

PARIDHAAN

January - March 2021

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A QUARTERLY NEWSLETTER OF AMHSSC

AMHSSC

Chief Editor - Ms. Smriti Dwivedi

ARTICLE

Cloth Hygiene - An Important Part of Health Hygiene

Keeping your family health is always a priority, from taking vitamins, eating a balanced diet and staying active, but have you ever considered how the cleanliness of your clothes could impact the health of your family? The reality of many of us is that we don't always eat our proper meals, don't always brush our teeth at night, and most of us wear clothes more than once before washing them. We need to be more cautious with respect to health and hygiene in the current scenario due to widespread of corona. With the foremost being the clothes hygiene.

Many of us are unaware about the fact that the germs resulting in flu and stomach bugs can survive on clothing and other fabrics for anywhere between 4-6 hours and with some of the strains can survive for longer duration of more than 5 months. Infectious agents that have the potential for spread via clothing etc. include influenza, skin infections like yeast, fungal and bacterial, enteric bacteria, contact dermatitis (due to new, extra tight or warm clothes).

It has been observed that mass laundry is one of the major source of spread of substantial number of microorganisms in a health-care facility, gyms, hotels etc. it may include bed sheets and blankets, towels, personal clothing, patient apparel, uniforms, scrub suits, gowns, and drapes for surgical procedures that are being mass laundered. Similarly, this can also occur in family members wherein they share bed linen, towels or other clothes.



How Do The Germs Spread:

There are two sources of spread i.e.

- Direct- In contact with infected person or dirty soiled clothes.
- Indirect via aerosols of contaminated or soiled lint generated from sorting and handling contaminated textiles.

Ways to Reduce the Spread of Infection:

- Avoid keeping laundry damp overnight, this encourages microbial survival and there is the chance for growth of residual micro-organisms, such that clothes can then become a source of microbes.
- Avoid wearing of dirty clothes full of sweat and bacteria that leads to foul odor.
- Wash contaminated clothes separately in a hot wash with a bleach-based detergent.
- Avoid cross-contamination, try to avoid sharing towels, clothes and mass laundry. Prefer doing laundry at home mostly.
- Wear natural fibers and loose clothes to reduce sweat level.
- Choose light-colored garments with less dye in them.
- After washing - dry clothes completely or show them proper sunlight.
- When in hospitals or clinics try to wear clean scrubs or cover your clothes completely.

Conclusion:

One of the most effective ways of protecting ourselves and others from illness is by practicing good body hygiene. It helps us to feel good about our self, which is also important for our mental and physical health. Proper personal hygiene is essential for social interactions and respect in the professional arena as people who have poor hygiene (body odor, bad breath, etc.) often are seen as unhealthy. Wear a fresh set of clothes as often as possible. Dirty clothes are a source of contamination and can cause very serious infections if worn over and over without washing them.

Dr. Aditi Yadav

Deputy Director (Operations and Training)

EVENTS & ACTIVITIES



Apparel and Textile Conference

DATE: 30th And 31st January

LEARNING FEE: 1000/-

SPEAKERS:

- Sheetal Bhandari, Founder and CEO, Business Charha
- Dr. Roshni Vashishtha, CEO & Director General, Apparel sector skill council
- Dr. A Sakthivel, Chairman, Apparel Export Promotion Council
- Ashok Juneja, President, The Textile association (India)
- Dr. J.V. Rao, CEO, Textile sector skill council
- Sarita Duhan, Deputy Director, Khadi and Village Industries Commission

CONTACT US

Website: www.businesscharha.com Email: info@businesscharha.com, sheetal@businesscharha.com
 Contact no. - 8700452542, 9319926564 Register: <https://www.businesscharha.com/enrolshop>

APPAREL & TEXTILE CONFERENCE

DATE: 30th & 31st JANUARY

Details : An initiative to encourage entrepreneurial skills amongst aspirants through an interactive knowledge sharing webinar.

