



# REC FOUNDATION- CSR PROJECT CASE STUDY

Presented by

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(A Project implementing Agency)

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## INTRODUCTION

It is estimated that over 12 million youth are entering the working/ employable age every year posing a challenge to make them employable.

India is possessing the challenge of non-employability of large sections of the educated workforce who are graduates and even post graduates, on the other hand The Apparel industry is facing the challenge of shortage of highly-trained, quality labour. To enable employment ready workforce, the 18 to 35 years of age group needs to be equipped with necessary skills and education.

ATDC's Employment linked Vocational Training project is a scalable, efficient and comprehensive vocational training programme which is in-line with theory of Change for high impact as it equips the underprivileged unemployed youth with employable skills and help them in gaining wage/self-employment and thereby improving the socioeconomic status of their families as well. This programme is also catering to the needs of Apparel Industry which is always short of skilled workers.

## BACKGROUND

ATDC is a Society, Registered on 15th Feb, 1991 under Societies Registration Act 1860; it has been set up under the Aegis of Apparel Export Promotion Council (AEPCC), sponsored by Ministry of Textiles, Govt. of India. ATDC is a pioneering Public Vocational Training Institution with over 25 years of service to Apparel Industry and has emerged as India's largest quality Vocational Training Institute dedicated to Apparel Sector, operating 330 hours to 3000 hrs. Employment Linked Vocational courses in Apparel Sector through it's over 105 training centres spread over 23 States. So far ATDC have trained over 3.17 lakh candidates in short-term and longer-duration courses, of which 79-82% have been girls/women and 72-75% of the total trained workforces have been gainfully employed in Apparel Sector.

In the year 2017-18, ATDC had approached RECL, with a Proposal to work as "Implementing Partner" in CSR initiatives of RECL, for conducting employment linked Vocational Training for 540 School/Collage dropouts/Socio-economically disadvantaged







candidates belonging to SC, ST, Backward Classes, Minorities, Women and Persons from Weaker Section of the Society for shop floor employment/self-employment in garment trade at various locations in India. The same was approved by REC Limited and the Apparel Training and Design Centre (ATDC) successfully implemented the training of above 540 candidates in ATDC centres i.e. Chandigarh, Ludhiana, Faridabad, Sirsa, Surat, Bhubaneswar, Cuttack, Kolkata, Santoshpur, Jaipauri, Ranchi and Patna.

After successful completion of 1<sup>st</sup> project with REC Limited, ATDC submitted another CSR funding proposal for Employment Linked Vocational Training to 1100 unemployed/underprivileged youth of the society in 14 states Pan-India in the year 2019-20.

The above Project has been approved by the REC Board members under REC-Foundation. REC Foundation is an initiative of REC Limited which is one of the leading Public Sector Enterprises of the Government of India under administrative control of the Ministry of Power.

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.

Apparel Training and Design Centre (ATDC) has implemented Project Titled- **"Employment Linked Vocational Training in Apparel Sector"** under the CSR assistance of REC Foundation for 1100 underprivileged youths belonging to SC/ST/OBC/Minorities/Women/Economically weaker sections of the society in Apparel Sector for shop floor employment / self-employment in garment trade. ATDC implemented project through its select 26 ATDC centres in 14 states. The project cost was Rs. 2, 58, 02,480/- for conducting the above training at ATDC Centres in 14 State of India.

A Memorandum of Agreement was signed between ATDC and REC Foundation on 18.11.2019. The project completion period is 24 months.



The training had been imparted in 780 hrs. Production Supervisor-Sewing, 420 hrs. Sampling Coordinator/GCT and 330 hrs. Sewing Machine Operator (SMO) course. Out of 1100 candidates, 1098 candidates successfully trained and certified in above proposed courses.

### Intervention

Before starting of Training Program, a Baseline Survey was conducted by an **Indian Institute of Corporate Affairs (IICA)** empaneled Research Agency M/s. Midstream Marketing Research Pvt. Ltd. in all proposed 14 states to find out the potential of the project.



### PRE INTERVENTION BASELINE SURVEY FINDINGS REVEALED THE FOLLOWING FACTS:-

- 44% of the population in the targeted area was urban population. The survey was carried out up to around 20 KMs periphery of the respective ATDC centres, the catchment area for potential candidates.



