



Apparel Training & Design Centre

Not-for-Profit Vocational Training Institute

ATDC COLLABORATION WITH INTERNATIONAL BRANDS

www.atdcindia.co.in

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2017-2023



Project: On Life-Soft Skills for Gender Equality and Career Progression of the Female Garment Workers in factories in India where Gap has their vendors
For Training 26000 females, 200 P.A.C.E. Trainers & 35 T3 Cells across India

2018-2023

Gap Inc.

Gap International Sourcing Pvt. Ltd. (GIS) Delhi & Gap IT Services Pvt. Ltd., Hyderabad are supporting girls / women's from economically weaker sections with "Merit-cum-Means" fee support to undertaken Vocational Education in select ATDCs

2022-2023

MARKS & SPENCER

M&S in collaboration with Apparel Training & Design Center (ATDC) launch a programme on "**Gender Equality & Women's Career Progression**" and from this Power programs comes into picture. With target to train 560 in their vendor partners

2023-2024



RL in collaboration with Apparel Training & Design Center (ATDC) launch a programme on "**Career Progression & Women Leadership in Industry**" for training 840 participants from Industry

2022-2023



Newtimes collaborates with Apparel Training & Design Center (ATDC) for supporting the females for taking higher education in vocational skills . This is through their scholarship programs

ATDC PROGRAMS WITH INTERNATIONAL BRANDS



Rolled out P.A.C.E., POWER-2 and Women Leadership & Career Progression Programs with Financial supports from Brands



**Gender Equality & Women Empowerment
Life-soft Skills & Technical Knowledge Enhancement**

Personal Advancement & Career Enhancement (P.A.C.E.) Initiative (Impact on Individual Women & Communities)



Total Trained - 31, 000
(27,000 Female Candidates)

- ATDC Students
- Vendor Factory Female Workers
- ATDC Life-Soft Skills P.A.C.E. Trainer : 200
- Master Trainers- 35
- Silver Trainers - 165



Gap Inc. supported ATDC with the Grand for undertaking the P.A.C.E. Program in ATDCs & Industry partners for reaching their goals

- Program Implementation, Advocacy, Awareness Programs
- Infrastructure set-up for training : P.A.C.E “T3 Labs”, Training Equipment’s, Digital Tools etc.



Gap Inc. – GIS India & Gap IT Services Pvt. Ltd. “Merit-cum-Means” Scholarship Program

Every July Academic Session since 2018 about 200 girls receive the opportunity to study higher education in ATDC & 70% get employment



Gap Inc.



GAP INC. GLOBAL SUSTAINABILITY TEAM VISIT TO ATDC

- ATDC has undertaken Life-Soft Skills P.A.C.E. Training in Tirupur Leading Export factories for more than 2000 Female workforce
- ATDC Conducted 100 P.A.C.E. TOTs for Industries like Gokaldas Exports, Indian Design, Eastman, Pee Empro, Pearl Global, Jay Jay Mills, Richa Global, Modelama Exports & others
- Gap Inc. **Global Sustainability Team visited ATDC** which is their best partner for P.A.C.E. program

EASTMAN EXPORTS, Perundurai organized the Graduation day on 16th March, 2022 for the 1st outgoing batch of P.A.C.E.





