluate and optimise performance of ATDC Vocational Institutes/ATDC-SMART Centres but also changes to be made in policies, infrastructure, curricula and quality implementation.

FOCUS ON TRAINING, DELIVERY

- An inclusive and rapid mode Faculty Development Programme to strengthen ‘Quality & Excellence’ and enhance ‘quality, efficiency and delivery’ of ATDC Faculty Resources is being planned by ATDCSMART Training of Trainers’ (TOT) Academies.
- Training with focus on ‘Industrial Engineering’ and IT techniques and approaches like lean management along with National Productivity Council to give emphasis to the ground level implementation and processes for enhancing productivity and efficiency of the production facilities.
- Digital Contents development for next phase of SMART-fast-track course and online training support to both faculty/students etc.
- Strategies to increase focus on Admission of Direct candidates and effectively monitoring and implementation of sponsored candidates.
- Opening new avenues for sponsorships implementation and mobilisation of sponsored candidates in a time-bound manner including collection of dues.
- Meeting the documentation requirements (like new tie-up with NCVT for long-term courses, SMART candidate’s placement and training).
- Strengthening of TOT Academies: Pilot-project period and 12th Year Plan.

Armed with a bouquet of courses approved by NCVT/DG&ET and AICTE, it has a humongous task at hand to train 2,50,000 candidates with 250 Centres by 2017 in the 12th Five-Year Plan. Also on ATDC’s agenda is to transform 65 of ATDC major Hubs/Centres into major full-fledged Vocational Institutes.
Glimpses from ATDCs Pan-India

Clockwise from top left: Visit of BSF Wives Welfare Association Officials at ATDC Siliguri; Dr. S. S. Mantha, encouraged the candidates by handing over appointment letters to ATDC students; ATDC enters talent rich north east; ATDC Ranchi organised eye checkup camp; Over 1,000 candidates secured jobs at Rozgar mela at Hunar ki Hunkar; World Bank officials visited ATDC Patna; Water Distribution activity by ATDC Jaipur student; ATDC Santoshpur organised Fabric Painting and Surface; Stars initiative to inspire others for skill by visit to ATDC; ATDC Pilanji provided the slum dwellers in and around Delhi an opportunity to acquire skills; ATDC participates in Job oriented skill development mela in Dimapur, Nagaland; ATDC mapping new pathways by inauguration of ‘Training Program at ATDC Jaipur.’
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 Minister of Textiles, Secretary (Textiles), and Jt. Secretary and the whole team of officials of Ministry of Textiles who are managing the ISDScheme.

The ATDC Management also expresses its deep appreciation for the assistance, cooperation and support extended by the JS (Skill Development) and various other departments of Ministry of Textiles, National Council for Vocational Training (NCVT)/ DGE&T, 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), Nehru Yuva Kendra Sangathan (NYKS), National Minorities 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 Katthkargha 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 Dravidar Housing & Development Corpn, Govt of TN, (TAHDCO), 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), Jharcraft-Ranchi, Directorate of Textiles-WB, District Rural Development Agency (DRDA)-Sirsa, domestic and export apparel industry leaders and several NGO’s 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 mobilisers working with ATDCs pan-India centres for mobilising adequate candidates for training at Centres during 2013-14 and their support to the skill development endeavours of ATDC.

The Management is also very appreciative of the painstaking services provided by Shri Hari Kapoor, Vice Chairman of ATDC in guiding the matters of ATDC especially related to Policy / Finance, etc. and of Dr. Darlie Koshy, DG&CEO of ATDC&IAM under whose able thought leadership and administrative acumen the ATDC Officers, Faculty Members and Staff Members have been performing with zest. ATDC also thanks Sri HKL Magu, Chairman (F&B), AEPC who has been constantly helping ATDC in various purchase matters and also other matters related to infrastructure and facilities, etc. As a result ATDC has again been awarded this year as the ‘Best Vocational Training Institute’ 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.