The webinar's key highlights were to encourage end-to-end entrepreneurial/leadership development amongst aspirants with a "Know more and Grow more" approach.

WEBINAR ON FASHION ENTREPRENEURSHIP

DATE: 16th JANUARY 2021

Details : The webinar was organized by AMHSSC in association with JIMS (Jagan Institute of Management Studies) to create awareness on the scope and opportunities for Fashion Entrepreneurs.



Webinar on Fashion Entrepreneurship

Register Here

Ms. Nayantra Chatterjee
(Co-founder & Director, Vidyadara consultancy, New Delhi)
Speaker

Mr. Vipul Wahi
(Dy. Director, Center Head-Center of Excellence)
Convener

16th January 2021, Saturday **11.00 AM to 12.00 PM**

Platform - Zoom

In association with : Jagan Institute of Management Studies (Jims)

Contact for more info **7835027772, 7835099992** **coed@sscamh.com**

@ssc_amh **@AMHSSCIndiaOfficial** **AMHSSCIndia** **Website : www.sscamh.com**



Webinar on Social Compliance and Sustainability

Register Here

Mr. Anil Sahai
Speaker

Dr. Anup Gulati
Speaker

Mr. Vipul Wahi
(Dy Director, Center Head-Center of Excellence)
Convener

19th January 2021, Tuesday **11.00 AM to 11.45 am**

Platform - Zoom

In association with : Jagan Institute of Management Studies (Jims)

@ssc_amh **@AMHSSCIndiaOfficial** **AMHSSCIndia** **Website : www.sscamh.com**

WEBINAR ON SOCIAL COMPLIANCE AND SUSTAINABILITY

DATE: 19th JANUARY 2021

Details : The webinar was organized by AMHSSC in association with JIMS (Jagan Institute of management Studies) to create awareness on the increasing importance of Social Compliance & Sustainability in the Industry.

AMHSSC also conducts Management Development Programs on Social Compliance & Sustainability.



VIRTUAL CERTIFICATE DISTRIBUTION CEREMONY ON THE COMPLETION OF PATTERN MAKING MANAGEMENT DEVELOPMENT PROGRAM.

DATE: 2nd FEB, 2021

Details : The Center of Excellence, AMHSSC, New Delhi organized Virtual Certificate distribution ceremony in association with AD Patterns Institute of Pattern Making & Garments Training for candidates of Pattern Making course. The candidates received certificate from Dr. Roopak Vasishtha, CEO & DG AMHSSC.

WEBINAR ON ESSENTIALS OF DRESSING UP AS PER YOUR BODY TYPE.

DATE: 12th FEBRUARY, 2021

Details : AMHSSC organized an insightful Webinar on one of the most important aspects of Personality Development i.e. "Essentials of Dressing Up as per your Body Type". The webinar was conducted by Ms. Priyaneet Kaur, an internationally certified Image Consultant.

WEBINAR ON DESIGN THINKING

DATE: 20th FEBRUARY, 2021

Details : Details: AMHSSC organized a webinar on Design Thinking to highlight the importance and implications of Design thinking in today's Scenario, and how it can help individuals and organizations to grow further.

The webinar was conducted by Ms. Nayantara , a well known name in the Apparel Industry.





SOFT TOYS ARE LIKED BY ALL, ESPECIALLY KIDS WHICH ARE MADE OUT OF SOFT FABRIC STUFFED WITH FOAM AND COTTON



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[AMHSSCIndia](https://www.linkedin.com/company/AMHSSCIndia)
[Website : www.sscamh.com](https://www.sscamh.com)

THE INDIAN TOY FAIR 2021

Date : 2nd MARCH, 2021

Details : Virtual Toy Fair – An initiative by Gol to promote the local toy industry with a vision of “Atamanirbhar Bharat”

AMHSSC virtually participated in the fair and showcased the importance of Apparel related job skills in the Toy manufacturing Industry.

