

Paridhaan

Chief Editor: Ms. Smriti Dwivedi

a quarterly newsletter of AMHSSC



The Year 2019 For The Skilling In Apparel Sector

The Skilling ecosystem is completing yet another year filled with ups and downs, success and failures and gains and losses. We started this journey mainly in 2014 onwards and have been able to reach a milestone. The Apparel, Made-Ups and Home Furnishing Sector Skill Council was founded in Dec, 2013 and started fully operating in May, 2014. Till the end of 2014 we were able to prepare and get approved 45 Job roles in the Apparel industry, right from the shop floor level till the elite Fashion Designers and covering the entire Apparel sector. The first year was not that promising, whereby we were able to merely prepare ourselves for the marathon task of starting 'Skill India' mission of the Hon'ble Prime Minister. The start, though small, was very solid, whereby all the Job roles of the Apparel sector were not only scientifically mapped but the standards of those Job roles were prepared after marathon discussions, seminars, workshops and personal meetings with the industry players. The best part in such preparation was that while the standards were prepared, actual Shop floor workers and concerned professionals who were actually working in the industry were deeply consulted in the workshops and seminars and their practical knowledge was obtained, in addition to the expert comments of the Industry players and experts. Post long brainstorming sessions, we were able to create standards of those 45 Job roles on which skilling in Apparel sector started. Then started the preparation of other protocols for Trainings, assessments, Trainings of Trainer and Trainings of Assessor. The AMH SSC Quality and Standards team relentlessly worked on these protocols along with other teams of the Council and finalized all these protocols. The best part is that unknowingly, we have created something which is not only good but also competes with the similar standards created in most of the developed economies. This fact came to light when the Indian Skilling ecosystem worked with British counterparts in 2016 for creation of 'Transnational standards' in the various sectors. Our standards were observed to be at par, if not better, than the British standards.

We, then started to skill the unemployed youth across the country and we are extremely happy to skill app 8 lac persons in Apparel sector and another 5.25 lac persons are being skilled in the current financial year 2019-20. By the end of FY'20 the total number of persons being skilled in Apparel sector would touch approx. 15 lac. Our Operations team relentlessly worked to make this happen in the past 4 years. We also feel happy to note that more than 4500 Trainers and 2500 Assessors have been formally certified in the Apparel sector. Resultant ought to have produced results. The NSDC data showed that from 2016 to 2019 whatever skilling activities happened, 21% of the employment generated was in the Apparel sector. In Self-employment also Apparel sector topped.

The team AMH SSC scored yet another milestone in attracting great CSR funding from the various Corporates and Public Sector Undertakings. With the continuous guidance received from the past and present leadership, we look forward to take the skilling activities in Apparel sector to the next level in the coming years.

-Dr. Roopak Vashishta, CEO & DG, AMH SSC

AMHSSC Initiatives



Inauguration Ceremony for Skill Training in Apparel through CSR funds of ITPO

On 17th Dec., 2019, inauguration ceremony of the Skill training program in apparel sector took place at Noida center of Think Skills Pvt. Ltd. The program is being implemented by Think Skills as training partner, with the certification of AMH SSC through the CSR funds of Indian Trade Promotion Organization (ITPO). The trainings in Sewing Machine Operator (SMO) job role shall be imparted to under privileged women of Noida and shall be provided placement upon successful completion of trainings, assessment and certification. Mr. D. M. Sharma FA & CAO, ITPO; Mr. Subhash Kalia, Manager, ITPO and Dr. Roopak Vasishtha, CEO & Director General, AMHSSC along with his team were present during the ceremony and all conveyed to the candidates to make best use of this opportunity to enhance their career path.

AMHSSC 's Participation in Punjab Investors Summit 2019

Ms. Kirti Jain, Deputy Director–Operations (North) represented the Apparel Made-Ups and Home Furnishing Sector Skill Council in Punjab Investors summit, which was organized by Punjab Skill Development Mission on 5 Dec 2019. The summit was attended by some of the well-known dignitaries from the industry and skilling ecosystem, like Mr. Manish Kumar CEO, NSDC, Ms. Satinder Satti, CEO, The Shelters, Mr. Jaideep, CEO, Vidyanta Skills, Mr. Sandeep Kaura, Adviser, Punjab Skill Development Mission, Mr. J. D. Giri, Director, Shahi Exports Pvt. Ltd., Padmaja Ruparel, Co-Founder at Indian Angel Network & Founding Partner IAN Fund, Nandu Nandkishore, Professor at Indian Business School and Former EVP & Head of Asia, Africa & Oceania at Nestlé S.A, Switzerland, Akshay Sangwan, Executive Director, Sonalika Industries, Kunal Upadhyay, Co-founder & Managing Partner, Bharat Fund and Taranjeet Bhamra, Founder, AgNext Technologies and many more.