MARKS &
SPENCER
LONDON

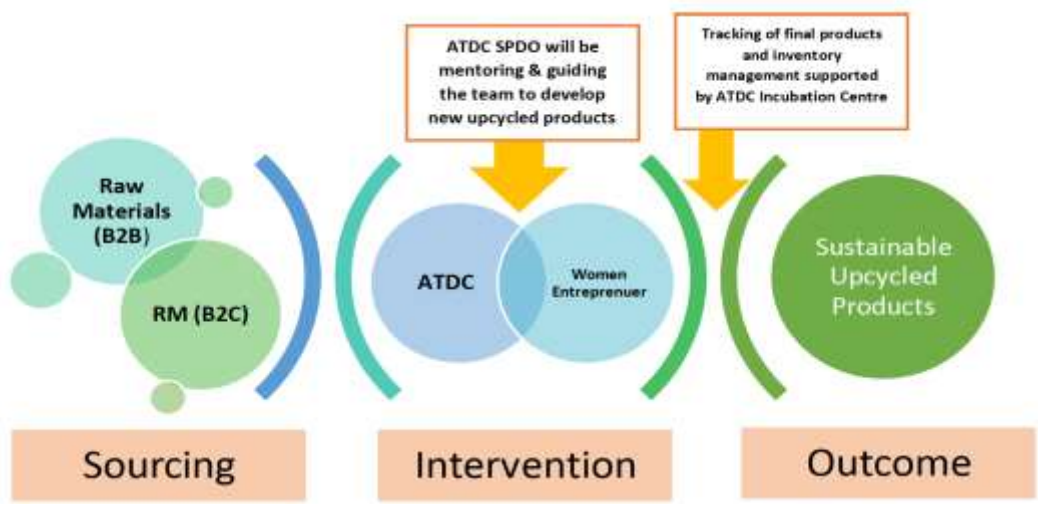
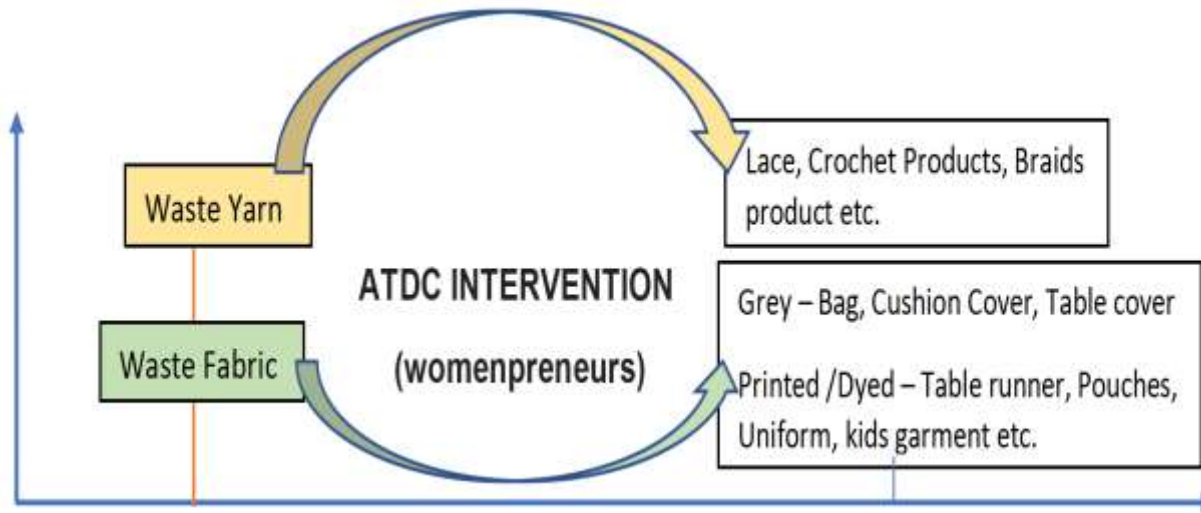
Initiative for Gender Equality in Workplace with Better Participation

POWER-2



IMPLEMENTING INDUSTRY PARTNER





An initiative to up-cycle excess fabric from its brand supply chains into products
 ATDC's micro-entrepreneurship training model focuses specifically on designing products from these raw materials.



ATDC NEW EFFORTS IN GENDER EQUALITY & WOMEN EMPOWERMENT PROGRAM

INSTITUTIONAL FRAMEWORK FOR INDUSTRY WORKERS WELL-BEING

Governance Structure for Improvement of Women Participation

To Improve Workers Well-being and Career Progression

The Training Program covers 3 Aspects.

The Training Program Three Aspects



Governance for the Factory:

- This will capture the Gender-Ratio Job Profile Wise and the Committee to check on the policies for Women Rights and Welfare including their Career Progression