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- About 88% of the population covered was females.
- Majority of the members of household were from youth category and were having the qualification as 46 percent aspirants were reported 12th pass followed by with educational qualification of 10th (15 percent), Graduate (12 percent), Under Graduate (11 percent), 8th pass (8 percent) and 5th pass (6 percent). In the concerned districts the social group comprises of mixed category of SC, ST, OBC and others. The youths were majorly engaged in either farming or were unemployed and majorly belonged to BPL category. Income level was estimated based on possession of assets.
- Most of surveyed youths belonged to deprived communities, making their entry into job market just after completion of secondary or higher secondary education for their households livelihood, these youths wanted to gain employable skills and get wage-employment. There is a great potential demand of skill training on Production Supervisor and Fashion Design courses of Apparel sector.
- There are ample numbers of SHGs but their exposure in Apparel Sector was very limited.
- The survey revealed that there was poor supply of trained workforce in Apparel Sector. Most of the Apparel Units in the area commented on insufficient supply of skilled workforce, as against demand. As such there was great demand of trained youths in the targeted locations.



#### **FORMATION OF SELECTION COMMITTEE:**

Selection of the candidates at each ATDC centres has been done by a representative from REC Foundation, a Govt. officers and Principal ATDC Centre. The Committee conducted the interviews of all the mobilized candidates and out of them they carefully selected the candidates who were unemployed/underprivileged youth especially from weaker segment of the society, comprising of school dropouts, Post Higher Secondary School learners as well and graduate who wished to pursue their studies further but could not pursue for





pecuniary reasons/poor financial conditions and who were normally not able to get employment.



On ease of lockdown situation Shri. S.N. Srinivas Rao Ji, CEO, REC Foundation inaugurated the program and distributed the Tool kits to the students at ATDC centre Dwarka, New Delhi on 28.10.2020, so that students can start their practical training on industrial machines.



Shri. S.N. Srinivas Rao, CEO, REC Foundation was accompanied by Vice Chairman, ATDC Shri. Rakesh Vaid, Ms. Neera Chandra, Chief Technical Officer & General Manager (CSR, ToT, RPL & Sp. Project) and Ms. Anju

Sharma, Principal ATDC-Dwarka.



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During the training program tool kit bags were distributed to the candidates at all the centres.



During the above CSR training activities, students visited Apparel Manufacturing Units in their region to improve their knowledge about the practical work and different ways of working of Apparel Industries and they also increased their understanding of the scope and careers in Textiles Apparel value chain. During the training, students also designed and created various products like clothes, cloth bags & accessories etc.





Candidates were awarded Skill certificates of NSDC, which recognizes the domain of their proficiency & skill.



Assessment/examination



Assessment/Examination



Certificate Distribution to RECF beneficiaries



Offer letters distributed to RECF beneficiaries

Out of total candidates, substantial percentage of over 75% of candidates got industry wage placement within the wage range 10000-15000 PM and many chose self-employment route and are earning within range of 5000-8000 PM.

Few of the industries where the candidates got employment are:-

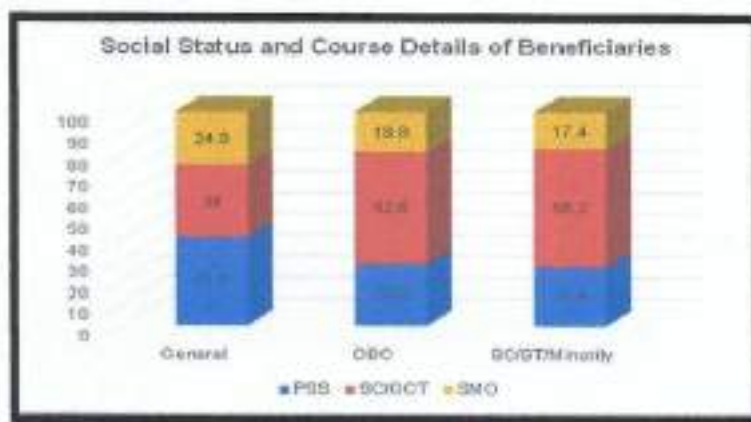
- Shahi Exports
- Vamani Overseas Pvt. Ltd.
- Pee Empro Export Pvt. Ltd.
- Richa Global Exports Pvt. Ltd.
- Orient Craft
- IFH Indian Fashion House
- Neva Garments.
- M/s Pratipha Syntex pvt. Ltd.