CONTEST FOR WOMEN ENTREPRENEURS

Date : 4th MARCH, 2021

Details : On the occasion of International Women’s day, AMHSSC organized a contest for Women Entrepreneurs to acknowledge the skills and hardships of such women, who have established themselves as successful entrepreneurs in the Apparel Industry.

The contest received an overwhelming response. All the contestants shared heartwarming stories of their journey.





Contest Alert For

WOMEN ENTREPRENEURS IN APPAREL SECTOR

Share your success story and win exciting Prizes



Record your Video in landscape mode and Send it to amhsscapp@gmail.com or WhatsApp it on 99904 22010

Reward : Amazon/Paytm voucher plus winner’s photograph will get published in Newspaper.
Imp : All participants will receive participation Certificate issued by AMHSSC

Last Date to submit your entries 10th March

For more details please drop the message on messenger or WhatsApp us or email us.

[@ssc_amh](https://twitter.com/ssc_amh)
[@AMHSSCIndiaOfficial](https://facebook.com/AMHSSCIndiaOfficial)
[AMHSSCIndia](https://www.linkedin.com/company/AMHSSCIndia)
[Website : www.sscamh.com](https://www.sscamh.com)

Basics of Skill Assessments

Platform: Zoom

6th March 2021
11:00AM-12:30PM

Register Now

Registration Fee: Rs-800/- Rs 500/-

Register through: www.vidyadharaconsultancy.com

Includes Certificate of Participation

Facilitator: Ravi Sharma
Co-Founder & Director
Vidyadhara Consultancy
New Delhi

Key Topics:

- Assessment Lifecycle
- Selection & Training of Assessors
- Conducting Practical Assessments
- Skill Evaluation Techniques
- Evidence Collection & Record keeping

Contact Us: info@vidyadharaconsultancy.com www.vidyadharaconsultancy.com www.ascamb.com

WEBINAR ON BASICS OF SKILL ASSESSMENTS

Date : 6th MARCH, 2021

Details : A Webinar on the basics of Skill Assessments was organized by CoE, AMHSSC.

A very insightful session was conducted by Mr. Ravi Sharma, an expert in this field.

VIRTUAL WORKSHOP ON SKILL TRAINING TECHNIQUES

Date : 20th MARCH, 2021

Details : CoE, AMHSSC in association with Vidyadhara conducted an Online Workshop on Skill Training Techniques.

The key takeaways of the program were:

- Applying principles of Adult learning
- Working with National occupational Standards
- Training Methods for Practical Experiential Learning
- Training Content & Training Aids
- Professionalism, Qualities & Attitude of a Trainer

Skill Training Techniques

Platform: Zoom

20th March 2021
11:00AM-12:30PM

Register Now

Registration Fee: Rs-800/- Rs 500/-

Register through: www.vidyadharaconsultancy.com

Includes Certificate of Participation

Facilitators

Ravi Sharma Nayantara Chatterjee

Co-founders - Vidyadhara Consultancy, New Delhi

Key Topics

- Applying Principles of Adult Learning
- Working with National Occupational Standards
- Training Methods for Practical Experiential learning
- Training Content and Training Aids
- Professionalism, Qualities & Attitude of a Trainer
- Using Technology to make online classes more interactive

Contact Us: info@vidyadharaconsultancy.com www.vidyadharaconsultancy.com www.ascamb.com



INDUSTRY NEWS RELATED TO APPARELS

AEPC URGES GOVERNMENT TO PUT RESTRICTIONS ON COTTON YARN EXPORTS

The Apparel Export Promotion Council (AEPC) on Saturday urged the government to impose restrictions on exports of cotton yarn in order to curb prices and increase supply for domestic manufacturers.

The **Apparel** Export Promotion Council (**AEPC**) on Saturday urged the government to impose restrictions on exports of **cotton yarn** in order to curb prices and increase supply for domestic manufacturers.