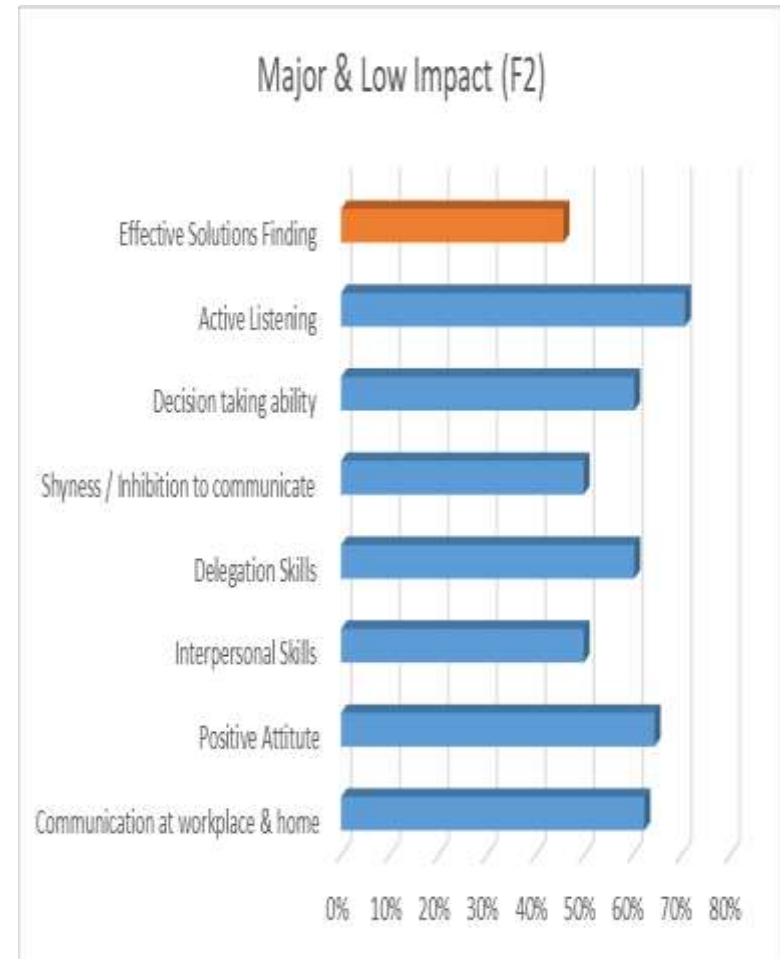
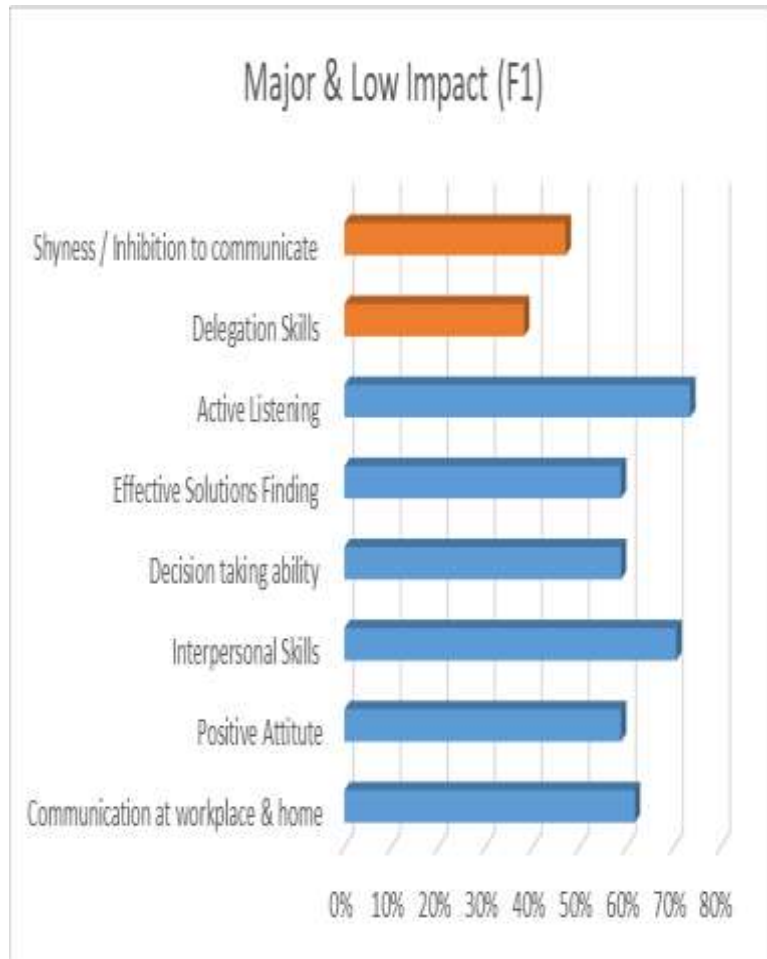
Soft-Life Skill & Technical Training:

