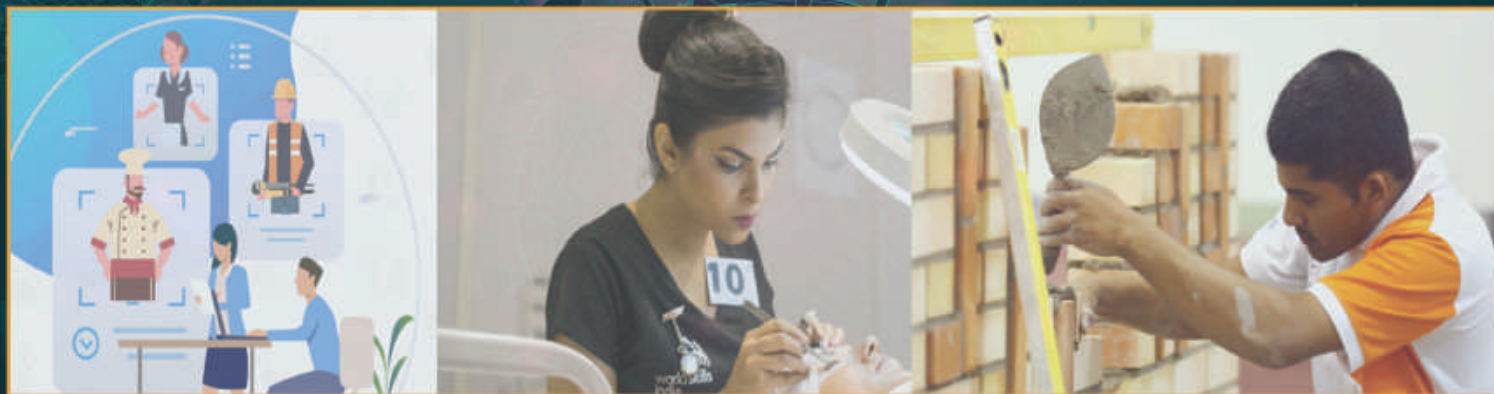


# Paridhaan

Chief Editor: Ms. Smritee Dwivedi

a quarterly newsletter of AMHSSC

## SKILLING DURING AND POST-COVID-19 SITUATION



*"Life is like a road, there are bumps, there are cracks, there are road blocks, but the important thing is that it keeps going".*

Covid-19 outbreak in December 2019 from the Wuhan City in China is exactly like the bump on the road which took the whole World by surprise. Lot has been said about the pandemic and lot of data has been analyzed by many across the World. Many negative things BUT life still goes on. Lockdowns have happened and the unlocking has begun to bring life to normalcy.

Skilling initiatives in Apparel sector did get affected momentarily but this pandemic also created a situation whereby the skilling in Apparel sector took a BIG leap in a new direction. Apparel sector skill Council had been delivering many industry oriented programs through its Center(s) of Excellence situated at Tiruppur and Delhi before the COVID-19 situation.

During the lockdown, the management and Leadership under Dr. Roopak Vasishtha, CEO and DG-AMH SSC, skilling initiatives through the Council and these centers were given a new direction. These initiatives are now towards the goal of achieving "Atma Nirbharta", "Migrant labour oriented" and "Women Empowerment" oriented.

Through webinars organised from time to time, AMH SSC has promoted and showcased various Management Development Programs through which college students and working professionals could gain and benefit in their career progression.

During lock down, many workers have migrated back to their home towns and villages. To ensure that this segment of the industry is not neglected, the Council, through its special initiative, is promoting RPL program for these migrants. Skilling of such migrant workers would help in industry employment and will also encourage self-employment.

Many other initiatives by the Council shall result in formation of channels, through which skilled and certified labour shall facilitate in meeting the demand of masks and PPE kits of the Country during COVID-19 situation and post COVID also.

Apparel Sector is an optimistic sector and shall soon overcome this situation with new fashion trends because people would still continue to wear apparel with fashion and masks shall be the new fashion accessory.

– Ms. Smritee Dwivedi, Director-Operations, AMH SSC



# AMHSSC Initiatives

## Management Development Program on "Tools for World Class Garment Manufacturing System"

An online Management Development Program on "Tools for World Class Garment Manufacturing System" was conducted by AMH SSC's Center Of Excellence at Tiruppur from 26th April 2020 to 06th May 2020, in association with Methods Apparel Solution. The program was well received by the Industry.