AEPC chairman A Sakthivel said despite several efforts by the government to reduce the price of cotton yarn, it has consistently increased in the last four months and was affecting the entire value chain.

"We request immediate intervention to increase the supply of yarn to domestic manufacturers. We suggest that quantitative restrictions should be imposed on exports of cotton yarn, specifically on cotton yarn of 26 counts and above," he said.

<https://retail.economictimes.indiatimes.com/news/apparel-fashion/apparel/aepec-urges-government-to-put-restrictions-on-cotton-yarn-exports/81732992>

APPAREL BRANDS & RETAILERS AIM TO EXPAND PLM FUNCTIONALITY: CGS

Forty one per cent of apparel, fashion and retail executives are looking to expand PLM functionality, by integrating with ERP, business processes, and workflows and PIM, according to the '2021 CGS Annual Report: Supply Chain Trends & Technology'. CGS, headquartered in the US, is a business applications, enterprise learning, and outsourcing services company.

Overall, survey respondents are focusing on fundamentals: controlling costs and quality, ensuring they have inventory, getting products out the door, keeping operations safe. There is some discouragement over net sales and efficiency declines, yet optimism about an eventual return to pre-pandemic growth with houses in better order, according to the report by CGS. As for the biggest 2021 growth opportunities, survey respondents offered a resounding vote for three digital

channels: company-owned websites, online marketplaces and social media shopping. The first two channels ranked as number one and number 2 growth opportunities in our 2020 survey results; social media shopping jumped from number 4 to number 3. People expect continued e-commerce enthusiasm. At the same time, the results reflect worries about brick- and-mortar outlets. Although a quarter of respondents expect some growth from physical stores this year, most expect things to stay the same as in 2020 or to decline. More than half of respondents ranked product category expansion as a growth path, CGS said.

"Every company can benefit by implementing more technology. Depending on their current technology maturity level, they may need to focus on an ERP, PLM, vendor management portal, B2B e-commerce, or warehousing and distribution solution. The pandemic is driving rapid and significant changes in sourcing strategies and sharing risk across the supply chain. Strong supply chain partnerships are required now more than ever to deliver the visibility, agility, speed, collaboration and other requirements for understanding and meeting consumer demand. Companies ultimately need to connect their supply chains from the shop floor to the showroom. Technologies that enable the movement of 3D objects across the enterprise, business analytics (BI), and predictability and data analysis (AI) are helpful here. Platforms like BlueCherry Shop Floor Control provide complete real-time visibility into order status and work in process," Paul Magel, president, CGS said in a statement.

<https://www.fibre2fashion.com/news/technology-announcement-news/apparel-brands-retailer-s-aim-to-expand-plm-functionality-cgs-273175-newsdetails.htm>

WHAT PUSHES APPAREL BRANDS TO GO FOR 'HIGH-LEVEL DIGITALISATION'?

The first thing that can be easily seen behind the apparel brands' perspective in the journey of digital transformation is their product's characteristics and then comes the rest.

As the apparel industry is on its way to digitalisation, each of the stakeholders is actively reaching out for solutions and there is no exception for fashion brands. In fact, brands are the first stakeholder to initiate the trend of digitalisation to cut costs, while the manufacturing suppliers often have more concerns before adopting the digitalisation process. However, different brands might have different concerns and attitude toward the trend, depending on the characteristics of their products.

So, now there are some open questions to look into! What are the factors that drive an apparel brand to embrace digitalisation? What is the scale of the brand's operation? What are the product categories that it caters to? What are the regions the brand has presence in? Why is there more customer leaning towards tech-based approach of fashion retail? Or, is it the attitude of the brand towards achieving long-term profitability?

<https://apparelresources.com/technology-news/retail-tech/pushes-apparel-brands-go-high-level-digitalisation/>



DO WE REALLY UNDERSTAND INNOVATION?

The word 'innovation' has become a mainstay in our lives. Many industries have seen a drastic change in the past few years owing to this and the fashion industry has felt this change too.