- Under the soft-life training, the candidates learn about the various skills like communication, problem solving, financial and digital literacy.
- Under the Technical training, job-profile wise they learn about technical concepts which

Career Progression:

- This Program aims to achieve a target percentage for giving the women candidates assured career progression who have shown

Soft-Life Skills Enhancement feedback by Participants (on highest scale 4)



****Low Impact areas can be improved by taking larger group training in the factory**

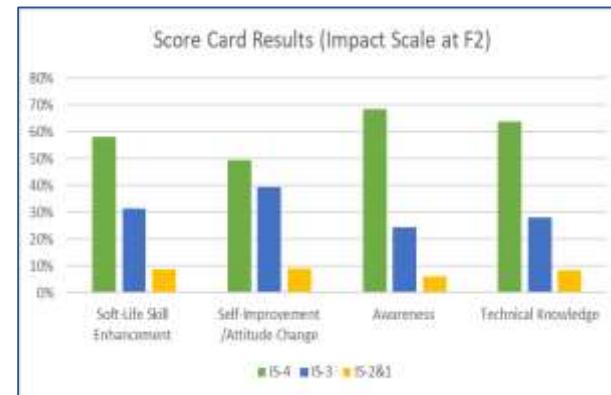
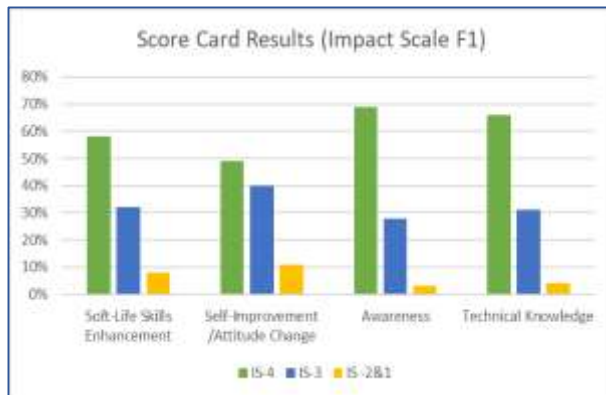
Baseline Study

- Lack of Communication between Operators & Supervisors
- No/ Low confidence of asking clarification on operations
- Lack of appropriate training
- Repetitive instructions were given to operators during job
- No/ Low Technical knowledge about fabric, machine, maintenance & defects
- Lack of understanding of Time Management at workplace & home
- Unaware of Gender Equality & Respect at workplace



Endline Assessment/ Score Card

- Impacts were measured in a scale of 1-4 in vernacular language
- Total 35 parameters were considered for the score card under 4 competency areas



Major Observation & Feedback

- There is a clear requirement to enhance technical skills for career progression
- Technical Knowledge adds to the candidate's confidence and performance along with the Soft skill which helps in personal development.

Training Outcomes



Soft-Life Skill Training

- Women develop their communication skills which in turn they can put forward the daily challenges they face in day to day factory life leading to their interpersonal skill development.
- Problem Solving, work delegation and time management help them to grow their managerial skills and hence the improving candidates can get their career progression.
- Importance of health, financial literacy, digital literacy help them to grow them as independent and can take their own decisions.

Technical Skill Training

- Candidates learn deeply about the technical concepts required in their job profile which will boost their confidence.
- Specially women candidates learning about the technical skills help them to stand equally with their male colleagues in terms of knowledge and skill level.
- Most of the time, due to lack of technical knowledge, women are reluctant to take over higher responsibilities. Thus, the technical skill training will help them to take higher responsibilities and become the leaders in the factory.

CSR POWER-2 INITIATIVE – WAY FORWARD 2023-2024

Targeting 360 participants in M&S Vendor Partners sites, MoU & Agreement for 2023-24

ATDC Ready To Scale-up Impact for Marks & Spencer



ATDC Implementation Team – Northern Region

Senior Officials



Lead Trainers



Trainers