They say every crisis is a blessing in disguise and this crisis that we are facing the form of COVID-19 is an exception. This is the time to explore, observe and enhance yourself. If there was a book that you wanted to start reading or an online course that you wanted to take up "NOW IS THE TIME".

STAY HOME, STAY SAFE - WE WILL OVERCOME THIS.

**SKILL INDIA**  
where every person shines

**CENTER OF EXCELLENCE**  
APPAREL MADE-UPS & HOME FURNISHING SECTOR SKILL COUNCIL

**NSDC**  
National Skill Development Corporation  
Transforming the skill landscape

**METHODS APPAREL CONSULTANCY**  
Brings you

**ONLINE MANAGEMENT DEVELOPMENT PROGRAM**  
A unique CERTIFICATE PROGRAM  
of 8 DAYS on

**TOOLS FOR WORLD CLASS GARMENT MANUFACTURING SYSTEM**

- ❖ An Overview of Apparel Manufacturing
- ❖ Advancement in Quality System
- ❖ Procedure and Structure of MIS
- ❖ Engineering for Productivity
- ❖ Production Costing - CPM, CPG, FC
- ❖ Advanced production system
- ❖ Automation in garment industry

**SPECIAL 70% DISCOUNT This Month Only**

**CALL NOW**

Actual fees Rs.10000/person  
Due to lockdown only Rs.3000/person

For more details please contact:  
**CENTER OF EXCELLENCE**  
Apparel Made-Ups and Home Furnishing Sector Skill Council

Phone : +91 8767 111 66 99  
Email : coe@sscamh.com

Phone : +91 86356 27772  
E-Mail : coe@sscamh.com

Phone : +91 787 111 66 00  
E-Mail : mdc@sscamh.com

## One day webinar on "How to achieve production targets in Apparel Industry with social distancing"

An exclusive webinar to discuss the strategies on "How to achieve production targets in Apparel Industry with social distancing" was organized on 5th June, 2020 by the Center of Excellence at Delhi. Dr. Roopak Vasishtha, CEO and DG, AMHSSC and Mr. Rajiv Pande, Business Head, Ginni Filaments were the Key speakers.

The program was highly appreciated with 235 participants.

**SKILL INDIA**  
where every person shines

**APPAREL MADE-UPS & HOME FURNISHING SECTOR SKILL COUNCIL**

**NSDC**  
National Skill Development Corporation  
Transforming the skill landscape

**Webinar: Strategies to achieve production targets in Apparel industry with Social Distancing. (Post COVID-19)**

In conversation with

**LIVE on FB**

**5th June 2020**

**12:30 pm onwards**

**Dr. Roopak Vasishtha**  
CEO & DG AMHSSC

**Mr. Rajiv Pande**  
Business Head  
Ginni Filaments, India

@ssc\_amh @AMHSSCIndiaOfficial www.sscamh.com

## Webinar on Global Apparel Industry... unlocking the process

One-day webinar titled "Global Apparel Industry... unlocking the process", on 11th June, 2020 was hosted for the students of B.Tech Textile technology and faculty of KSR College of Arts and Science, Tiruchengode. The program was a huge success and the Guest Faculty Mr. Shankaraagavan Head CoET was appreciated by one and all.

**INSTITUTIONS INNOVATION COUNCIL**  
Department of Textile Technology

**DEPARTMENT OF TEXTILE TECHNOLOGY**  
Accredited by NBA (Top - 1)

Unlock 1.0 Web Series (UWS)

**Global Apparel Industry**  
Unlocking the Process...

**Mr. K.S. SHANKARAAGAVAN**  
Head, Centre of Excellence  
Apparel Made-Ups & Home Furnishing  
Sector Skill Council, Tirupur

Delivering a Talk on  
"Application of Industrial Engineering  
Concept in Apparel Industry"

Date : 11.06.2020  
Time : 03.00pm to 04.00pm

**K.S. RANGASAMY**  
COLLEGE OF TECHNOLOGY  
(AUTONOMOUS)

## CEO and DG addressed officers of Indian Economic Service

CEO AMH SSC was invited by NSDC to address the young officers who had recently been inducted in the 'Indian Economic Service' at the office of NSDC. This session was scheduled to apprise them of the skilling initiative which the Government of India has taken under the Pradhan Mantri Kaushal Vikas Yojana (PMKVY).