Lycra by DuPont, AIRism by Uniqlo, Levi's Commuter series, Boost by adidas are a few examples of brands defining innovations. Consumers instantly associate these products with their respective brands. And that's the power of INNOVATION.

Fashion is one of the most innovative industries with so many new innovations being tried out each season, yet few innovations come to mind when we try and remember some big innovations that became a trend or changed the industry.

In this feature, I will discuss what innovation really means to consumers through the below sections:

Innovation and its definition

Innovation in the fashion industry

Innovation from the consumers' lens

Innovation and where it gets lost between all the stakeholders

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<https://apparelresources.com/fashion-news/innovation/dowe-really-understand-innovation/>

THE FUTURE OF INDEPENDENT FASHION BRANDS IN A POST-COVID REALITY

The recently concluded International Fashion Forum has pointed out directions that are set to become key in the future. These include: locality, digitalisation, culture, sustainability, diversity, unification, visual art, communication and experiments.

The past year saw a massive shift take place within the fashion industry with physical to digital formats taking the lead, sustainability coming to the fore and virtual fashion. It is predicted that come 2021, offline is here to stay and will not become obsolete. Instead, it will be inextricably linked with the online, digital format that became extremely successful in the past year.

In the coming year, there will be more competition between designers and other creatives in the digital space. Honest and sincere brand strategies will win, and format for presenting content on social networks will completely change; local brands can confidently focus on their target audience, thus in the future this will be a major step towards global recognition.

<https://apparelresources.com/business-news/retail/future-independent-fashion-brands-post-covid-reality/>



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EducationPost

HIGHER EDUCATION REVIEW

We Welcome Budget Announcement: Premal Udani

By Azhar Ansari - February 2, 2021



Mr. Premal Udani

"In 2021 Union Budget Speech, the Honorable Finance Minister **Nirmala Sitharaman** announced the establishment of 7 textile parks in the country, to be built over 3 years.

Skilled youth trained by the Apparel, Made-Ups and Home Furnishing

EducationPost

HIGHER EDUCATION REVIEW

Opening of the Skill Universities Bridge the Gap of Skilling Level

By Education Post - February 8, 2021



Dr. Roopak Vasishtha
CEO & DG, AMH SSC

HomeTextile

A COMPLETE MAGAZINE ON HOME FURNISHING VIEWS

AMH SSC STRIVING TO ENHANCING THE SKILL, EMPLOYMENT OPPORTUNITIES IN APPAREL INDUSTRY

Posted by Editorial Team | Feb 11, 2021 | Face to Face:

Enhancing the skills among the youth and then making them employable is nothing less than a challenge during pandemic, even after pandemic. The government is striving to give a boost to the apparel sector manufacturing in India and has developed a comprehensive plan to realise the vision of making the country self-reliant through 'Aatma Nirbhar Bharat Abhiyan'. Apparel Made-Ups & Home Furnishing Sector Skill Council (AMH SSC) is a not-for-profit Organization, registered under the Indian Companies Act, 1956. AMH SSC envisions enabling world class apparel, made-ups and home furnishing manufacturing industry with an ecosystem for skill development and enhancing employability of the large number of Indian human resources.



Roopak Vasishtha, CEO & DG,
AMH SSC

APPAREL VIEWS

Your window to the world of apparel and textile industry

FEBRUARY 2021 / VOL. XX / ISSUE-02

₹180/- (INR)

AMHSSC appoints Premal Udani as Chairman

The board of Directors of Apparel, Made-Ups & Home Furnishing Sector Skill Council (AMHSSC) has appointed Indian textiles and apparel industry veteran Premal Udani as Chairman. Udani, who is the Managing Director of Kaytee Corporation Pvt Ltd, will take over the chairmanship of AMHSSC from Virender Uppal, Chairman of Gurgaon-based Richa Global Exports.

