



PROGRESS REPORT OF ATDC-REC FOUNDATION CSR PROJECT AS ON 10.01.2022

Project Title: - Employment Linked Vocational Training to unemployed / underprivileged Youth

Project Locations: - 26 ATDC centres in 14 states Pan-India



ABOUT ATDC:-

ATDC has a past of Glorious 25 years of service to Apparel Industry pursuing skills-excellence. Apparel Training & Design Centre (ATDC) has emerged as India's Largest Quality Vocational Training provider for the Apparel Sector with over 125 directly – run ATDCs including 58 ATDC-Vocational Institutes spread across 23 states PAN-India.

ATDC is a unique skill training organization offering Shop-Floor, Supervisory and Managerial Level training courses i.e. 300 hrs. to 3000 hrs. ranging from NSQF level 01-03 to 05-07 i.e. which are short term entry-level certificate courses. ATDC also conduct training in longer-duration courses like Bachelor Degree (B.Voc) programs through the ATDC-SKPs approved by the AICTE (MHRD,GOI)/Institutes of National Importance.

ABOUT RECL:-

RECL, The Rural Electrification Corporation Limited (RECL), is a listed NAVRATNA Public Sector Enterprise, under the Ministry of Power, Govt. of India. It is a Non-Banking Infrastructure Finance Company, set up with the main objective of funding Power Sector Projects all over the Country, to promote Power Generation and Power Transmission through Central and State Power Sector utilities, Private Sector Project Developers and State Governments etc.

RECL under its CSR Policy has provided the funds to support various foremost concerns of National Development by empowering economically and socially backward communities, differently abled youth etc. by contributing in education, creation of livelihood, eradication of poverty through skill development.

ABOUT REC-FOUNDATION:-

REC Foundation is registered on 7th day Sept, 2009 under societies Registration Act of 1860, having office at 3rd Floor, MTNL Building, 9, Lodhi Rd, CGO Complex, New Delhi, Delhi 110003 and its registered office at Core-04, Scope Complex, Lodi Road, New Delhi-110003. REC Foundation is an initiative of REC Limited, which is one of leading PSE of Govt. of India.



ABOUT THE PROJECTS:-

REC Foundation has sponsored a project under their CSR initiative for ATDC Employment Linked Vocational Training to the unemployed/underprivileged youth belonging to SC/ST/OBC/Women/Minority/Economically weaker section at various ATDC centres located in 14 states Pan-India.

REC Foundation sponsored 1100 candidates in 780 hrs. Production Supervisor-Sewing (PSS) course, 420 hrs. Sampling Coordinator/GCT course and 330 hrs. Sewing Machine Operator (SMO) course at the various ATDC Centres Pan-India. Sponsorship details given as under:-

PROJECT SUMMARY			
Project Titles:-	Employment Linked Vocational Training to unemployed / underprivileged youth of the society.		
Course offered:-	<ul style="list-style-type: none"> ➤ Production Supervisor-Sewing (780 hrs.) ➤ Sampling Coordinator/GCT (420 hrs.) ➤ Sewing Machine Operator (330 hrs.) 		
Project Duration:-	24 months		
Total Project Cost	Rs. 2,58,02,480		
Total Amount Receive towards 1st installment	Rs. 1,76,24,136/-		
Particulars	Nos.	%	Remarks
Total Candidates Sanctioned	1100		
Total candidates successfully trained & certified.	1098		
No. of candidates placed in Apparel industrial/Boutique etc.	706	64.30%	Process undergoing for rest of candidates
No. of candidates chose self-employment	145	13.21%	
Total placement (wage+self)	851	77.50%	

On successful completion of previous project (2017-18) with Rural Electrification Corporation Limited (RECL), New Delhi, REC Limited has sanctioned another project under their REC Foundation and provided a great opportunity to the needy candidates to build a career for themselves in the field of Apparel Sector. These students had zest to learn and work but no resources. RECF provided the financial support under their CSR initiative and made their dream come true.

REC Foundation intends to promote skill development training activities under its Corporate Social Responsibility ("CSR") Initiatives in Apparel Sector for providing employment opportunities/self-employment for benefit of unemployed / disadvantaged section of the society to provide such trainings,

REC Foundation has signed an MOU with ATDC in which they have sanctioned a project under their CSR initiative for Employment Linked Vocational Training to 1100 underprivileged youths belonging to weaker section of the society who are not able to afford the high fees and genuinely deserve for such trainings.