## Webinar on Role of AMHSSC in skill development and career enhancement in Apparel industry

A live Instagram and Facebook Webinar on 16th June, 2020, was conducted by Center of Excellence at Delhi on "Role of AMHSSC in skill development and career enhancement in Apparel industry" with Mrs. Smritee Dwivedi, Director-Operations, AMHSSC and Ms. Poonam Bhargav Director, Just Design Institute to discuss the role of AMHSSC in skill development and career enhancement in Apparel industry. 113 participants attended the program.

## Webinar on Fashion Technology

A 2 days Webinar program for the students of B. Tech (Fashion Technology), Kumaraguru College of Technology, Coimbatore was organized on 9th and 10th June, 2020. 70 students are participated actively in this webinar addressed by Guest Faculty, Ms. Sunaina Khanna from Methods. The webinar was highly appreciated by the students as well as management.



## Webinar on Fashion Styling as a career option

A live Webinar on Instagram Facebook was organized by Center of Excellence at Delhi for the students of who wants to take up Fashion Styling as a profession Totally 112 participants logged on to it, The program was on 21st May 2020. Ms. Vandana Wadhwa was the celebrity guest.

**APPAREL MADE-UPS & HOME FURNISHING SECTOR SKILL COUNCIL**

**JUST DESIGNS INSTITUTE**

JOIN US FOR  
**LIVE**

**21st May 2020 THURSDAY | 12:30 PM**

**Ms. Renu Bhargava**  
(Educationist)

**Ms. Vandana Wadhwa**  
(Stylist)

**FASHION STYLING CRITERIA COURSE AND OPPORTUNITIES**

**WHO ALL CAN JOIN?**  
12th Students, Graduates and Working Professionals

**JUST DESIGNS INSTITUTE**

**APPAREL MADE-UPS & HOME FURNISHING SECTOR SKILL COUNCIL**

JOIN US FOR  
**LIVE**

**16th June 2020 TUESDAY | 12:30 PM**

**Ms. Renu Bhargava**  
(Educationist)

**Ms. Smritee Dwivedi**  
(Director- Operations AMH SSC)

**SKILL COUNCIL CERTIFICATION TOWARDS A BETTER FUTURE**

**WHO ALL CAN JOIN?**  
12th Students, Graduates and Working Professionals



## Management Development Program on "Tools for World Class Garment Manufacturing System"

An online Management Development Program on "Tools for World Class Garment Manufacturing System" was conducted by AMH SSC's Center Of Excellence at Tiruppur from 26th April 2020 to 06th May 2020, in association with Methods Apparel Solution. The program was well received by the Industry.



## Certification ceremony of Shipping Corporation of India

Certification Ceremony in Osmanabad, Maharashtra was held on 22nd June, 2020 for 201 successfully trained, assessed and certified Women Candidates in Self Employed Tailor Job role. The trainings were conducted with the CSR funds granted by Shipping Corporation of India.



## FORTHCOMING EVENTS

Fashion Forecasting	18th July, 2020
Understanding 5S as a Lean Principle in the Apparel Industry	18th July, 2020
Dynamics of Buying in the Retail Industry	24th July, 2020
An introduction to Social Compliance and Sustainability	25th July, 2020
Understanding Kaizen as a Lean Principle in the Apparel Industry	1st August, 2020
Visual Merchandising role in mobilizing Retail Sales	7th August, 2020
New Dynamics in Social Compliance and People Management	7th August, 2020
Merchandising for Buyers	15th August, 2020
Understanding Kanban as a Lean Principle in the Apparel Industry	19th September, 2020

## Webinar on Boutique Management

An exclusive one day webinar on Boutique Management for Kumaraguru College of Technology, Coimbatore was organized by the Center of Excellence at Tiruppur. The program was organized for the students of B.Tech. FT final year and M.Tech. FT 1st and 2nd Year students, Kumaraguru College of Technology, Coimbatore. Totally 100 students participated the program. The Guest Faculty was Ms. Renu Bhargava – Just Design Institute, Delhi.