Udani has more than 38 years of experience in the textile and apparel industry. He is currently also Chairman of the board of trustees of the Clothing Manufacturers of India (CMAI). He is member of the board of Directors of Apparel Export Promotion Council (AEPIC) since 1987.

A founding member of the India Knit Fair Association, Udani was appointed by the Government of Gujarat for special projects pertaining to apparel industries. In the past, he has also been on the board of major trade associations such as the Federation of Indian Export Organisations (FIEO), and Federation of Indian Chambers of Commerce (FCCI).



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₹100/- US\$15

AMH SSC striving to enhancing the skill and employment opportunities in apparel industry

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With so many years of working closely with the government, industry, global standards organizations, multilateral bodies, policymakers, etc. What would you say has changed in regard to approaching skill development in the country?

While all successive governments had done well to promote skilling in the country, this government took a lead in many ways to boost the skilling ecosystem in the country. First of all a major decision of creating a separate Ministry of Skill Development and Entrepreneurship clearly spelt out the intentions of this government towards skilling. Further creation of Pradhan Mantri Kaushal Kendra (PMKK) also was a big step towards providing skilled manpower in a unified and qualitative way. Opening of the Skill Universities is yet another step towards bringing the subject of skilling to a respectable level. The best part is that the Skill India Mission is amongst the closest dream projects of our Hon'ble Prime Minister Narendra Modi and as such, the entire nation is behind him in this quest.

As for your current role as the CEO of the Skills Council, what are some of the programs you are spearheading to drive the skilling narrative of the nation?

Being an industry body, our quest is to ensure that skilled manpower is available in our Apparel industry and on the other hand unemployed youth gets employed or self-employed. As CEO of the Sector Skill Council our major function is to participate in the flagship scheme of the MGE, namely Pradhan Mantri Kaushal Vikas Yojana (PMKVY) and other government schemes, like CGU-DIG, Sarva Shiksha Yojana (SSY), etc. Till now we have participated in PMKVY-1 and PMKVY-2 schemes quite successfully, wherein, we have provided trainings to approx. 12 lakh persons across the country and have got more than 8 lakh persons employed or self-employed. We are now looking forward to participate in the PMKVY-3 scheme which is likely to be soon implemented.

Other major schemes in which we provide skilling is thru participating in training and assessments under CSR schemes of the Corporates and Public Sector Undertakings (PSUs). In addition to this, we also provide skilling in Schools, Colleges and even in AICTE Engineering colleges. A 14-year education doesn't guarantee employment, whereas, a 14-week skilling course in the Apparel sector guarantees a job. This is the major success of this initiative.

The COVID-19 pandemic altered the skilling landscape in many ways, in terms of demands of skills, approach to skilling & changes to the curriculum. What do you believe is the biggest change that COVID has brought about to the skill ecosystem in India?

The entire world is facing the Covid Pandemic challenges and each and every



Dr. Roopak Vashishtha
CEO & DG

How do you see India playing a crucial role in the global skills and workforce ecosystem in the 2021 and beyond?

As envisaged by the Hon'ble Prime Minister Narendra Modi to make India as the skill capital of the world, works has already started and is going stronger. A major shift has got developed in the world scenario. While earlier only shop floor workers used to be demanded by the entire world, mainly in Gulf and African countries, now even white collared manpower is in demand and that talent not limited to the above countries but even European and other developed countries have started demanding skilled manpower from India. Japan is the live example, where one lakh skilled persons were required and the demand has majorly been met, as well by India.

Another point is that while the whole world is aging, India is getting younger. Accordingly, by 2025 more developed countries would be demanding skilled manpower, in addition to conventional countries. Post Covid Pandemic, many countries would be diverse to having manpower from China. So, India would have more opportunities to send skilled manpower in shop floor, as well as in senior positions.

How are you leveraging partnerships, be it for training, assessing, or knowledge sharing from government to private organizations and even national level councils?