Faculty Development Program on "Application of Industrial Engineering Concepts in Apparel and Textile Industry to improve Productivity and Quality of Apparels"

Ms. Kavitha, Deputy Director–Operations, AMH SSC gave a presentation at Kumaraguru College of Technology, Coimbatore on 25th November, 2019 in a session of FDP for faculty members working in the Institutions approved by AICTE. Faculty belonging to Textile Technology, Fashion Technology, Mechanical Engineering and other related disciplines participated in the FDP programme.

Industry Meet on RPL, NAPS and Manpower Demand in Panipat, at Hotel Days, Panipat, Haryana

Ms. Kirti Jain, Deputy Director–Operations, AMH SSC along with Mr. Ashish Srivastava, Additional Director –Operations, Mr. Atul Madan, Additional Director–Operation and Training, and Gaurav Singh, Sr. Executive of AMH SSC organised and participated in Industry Meet held at Panipat on 25th Nov, 19. The meet was organised to create awareness among Industry Partners regarding different projects and schemes of Skill India under the umbrella of AMH SSC especially RPL and NAPS.

Shri. Ramesh Krishan, IAS (Retd.), CEO, HSRLM, Shri Ram Raj Badyal, COO, Department of Rural Development, Haryana (HSRLM), Shri Lalit Goel, President, Panipat Export Associations (PEA), Shri Ramesh Verma, President, Handloom Exporter & Manufacturer Association (HEMA), Shri Pritam Sachdeva, President, Panipat Industrial Association (PIA),

Shri Rajendra Prasad Jain, Director, MSME, Chamber of Commerce, Shri Umesh C. Bhardwaj, GM, HR-Mahajan overseas Pvt. Ltd., Shri Jasmer Singh, HR–Kanodia, Shri Jeetan Kumar, Team Leader, TSA, HSRLM, Shri Subhash Suman, HSRLM along with Training Partner of HSRLM were special guests of the event.



Participation in KASE meeting at Trivandrum

Mr. C. S. Sridhar, Deputy Director- AMH SSC participated in the meeting of Special Projects Approval Committee of Kerala Academy for Skills Excellence (KASE) held at Trivandrum on 5th Nov, 2019 to submit the proposal of organizing training programs in Kerala.



MDP Program on 'A Practical Guide to Cost Effective Manufacturing'

The second MDP Program on 'A Practical Guide to Cost Effective Manufacturing' was held on 14th November 2019 at COE-Tirupur. Candidates from various Garment Manufacturers participated in the program.



Preparations begin for State Skill Competition

AMHSSC participated in a meeting called by TNSDC to discuss and understand the modalities adopted in choosing the jury, expert and other aspects of Skill competition required to initiate district level skill competition to subsequently culminate in state level competitions.



Training of Trainers program at COE-Delhi

A training of Trainers program was held at COE-Delhi from 25th Nov, 2019 till 4th Dec, 2019 in the job roles of SMO, Hand Embroiderer and Fashion Designer.

Training of Trainers Program(s) were conducted from 10th to 18th October 2019, 22nd December, 2019, 9th-18th December, 2019 and 23rd December, 2019 at AMHSSC's Center of Excellence at Tirupur.



Seminar at Excell College for Commerce & Science, Komarapalayam, TN

Mr. C. S Sridhar, Dy. Director-Operations represented AMH SSC as Guest Speaker in a seminar held at Excell College for Commerce & Science, Komarapalayam, TN on 9th Oct, 2019, where in students were given an introduction on Garment Industry, its departments along with functions of AMHSSC & CoE.



Be it work or party, denim is in demand: Domestic jeans market grew 14% in 2018

The numbers bear witness. Over the past decade, India's jeans market trebled to Rs 21,993 crore, according to Euromonitor. And last calendar year's growth at 14% is the highest since 2009. Denim has been growing by 9-11% over the years and global brands such as Zara, H&M, Jack & Jones and Gap helped grow the market over the past decade.

MUMBAI | KOLKATA: India's consumer market may have the blues, but denim wear is seeing a sharp resurgence driven by new, more comfortable fabrics, low pricing and inclusive sizes. Denim makers attribute it to a host of factors from innovation in design to increasing trend to party during weekends and embracing street wear as part of their work attire in favour of jeans instead of formal wear or chinos. The numbers bear witness. Over the past decade, India's jeans market trebled to Rs 21,993 crore, according to Euromonitor. And last calendar year's growth at 14% is the highest since 2009.

"It is led by casualisation of work place culture fuelled by millennial and Gen Z. Denim, being the uniform of youth and beacon of this culture, has managed to lead the mega trend," said Saneev Mohanty, managing director at Levi's India, which posted its decade high sales growth of 25% in FY18-19 with sales of Rs 1,104 crore. The brand with the iconic two-horse design on a leather tag said it had the fastest growth coming out of women's jeans.