**LIVE WEBINAR**

For Registration & Sign up: [Click Here](#)

**WEBINAR ON BOUTIQUE MANAGEMENT**

**JUN 26 2020**

Time : 11.00 am to 12.00 pm

**SPEAKER**

**Ms. RENU BHARGAVA**  
(Educationalist)  
Just Design Institute  
New Delhi

**CONVENER**

**Mr. SHANKARANARAYAN**  
The Head  
Center of Excellence  
Tiruppur

ASSOCIATION WITH  
**KUMARAGURU COLLEGE OF TECHNOLOGY**

**Dr. G. RAMAKRISHNAN**  
PROFESSOR & HEAD OF FASHION TECHNOLOGY

**Dr. S. KAVITHA**  
ASSISTANT PROFESSOR IN / FASHION TECHNOLOGY

**ONLINE PLATFORM**

Meeting ID : 202 8271 6217  
Password : 202020

Joining link: [https://www.zoom.us/j/20282716217](#)

Contact no. : +91 9571114495, 9571114490  
E-mail : [info@coe-tiruppur.com](mailto:info@coe-tiruppur.com) | website : [www.coe-tiruppur.com](http://www.coe-tiruppur.com)

## Management Development Program on V-DEEP methodology

Online Management development programs on V-DEEP methodology were conducted from 4th April 2020 to 13th April, 2020 and 22nd April to 29th April, 2020 by AMH SSC's Center of Excellence at Delhi, in association with Vector Consultancy solution wherein participants from industry including those from Europe, Nepal and Bangladesh had participated in it.

**ENROLL NOW**

**ENROLL NOW**

In association with

**Vector Consultancy**

BRINGS YOU

**ONLINE MANAGEMENT DEVELOPMENT PROGRAM**

V-DEEP & V-LEAN

A unique CERTIFICATE program of 8 days on

**INDUSTRIAL ENGINEERING**

**LEAN MANUFACTURING**

- 5S
- The Seven Way
- Standard
- Quick changeover (SMED)
- Mitigation
- Preventive Problem solving
- Yamazumi
- Seven QC tools
- Standardizing prior value chain
- SP - Production, Preparation & Process

**V-DEEP**

- Industrial Engineering Introduction
- Product & Process Engineering
- Industrial Engineering
- Value Stream Map
- Work Measurement
- Line Balancing
- Productivity
- Quality
- Production Management System

For more details please contact:

Center of Excellence

Apex One-Stop and Home Furnishing Sector Skill Council

Phone : +91 9588777777, +91 9711118888  
Email : [info@coe-tiruppur.com](mailto:info@coe-tiruppur.com), [coe@coe-tiruppur.com](mailto:coe@coe-tiruppur.com)  
Website : [www.coe-tiruppur.com](http://www.coe-tiruppur.com)  
Phone : +91 964603047, +91 964603048

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## Apparel export industry should be treated at par with MSME sector: AEPC

Sector demands that the apparel export industry should be treated at par with MSME sector. Domestic exporters have a huge pile-up of inventories because of lockdown in several countries. The industry is one of the largest employers of the country employing 12.9 million people directly.

Reeling under the impact of COVID-19 pandemic, apparel exporters on Monday urged the government to treat the labour-intensive sector at par with MSMEs. In a letter to Prime Minister Narendra Modi, Apparel Export Promotion Council of India (AEPC) Chairman A Sakthivel said the sector is facing huge losses due to nonpayment of export bills and cancellation of orders. "We would request that the apparel exporting industry may be treated at par with the MSME sector as we work on wafer-thin margins of 4-5 per cent," Sakthivel said.

Domestic exporters have a huge pile-up of inventories because of lockdown in several countries, he said adding the industry is one of the largest employers of the country employing 12.9 million people directly. He also said the benefits related with Employees' Provident Fund (EPF) should be extended to the sector, irrespective of the number of workers employed and more specifically to cover all the apparel exporting units.

[https://economictimes.indiatimes.com/industry/cons-products/garments/-textiles/apparel-export-industry-should-be-treated-at-par-with-msme-sector-aepc/articleshow/75803278.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](https://economictimes.indiatimes.com/industry/cons-products/garments/-textiles/apparel-export-industry-should-be-treated-at-par-with-msme-sector-aepc/articleshow/75803278.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)

## Apparel apex body urges government to impose levy on imported garments to survive COVID-19 crisis

According to the submission made to the textile ministry and ministry of commerce and industry, the apex body has suggested a short-term duty on imports of both readymade garments and fabrics from all countries, including those with who India has zero-duty agreements.

According to the submission made to the textile ministry and ministry of commerce and industry, the apex body has suggested a short-term duty on imports of both readymade garments and fabrics from all countries, including those with who India has zero-duty agreements. BENGALURU: The Clothing Manufacturers Association of India (CMAI), that represents leading firms including Aditya Birla Fashion and Lifestyle, Arvind Fashions, Future Group, Shoppers Stop NSE 0.75 %, Raymond, has urged the government to consider levying a temporary additional Covid import duty on import of garments for a period of 12 months.