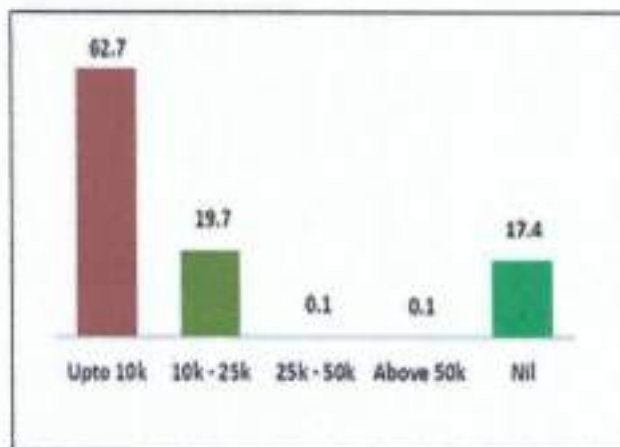
**RESULTS.**

**Post intervention Impact Assessment Study results show the following impacts of the intervention.**

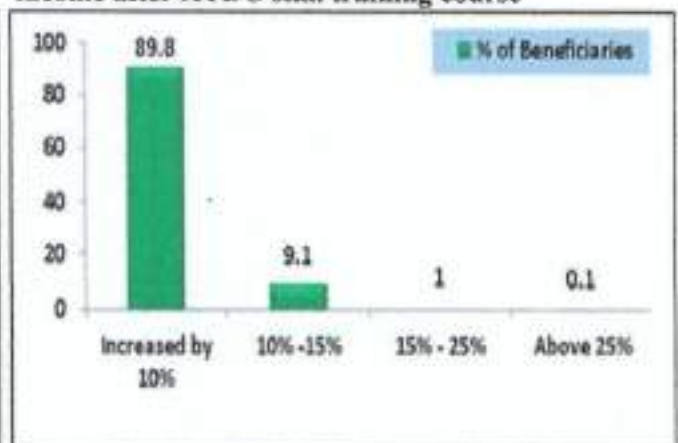
The beneficiaries of the project were from mixed socio-economic cultural backgrounds both male and female candidates from SC, ST, OBC and General Categories Most of them got the wage employment and some of them also opted to pursue self-employment. The results showed that wage employment was mostly in SME sector followed by the boutiques.



**Monthly incomes before ATDC skill training**



**Change Beneficiaries experienced in his monthly income after ATDC skill training course**

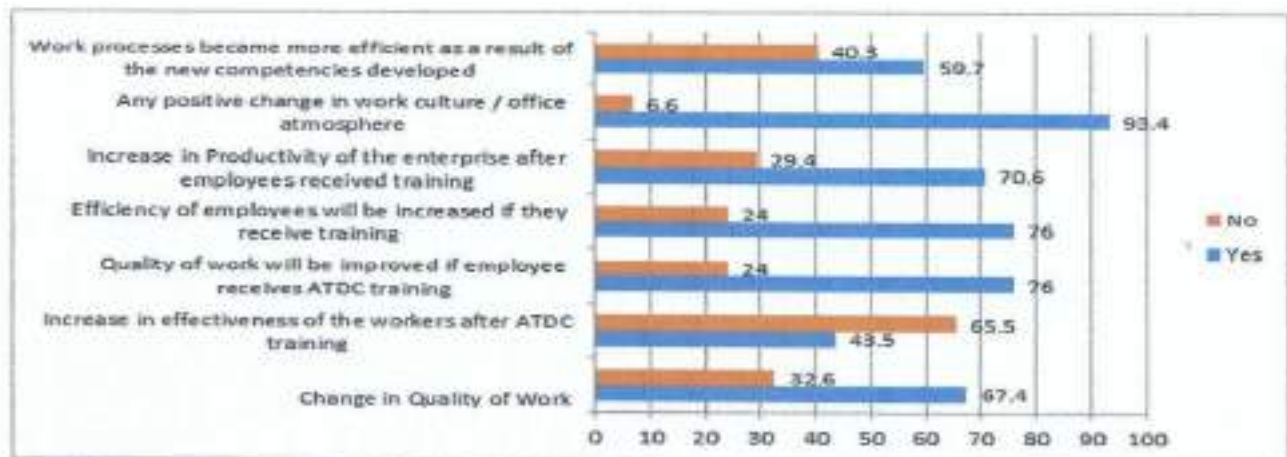


Substantial changes were observed among the employed candidates in terms of their living style over their previous practices which was observed through various qualitative factors like purchase of household items like music system, fridge, TVs, renovation of house and buying the smart phones



