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Creating apparel designers in rural areas

ATDC has trained and placed more than 5,000 students so far

An Apparel Training and Design Centre (ATDC) at Yeshwanthpur has been at the forefront of providing opportunities for rural livelihood and employment, with a special focus on tribal areas. The 18-year-old institute has trained and placed more than 5,000 students since its start. It lays emphasis on 'hands-on training.'

Senior Principal of the centre, Ravi Kishore, said: "The apparel industry is the largest employment provider in the country after agriculture. And most people working in the industry come from illiterate or semi-illiterate category."

Skilled workforce

The centre not only imparts digital content and courses with production exposure but also provides skilled workforce to garment industries in various tiers of the production floor and allied profiles.

Ganesh Babu of Tamil Nadu, a second semester student in associate degree apparel manufacturing, said, "Hands-on digitised content and software like Gerber and Tuka Cad, and training on specialised merchandise machines have given us an edge over others in the industry."

Lokesh Naidu, a student of the associate degree course, said: "We are taught from the grassroot level to work on specialised merchandise machines. This has made us more efficient and confident to work in production units." With this knowledge, he is confident he can intern with the big manufacturing companies.

Staying ahead with SMART

ATDC comes under aegis of the Apparel Export Promotion Council (AEPC) which is sponsored by the Union Ministry of Textiles. It provides Associate Degrees in Apparel Manufacturing and Fashion Design Diploma courses, Certificate courses and few fast-track courses.

Senior Faculty and IGNOU coordinator, Sunitha Vichurr, highlighted the importance of programmes taught at the centre, laying special emphasis on SMART or Skills for Manufacturing of Apparel through Research and Training. "SMART is designed for women

and men belonging to economically weaker sections of the society. This equips them with Information Technology skills used by the fast growing and technologically advancing industry.”

Students of the programme testify to its efficacy. “SMART has helped me to cope with the technological advances in the industry,” said Ganga Devi from Bangalore rural. She said the job, stipend and certificate she currently has are all because of the programme.