According to the submission made to the textile ministry and ministry of commerce and industry, the apex body has suggested a short-term duty on imports of both readymade garments and fabrics from all countries, including those with who India has zero-duty agreements. This move comes as the domestic garment manufacturing industry anticipates a slowdown of demand for a year severely impacting business.

[https://economictimes.indiatimes.com/industry/cons-products/garments/-textiles/apparel-apex-body-urges-government-to-impose-levy-on-imported-garments-to-survive-covid-19-crisis/articleshow/76001682.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](https://economictimes.indiatimes.com/industry/cons-products/garments/-textiles/apparel-apex-body-urges-government-to-impose-levy-on-imported-garments-to-survive-covid-19-crisis/articleshow/76001682.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)



## Apparel industry to close FY20 with muted sales growth and moderation in profitability: ICRA

Amid a subdued demand scenario in the domestic as well as the international markets, intensifying competition and lags witnessed in the clearance of export incentives, most players across the sector are expected to close FY20 with muted sales growth and moderation in profitability and liquidity.

The rapid spread of the Covid-19 pandemic across countries, including India, has not spared India's apparel sector either, adding to the woes of the players who have already experienced a rather challenging fiscal 2020. Amid a subdued demand scenario in the domestic as well as the international markets, intensifying competition and lags witnessed in the clearance of export incentives, most players across the sector are expected to close FY20 with muted sales growth and moderation in profitability and liquidity. ICRANSE 0.44 % expects revenues of the Indian apparel players to fall by

at least 10%-15% across the sector in FY21, following the Covid-19 impact on operations.

Commenting on this, Mr. Jayanta Roy, Senior Vice-President and Group Head, Corporate Sector Ratings, ICRA, said: "With the 21-day domestic lockdown announced by the Government of India from March 25, 2020 onwards to combat the spread of the virus, domestic apparel sales have come to a complete halt. Further, seven of India's top apparel export destinations, which account for nearly half of India's total apparel exports, are among the worst affected regions globally. With most of these regions resorting to lockdowns and social distancing, export demand for apparels has also fallen significantly.

[https://economictimes.indiatimes.com/industry/cons-products/garments/-textiles/apparel-industry-to-close-fy20-with-muted-sales-growth-and-moderation-in-profitability-icra/articleshow/74949896.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](https://economictimes.indiatimes.com/industry/cons-products/garments/-textiles/apparel-industry-to-close-fy20-with-muted-sales-growth-and-moderation-in-profitability-icra/articleshow/74949896.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)

## Apparel exporters resume work to meet pending demand

"About 15-20% of the over 8,000 apparel exporters in the country have resumed operation with 25-30% of their workforce," said Narendra Goenka, managing director of Texport Industries and vice-chairman of Apparel Export Promotion Council (AEPC).

MUMBAI: Apparel makers are slowly resuming production of ready-made garments for export markets even as they face hurdles like cancellation or deferment of orders, extended payment schedules and lack of new orders. "About 15-20% of the over 8,000 apparel exporters in the country have resumed operation with 25-30% of their workforce," said Narendra Goenka, managing director of Texport Industries and vice-chairman of Apparel Export Promotion Council (AEPC). With limited workforce being allowed, pending demand is more than the manufacturing capacity, manufacturers said.

"Vietnam and Indonesia never shut down and are at an advantage. A complete lifting of the lockdown in low-risk areas is required, with mandated social distancing and sanitation norms, to ensure that Indian suppliers do not lose out on their export commitments," said Sivaramakrishnan Ganapathi, managing director of Gokaldas Exports. Many apparel makers had opened some of their factories with a rudimentary workforce in April to make personal protective equipment, but now more factories are being opened and production of apparels is being resumed. These include leading exporters like Shahi Exports, Gokaldas Exports, Texport Industries, Matrix Clothing and Orient Fashion Exports.

[https://economictimes.indiatimes.com/industry/cons-products/garments/-textiles/apparel-exporters-resume-work-to-meet-pending-demand/articleshow/75698735.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppst](https://economictimes.indiatimes.com/industry/cons-products/garments/-textiles/apparel-exporters-resume-work-to-meet-pending-demand/articleshow/75698735.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)