Before starting of project a mandatory Baseline Survey conducted to Ascertain Potential of Skill Development and Employment in Apparel Sector in 14 proposed states by an IICA empaneled 3rd party **M/s. Midstream Marketing & Research Pvt. Ltd.** which was selected through Techno-Financial bid.

After the execution of MOU, the process of implementation of training started through release of external communications in the various local newspapers of proposed states.

After mobilization of the candidates, selection was done by A Selection Committee comprising of 3 Members, one representative from REC Foundation, one from ATDC centre and one representative from Govt. office were constituted for conducting the interview and selection of potential candidates.



After selection of the candidates, we have started batch wise implementation of training in proposed course i.e Production Supervisor-Sewing (PSS), Sampling Coordinator/GCT and Sewing Machine Operator (SMO) from 1st March, 2020 at various centres.

In view of outbreak of Corona Virus (COVID-19) infection and its increased cases in India. ATDC's training institutes were locked and no physical activities could be conducted ATDC Pan India.

To mitigate the adverse effects of this Lockdown we started gearing up our training resources for adopting the ONLINE training sessions. We started Trainings of our trainers by inhouse, ATDC TOT-Academy and started developing the E-Content. Simultaneously started telephonically mobilizing the candidates with the help of Gram Panchayats, external mobilizers and with some data collected during months of January and February.2020. The Online selection in the presence of REC representative done at various centres.

We have started online training as well as selection of candidates for further batches through online mode.

Students have taken special activities during the online as well as physical training. Apart from designing and creating various products like clothes, cloth bags & accessories garments, they also worked for social cause.

ATDC-RECF Students kept themselves motivated through participations in various events.

On ease of lockdown situation and as per notification of MHA, Govt. of India, we have started physical training from 21st Sept, 2020 at all proposed centres with the taking all precautions as per SOP guidelines issued by the Govt. of India.

After starting of physical training Shri. S.N. Srinivas Rao, CEO, REC Foundation formally inaugurated the training activities and distribution to tool kit bags to the REC Sponsored candidates on 28.10.2020 at ATDC Dwarka centre, during the inaugural function Shri. Srinivas ji visited the centre and monitored the training activity being undertaken by students. He also gave a motivational speech to students. It was attended by VC, ATDC CTO& GM, ATDC NHO, Grurgaon and other senior staff members.

Mr. Vishal Sudesh, Assistant Manager – CSR, REC Foundation representative also visited at ATDC-Ranchi centre on 14.12.2020, during the visit, he has distributed the tool kit bags to the students and also taken the views form the students about the training activities, he also briefed to the students about the REC Foundation.



During the physical training Tool Kit with the branding of RECL & REC Foundation were distributed to all the candidates.

After completion of the physically and theory classes, we have organized assessment of the candidates with follow up of all precaution laid by Govt. of India.

After completion of training and assessment, certificates with the logo of RECL, RECF Skill India and ATDC distributed at various ATDC centres

With the support of REC Foundation ATDC- trained the women candidates of North Eastern Regions (Sikkim & Imphal) for Women Empowerment.