To be sure, denim has been growing by 9-11% over the years and global brands such as Zara, H&M, Jack & Jones and Gap helped grow the market over the past decade, banking on young consumers increasingly embracing western-style clothing.

"Denim never went out of fashion. It's just that people are more aware now and prefer authentic denim brands instead of fast fashion brands that also sell jeans," said Rakesh Biyani, Joint MD at Future Retail that sells 9-10 million jeans annually across brands such as Lee Cooper, Buffalo and DJ&C.

<https://retail.economictimes.indiatimes.com/news/apparel-fashion/apparel/be-it-work-or-party-denim-is-in-demand-domestic-jeans-market-grew-14-in-2018/72269778>



Apparel industry is becoming organised with GST implementations: Cantabil CFO

The goods and services tax (GST) system has been a milestone decision for the country, but its effects are going to linger a bit longer in the textiles and apparel industry. I believe that, on-going implementations will result in making it the biggest booster to the country's economy in the coming decades, explained Shivendra Nigam, CFO, CantabilRetail. In an interview with ETCFO's Shivani Phaugat, Shivendra Nigam the CFO of Cantabil Retail India Ltd shared his views on their strategy for coping with the economic slowdown, consumption trends, corporate tax, the lingering effects of GST in organising the industry and how offline stores still have an upper hand against the e-commerce industry. Cantabil Retail India a fashion brand is into designing, manufacturing, branding and retailing of apparels.

Shivendra Nigam: We see immense potential in tier-2 and tier-3 cities for fashion retail with young aspirant generation coming up. They are keen on spending in affordable brands. We have a target audience of growing middle class and believe in offering "quality products at competitive price". So, we clearly see the next big growth from these cities and towns.

<https://retail.economictimes.indiatimes.com/news/apparel-fashion/apparel/apparel-industry-is-becoming-organised-with-gst-implementations-cantabil-cfo/71951497>



Branded apparel makers post higher Q2 profit on weaker raw material price

Despite rural economic distress, branded apparel makers posted higher profits in the September quarter, due to reduced raw material prices and better cost management through closure of unprofitable points of sale (PoS). Kewalkiran Clothing (KKCL) had reported 10 per cent revenue growth, a positive sign in revival of demand for branded apparel. Its leading 'Killer' jean brand saw sales rise 24.2 per cent from a year before; those of its other brand, Easies by Killer, grew 11.4 per cent.

"These two brands cumulatively contributed about 70 per cent to the overall sales during the quarter. The brands also sustained their market share, led by the company's focus on branding activities like organising various large scale autumn winter bookings at a mega event organised in Goa and via other promotional activities," said Kewalchand P. Jain, Chairman. Many branded apparel players started with discounts and other promotional offers ahead of the Dussehra and Diwali consumer demand.

https://www.business-standard.com/article/markets/branded-apparel-makers-post-higher-q2-profit-on-weaker-raw-material-price-11911210066_1.html



Apparel exports up 5% post Generalised System of Preferences withdrawal: Smriti Irani

The government on Thursday said that exports of apparel post-withdrawal of Generalised System of Preferences (GSP), has increased by 5% as compared to the corresponding period before withdrawal. "Post-withdrawal of GSP, imports of apparel will be subject to higher tariff. As per provisional data, exports of apparel (post withdrawal of GSP) has increased by 5% as compared to the corresponding period before withdrawal," textiles minister Smriti Zubin Irani told Rajya Sabha in a written reply to a question on the impact on textile industry after withdrawal of GSP.

The US had terminated India's designation as a beneficiary developing country for the preferential benefits under GSP to Indian exports effective June 5 after determining that it has not assured of providing "equitable and reasonable access to its markets".

<https://economictimes.indiatimes.com/news/economy/foreign-trade/apparel-exports-up-5-post-generalised-system-of-preferences-withdrawal-smriti-irani/articleshow/72280080.cms>



11 lakh people get training under ISDS

The government on Thursday informed Parliament that a total of 11.14 lakh persons have been trained from 2010-11 to 2017-18 under the Comprehensive Integrated Skill Development Scheme (ISDS) in various segments of textiles covering textiles and apparel, jute, spinning, weaving, technical textiles, sericulture, handloom and handicrafts.

The training in ISDS also covered 33 states and Union Territories of the country, widely covering all sections of the society such as women (71.27%), Scheduled Caste (20.82%), Schedule Tribes (6.9%) and Divyang Jan (0.28%). Out of the 11.14 lakh persons trained so far, 8.43 lakh persons have been employed," textiles minister Smriti Zubin Irani told Rajya Sabha in a written reply to a question.