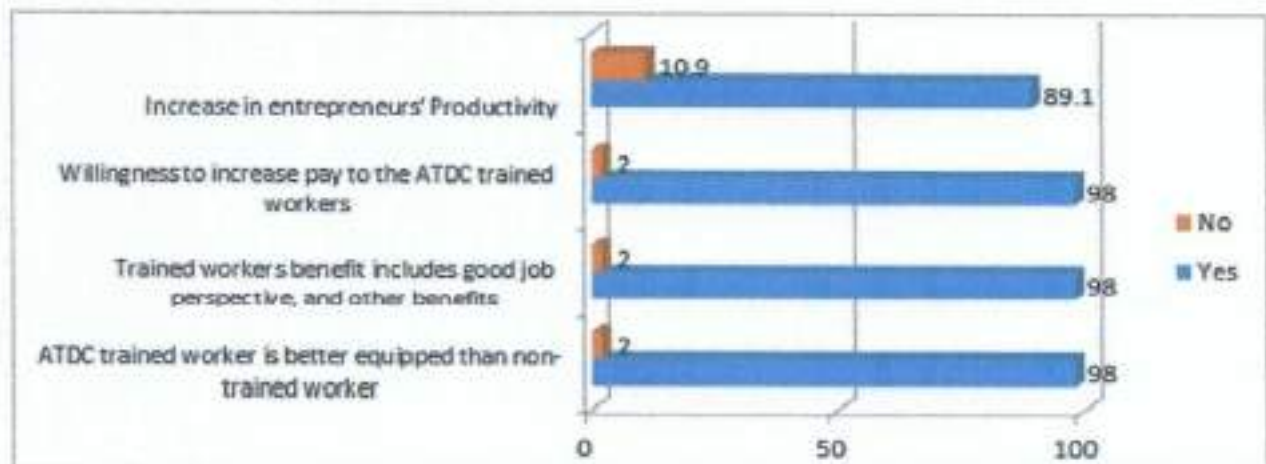
The quality of their lifestyle has also got enhanced which was gauged by qualitative factors like eating outside in restaurants , going to salons for haircut, purchasing of new clothes for self and families.

### Impact of ATDC trained employees on Enterprises



There was a substantial & visible socio-cultural impact on the beneficiaries and their families. They gained the respect in the society, major improvement in self-confidence and self-esteem. The enhanced employability increases the motivation in them for future carrier mobility. The under privileged youth and their families got streamlined with main stream of the society

### Benefits of ATDC trained employee





### Few Individual Testimonials: -

#### **Md. Samsad, a student of ATDC-Okhla under REC foundation CSR sponsored Training.**

Mohamad Samsad S/o. Sabbir Ahmad is belonging to minority category of the weaker section of the society, he is a pass out of Senior Secondary School from Badarpur. Due to financial crunch he could not continue his studies beyond 12th class. Then he saw advertisement in newspaper about ATDC providing Employment Linked Vocation Training in Apparel Sector for the weaker section of the society free of cost. The full fee of the course fee would be sponsored by REC Foundation under their CSR funding.



Md. Samsad applied for the 780 hrs. Production Supervisor-Sewing Course (PSS) at ATDC-Okhal centres and selected for the training. Due to pandemic situation, he has taken online classes and after starting of physical classes he has come to the centres and completed their course during the online as well as physical training he has learnt the skills and gained knowledge in the Apparel Industry. After completion of the course ATDC supported him to get dignified job and presently he is working in M/s Pee Empro Pvt. Ltd. Faridabad with starting salary of Rs. 9459/- Md. Samsad is very much thankful to ATDC and REC Foundation.





## Harpreet, a student of ATDC-Ludhiana trained under REC foundation CSR sponsored Training Program.

Communication through the Newspapers. He came to know about the ATDC programs at Ludhiana center of Punjab. He did course on Production Supervisor-Swing (PSS) 8 months course at ATDC-Ludhiana. In this course, he used to get two hours theory class and 3 hours practical class. He is very happy about the REC Foundation-CSR program as it helped him in acquiring advanced skills. This helped him in enhancement of salary. As revealed by Mr. Harpreet, his salary increased three-fold after completion of this program. Before joining the program, he used to get 4000/- according to his this program should be replicated in other places also as it helps immensely the poor and needy candidates.





### Shewta Singh, a student of ATDC-Chandigarh trained under REC foundation CSR sponsored Training Program

Shewta Singh, did her Production Supervisor-Sewing course under RECF CSR funding program from ATDC centre in Chandigarh. She belongs to a poor family. She came to know about the ATDC training programs through the local newspaper advertisement. She said that ATDC centre has adopted a very transparent and smooth screening and selection of candidates for RECF funded CSR project. ATDC training had been a great help for her as she was not earning anything. In the post-ATDC training period, although she got job opportunities but did not join any of them. She has opened her shops at Chandigarh. She is proud of being an entrepreneur. She appreciated the theory and practical that she received from the ATDC centre at Chandigarh through virtual mode. She received the training kits containing materials necessary for her training programs. She is very happy for this training programs of REC and ATDC and emphasized such program may be conducted from time to time which will help many poor and women like her in their economic empowerment.



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