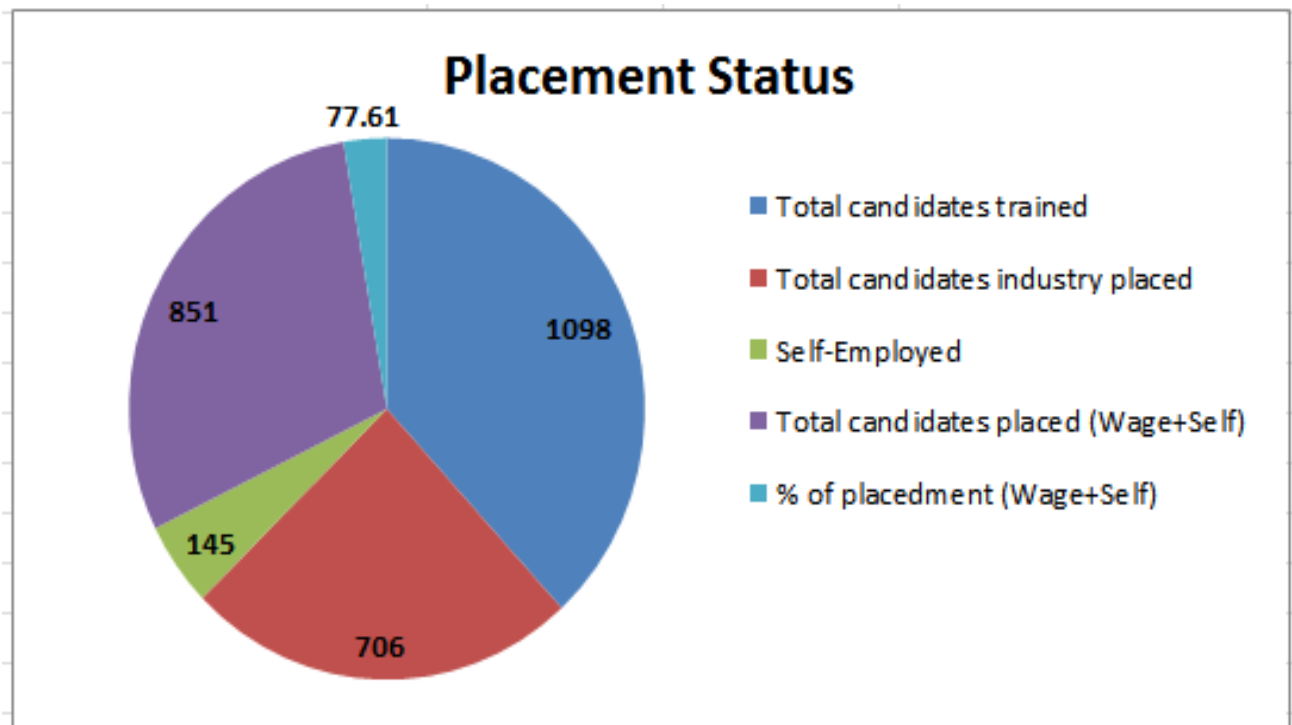
Final summary details of the training program given as under:-

Summary of REC Foundation CSR Project as on date.							
Sr. No.	Course Name	Candidates Sponsored	Trained & Certified	Candidates placed in industry/boutique	Self-employed	Total placement	Placement %
1	Production Supervisor-Sewing (PSS)	365	365	222	42	264	72.33
2	Sampling Coordinator/GCT	505	505	315	88	403	79.80
3	Sewing Machine Operator (SMO)	230	228	169	15	184	80.70
Total		1100	1098	706	145	851	77.50

OUTCOME & IMPACT REPORT

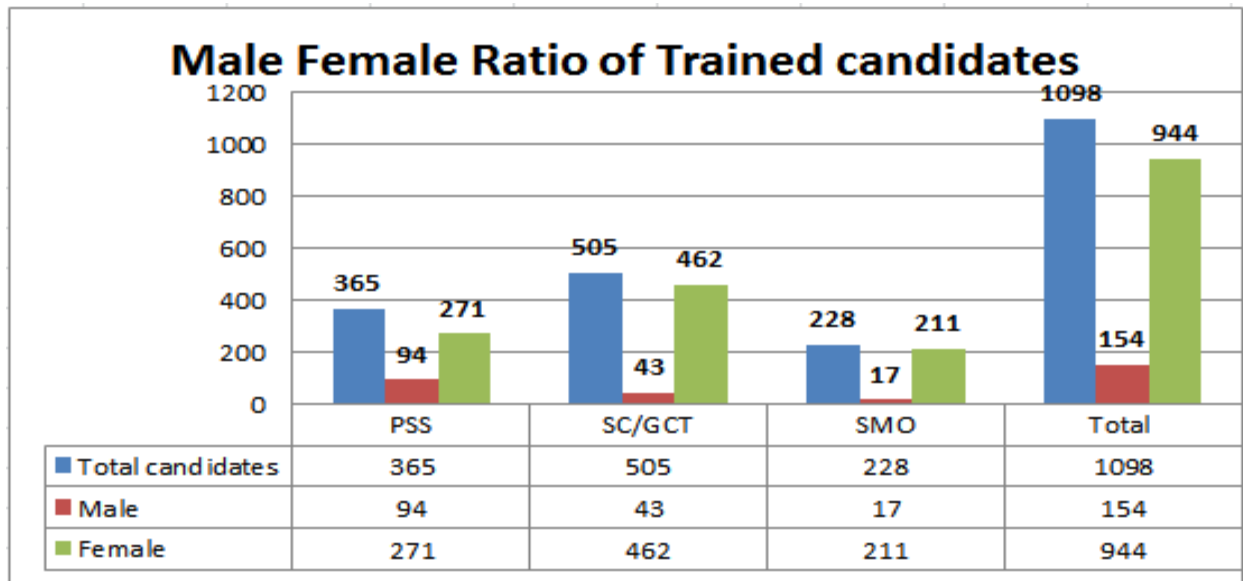
After completion of trainings mostly beneficiaries got placement in leading garment factories and also started their own business/boutique after completion of their training. Their lifestyle has changed after the above training program. Followed by placements candidates were very much satisfied with the above training and thanked to REC Foundation and ATDC for given the above training free of cost which otherwise they would not have been able to do. They have started earning money and are contributing in upliftment of their families.

