

Quotes Invited For Advertisement Campaign/Branding for AMHSSC

Introduction of AMH SSC

This is to introduce this Sector Skill Council.

The Government of India has constituted Prime Minister's ambitious skill development programme under the leadership of the National Skill Development Corporation. The NSDC mandates skill formation to develop the workforce with enhanced skill through structured programme and assessment.

Owing to the presence of widespread training centers, participated by both public and private entities, determining the quality of training rendered at different training centers is crucial to the success of skill development programme and, thus, skill assessment is essential part of skill development.

AMH SSC has been launched jointly by the Ministry of Textiles, National Skill Development Corporation and the Apparel Export Promotion Council with primary mandate of enhancing and to build a capacity in skill development. One of the salient features of the AMH SSC is designing of training programmes, based on industry demands of different segments and to ensure that all successful trainees are certified through accredited agency.

AMH SSC has been authorized by NSDC for evolving assessing proficiencies of skills of trainees for the Apparel, Made-ups and Home furnishing sectors for their respective subject areas.

The assessment is defined as a structured process in which evidence of performance is gathered and evaluated against approved QPs/NOSs, as approved by the NSDC.

Assessment is the process of evidence collection of the competence level of a person through range of method-tests, observations, interviews, assignments and professional discussions. It is further mandated that competency assessment of the candidate is being done by independent Assessing Bodies (AB), which are not involved in training delivery, to ensure an impartial assessment.

AMH SSC has developed 45 National Occupational Standards.

The Apparel, Made-ups & Home Furnishing Sector Skill Council is now fully operational and is equipped with more than 240 Training Partners, 20 Assessment Bodies and 5 Master Trainers.

Following will be the benefits to any Training Provider by affiliating with this Council;

- Alignment of training to NVEQF/NVQF/NSQF leading to equivalence with educational degrees, diplomas and certifications.
- Ratification of NOS based curriculum
- Access to Master Trainers of the SSC and certification of the trainers of the affiliating training provider.
- Facilitate On the Job Training (OJT) and / or Placements of the affiliating partner trainees
- Assessment of trainees on NOS based curriculum
- Industry recognized certification of the successful trainees.
- Participation in Government led programs at institutional and state level, aligned to NVEQF/NVQF/NSQF
- Access to the reports on the Sectoral Researches conducted by the AMH SSC
- Participation in the various Apparel Specific Seminars
- Access to International bodies available in similar space

Ministry of Finance, in its Notification, dated 27th Dec, 2013 has clearly described the role of the Sector Skill Councils in the NSQF guidelines. As per the said notification, SSCs have been given the mandate of developing Qualification packs (QPs) and the National Occupational Standards (NOSS) and also to provide certification and assessment support in their respective sectors.

The Ministry of Skill Development and Entrepreneurship, Govt of India has launched prestigious Pradhan Mantri Kaushal Vikas Yojna (PMKVY).

During FY'16 pilot phase of the scheme was launched and in FY'17 onwards full-fledged scheme is being launched.

The Government of India, NSDC and AMH SSC are committed to make this important scheme of the Hon'ble Prime Minister a great success.

In order to successfully implement the scheme, we need to widely propagate it so that it reaches all the stakeholders at each and every nook and corner of the country.

For this, a sustainable and comprehensive branding and marketing activities needs to be undertaken.

A. Deliverables sought from Concerned Agencies

We, therefore, invite quotes from the various agencies to quote for preparation of the following items:

1. Coordinating making of Audio-Video advertisements (AVs)
2. Propagating various activities of AMH SSC
3. Publication and distribution of monthly E-Magazine of AMHSSC
4. Monthly Press Release and Half Yearly Press Conference
5. Organizing events such as seminars/ workshops quarterly or as and when needed.
6. Advising AMH SSC means to reach every nook and corner of the country for branding
7. Monthly interviews of Chairman/CEO in various magazines/publications.

B. Financials

The concerned agencies are required to quote to take up this project.

Financials may be quoted for the entire work.

Quotes may be submitted in a sealed envelope.

C. Last date of submission of quotes

Last date for submission of quotes would be **29th April, 2016**

Whom to submit the Quotes

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For any query, kindly get in touch with Mr. Arpit Kumar – Deputy Director – Info. Tech., at **0124-4318813** or **ddit@sscammh.com**



(Dr. Roopak Vasishtha)
CEO cum Director General