She also said the textiles ministry has expanded the skill development programme, called Samarth, for the entire value chain of the textiles sector except spinning and weaving in organized sector which are being trained under Pradhan Mantri Kaushal Vikas Yojana, with a target of 10 lakh persons at a total outlay of Rs 1,300 crore. The ministry has already partnered with 21 government agencies from 18 states and sectoral organisations covering nearly 4 lakh persons, for entry level train.

<https://economictimes.indiatimes.com/news/economy/policy/11-lakh-people-get-training-under-isds/articleshow/72177248.cms>

A large group of students and teachers are posing for a group photo in front of a building. Many of the students are holding up white certificates or diplomas, indicating a graduation or award ceremony. The group is diverse in age and is dressed in a mix of traditional and modern clothing. The building in the background has a light-colored facade with some architectural details.



मैकल ग्लुब • नंद निगौरी

अमेरन, मेकलम एंड होम फर्निचर मेकटर फिलिम कार्टूनम ड्रा युवाओ को हुनकरा मकन के लिए प्वात साकार के डीपिण डेट केटीय कोशल एवं डायमि मकन को देखेरे मे गति जीवन में ड अम एंड होम फर्निचर मेकटर फिलिम ड्रा को प्वात साकार एवं एगजस्टीम के ड्रा लेंगे को कार्य कलन कने

जेएनएन, अमृतसर : इंस्टीट्यूट फॉर स्किल डेवलपमेंट इम्ब्राल रोड की ओर से 200 छात्रों को फ्री सिलाई मशीनें व सिपिटी कपड़े दे कर सिलाई

जेएनएन, अमृतसर : इंस्टीट्यूट फॉर प्रशिक्षण डेवलपमेंट ब्रम्हाल रोड की ओर से 200 छात्रों को फ्री सिलाई मशीनें वितरित करने के लिए कार्यक्रम आयोजित किया गया। मुख्यालयीन अंतर्राष्ट्रीय मेकअप एंड स्किन फॉर्मिशन सेम्टर स्किल कौंसिल के सीईओ स्वयं वरिष्ठ नैनू टैप प्रज्यलित कर कार्यक्रम की शुरुआत की।

स्वयं वरिष्ठ ने कहा कि प्रधानमंत्री नरेंद्र मोदी की सरकार द्वारा दत्त के युवाओं को अपने पैर पर रख कर देने के हनुमंद बानो के महत्वपूर्ण योजना को शुभचिंतन की गई है। समाज के पिछड़े, शरण, मध्यम वर्ग के परिवारों के बच्चों को स्वयं के अनुसार प्रशिक्षण देकर उन्हें आत्मनिर्भर बनाने का लक्ष्य रखा गया है। संस्थान का उद्देश्य है राधिका युव ने कहा कि इंस्टीट्यूट फॉर प्रशिक्षण डेवलपमेंट ब्रम्हाल रोड में प्रीमियम रव्य रेगनार युवाओं को दिया जा रहा है। कार्यक्रम के प्राथमिक प्रशिक्षण के प्रशिक्षित के हनुमंद युवाओं ने पंजाबी संस्कृति के लोकगीतों, भंगड़ा, गिरा व देशभक्ति से आतंभीत गायन का मंचन कर श्रोताओं को मंत्रमुग्ध कर दिया। मुख्यालयीन ने संस्था का प्रशिक्षण प्राप्त कर चुके 200 छात्रों को फ्री सिलाई मशीनें व सरटिफिकेट वितरित किया।

[illegible]

ਸਿਕਲ ਡਿਵੈਲਪਮੈਂਟ ਨੇ 200 ਸਿਲਾਈ ਮਸ਼ੀਨੇ

शेड्ड ब राधिका चुप।
रांग के रूपक वशिष्ठ
से उपस्थित हुए।
वशिष्ठ ने कहा कि केंद्र
में ओर से युवाओं को
माने का प्रवास किवा जा
रहा है, ताकि वह अपने पैरों पर
खड़े हो सकें। संस्थान की डायरेक्टर
राधिका चुप ने इंस्टीट्यूट में दी जाने
वाली ट्रेनिंग की विस्तार से
जानकारी दी।

Delhi Tirupur
aat' | <https://youtu.be/dncWpiYcjBw>

**APPAREL MADE-UPS & HOME FURNISHING
SECTOR SKILL COUNCIL (AMHSSC)**
Flat No. A-312 to A-323, 3rd Floor, Somdutt Chamber -1,
Bhikaji Cama Place, Africa Avenue, New Delhi -110066.
call: +91-7835027700 | e-mail: info@sscammh.com | website: www.sscammh.com





www.facebook.com/AMHSSCIndiaOfficial

www.twitter.com/ssc_amh

[www.youtube.com/AMHSSC India](https://www.youtube.com/AMHSSCIndia)