Out of 1098 trained candidates, 706 candidates got wage-employment in various leading garment industries and Boutique and 145 candidates chose self-employment; we have achieve placement target as prescribed in the MOU signed between ATDC and REC Foundation.

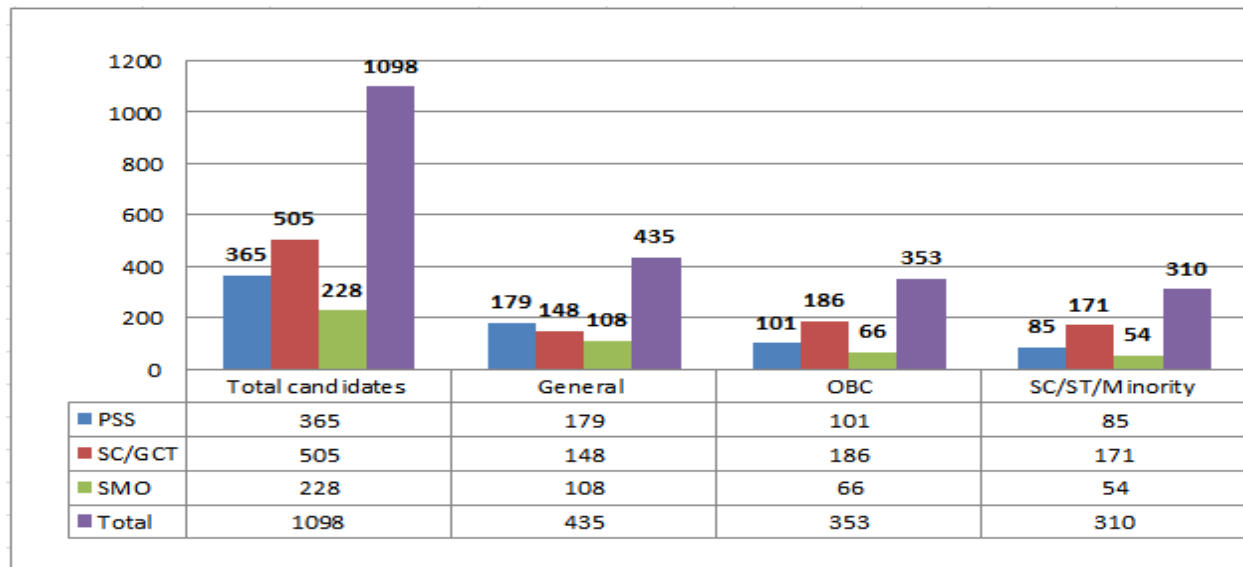


Virtual Job Melas and Campus interview conducted by ATDC for placement of the candidates and offered placement letters of trained candidates.

On successfully completion of the training, we are conducting a mandatory "Impact Assessment Study" by a 3rd party. The final report of Impact Study will be submitted in one or two week with closure report to REC Foundation.



Category wise Details of trained candidates.



After completion of training candidates got placement in the Apparel Industry. Given below is the link of ATDC Farodabad REC Foundation CSR sponsored candidates got offer letters from apparel industry.

<https://youtu.be/o5InLlzDBU4>

Before starting of the training a 3rd party Baseline Survey has been conducted at various centers to Ascertain potential of Skill Development and Employment in Apparel Sector.

Glimpses of Baseline Survey conducted at various centers.



Newspaper Advertisement: - After completion of the Baseline Survey we have released the advertisement in local newspaper of all proposed locations for mobilization of the candidates. Photographs of some newspapers cutting given as under:-



Selection Interview of candidates conducted at various ATDC centres:-After Baseline Survey and release of advertisement, interview for selection of the candidates has been conducted at various centres in the presence of one representative from Govt. office, one representative from REC local office and Principal/RM of ATDC centres. **Glimpses of Selection Interview given as under:-**



Photographs during online selection of the candidates in the presence of REC representative



Snapshot of the online training conducting at various ATDC-centres under REC-Foundation Project.



Creating Entrepreneurial skills - *Creative Learning imparted to students through online activities as well as offline training to start any small entrepreneurial initiatives:-*



Ms. Rinki Devi-Ranchi, consolation prize winner in Mask making competition



Mask Making and distributed to needy person by Ms. Rinki Devi.



Kurta Making by the student of Okhla.



Mask Making by the Ranchi Student



Making by the ATDC-Ranchi students.



ATDC-Surat conducted a Mask Making workshop with Pidilite. REC-CSR sponsored candidates have also participated in the work shop, after attended workshop students submitted their article online mode on Pidilite application and will get E-Certificate. In workshop covered topic was following.

01. Mask Making with the help of Fabric Glue.
02. Fabric paint Techniques with the help of using Favicry Fabric color.
03. Embroidery Techniques with the help of using Favicry 3d liner.
04. Block Techniques with the help of using Favicry color.

Glimpses of Special Activities done by the REC sponsored candidates at ATDC-Surat



Special training on Warli art and participation in Diya Making Activities at ATDC-Rohini.

ATDC-RECF Students kept themselves motivated through participations in various events



REC Foundation sponsored candidates training physical training at the centres.



To keep students motivated and engaged during the training. REC Foundation Representatives

Shri. S.N. Srinivas Ji, CEO, RECF, visited at ATDC-Dwarka on 28.10.2020



Shri. Vishal Sudesh Ji, visited at ATDC-Ranchi on 14.12.2020



Tool Kit bags with the branding of RECL and RECF were distributed to the students by dignitaries.



Photographs of assessment/examination conducted at various centres.



Certification distribution to the pass outs candidates

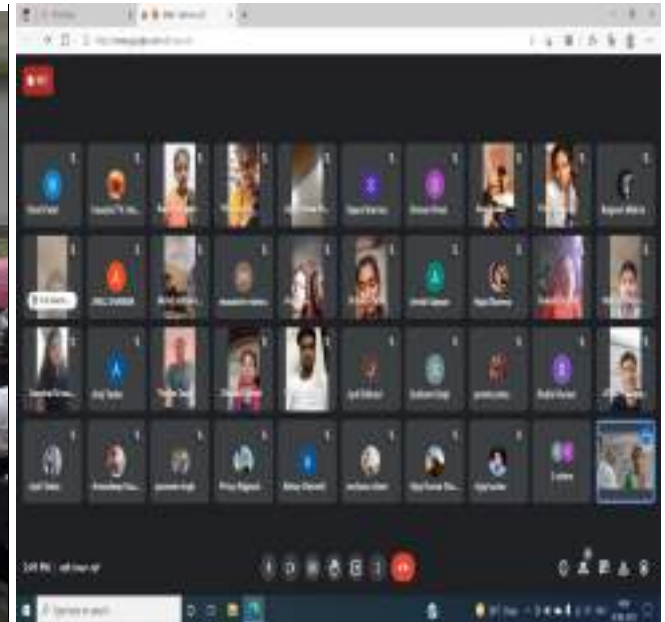


Training in North Eastern Region. (Sikkim & Imphal) for Women Empowerment





Virtual Job Mela and Campus interview conducted by ATDC for placement of the candidates.





REC Foundation CSR sponsored candidates offered placement letters and working in Apparel industry