At the moment approximately 5000 Training Partners and 40 Assessment Agencies are affiliated to AMH SSC, which is a huge number. This number includes both Private, as well as the Govt. Institutions. We give special dispensation to Govt. institutions and NGOs by not charging any affiliation fee from them.



Dr. Roopak Vashishtha
CEO & DG

AMH SSC striving to enhancing the skill and employment opportunities in apparel industry

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The COVID-19 pandemic altered the skilling landscape in many ways, in terms of demands of skills, approach

CAREER & EDUCATION

अमर उजाला

नई राह

आज के दौर में भले ही किसी भी उम्र के युवा को नौकरी न मिले, लेकिन स्वरोजगार के दरवाजे हर किसी के लिए खुले हैं...



डॉ. रूपक वशिष्ठ
सीईओ, प्रभाग मेमो. अप व होम फर्निशिंग सेक्टर स्किल काउंसिल

बनाएं कर्टिंग एवं टेलरिंग में कॅरिअर

कर्टिंग एवं टेलरिंग का काम एक ऐसा काम है, जिसमें 10 रुपये का धाग, बटन, दो से रुपये तक की कपड़े का जॉरफ बनता है। यह दौर या युवा है जब युवाओं के सामने रोजगार का संकट था। आज के दौर में भले वो किसी को नौकरी न मिले, लेकिन स्वरोजगार के

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बेहतर करियर के लिए

इस क्षेत्र में अगर आप बेहतर करियर बनाना चाहते हैं तो आप को कर्टिंग एवं टेलरिंग के साथ डिप्लोमा की जानकारी यानी अर्ट का सही ज्ञान होना चाहिए। इसके साथ ही आपको बचपन में आर्ट कपड़ों के न-ना डिजाइन को जानकारी और उन्हें पैसा करने का हुनर भी आना चाहिए।

कोर्स की अवधि

कोर्स की अवधि भी सभी संस्थानों में अलग अलग है। अधिकतर संस्थानों में तीन महीने से दो साल तक के कोर्स कराए जाते हैं। दो साल के कोर्स में कर्टिंग एवं टेलरिंग के साथ

Knitting views

INSIGHTFUL • INCISIVE • INFORMATIVE

Mar - Apr 2021 Vol.16 / Issue No.02

AMH SSC striving to enhancing the skill and employment opportunities in apparel industry

Enhancing the skills among the youth and then making them employable is nothing less than a challenge during pandemic, even after pandemic. The government is striving to give a boost to the apparel sector manufacturing in India and has developed a comprehensive plan to realise the vision of making the country self-reliant through 'Atma Nirbhar Bharat Abhiyan'. Apparel Made-Ups & Home Furnishing Sector Skill Council (AMH SSC) is a not-for-profit Organization, registered under the Indian Companies Act, 1956. AMH SSC envisions enabling world class apparel, made-ups and home furnishing manufacturing industry with an ecosystem for skill development and enhancing employability of the large number of Indian human resources.

With so many years of working closely with the government, industry, global standards organizations, multilateral bodies, policymakers, etc. What would you say has changed in regard to approaching skill development in the country?

While all successive governments had done well to promote skilling in the country, this government took a lead in many ways to boost the skilling ecosystem in the country. First of all a major decision of creating a separate Ministry of Skill Development and Entrepreneurship clearly spelt out the intentions of this government towards skilling. Further creation of Pradhan Mantri Kaushal Kendra (PMKK) also was a big step towards providing skilled manpower in a unified and qualitative way. Opening of the Skill Universities is yet another step towards bringing the subject of skilling to a respectable level. The best part is that the Skill India Mission is amongst the closest dream projects of our Hon'ble Prime Minister Narendra Modi and as such, the entire nation is behind him in this quest.

As for your current role as the CEO of the Skills Council, what are some of the programs you are spearheading to drive the skilling narrative of the nation?



Dr. Roopak Vashishtha
CEO & DG

addition to this, we also provide skilling in Schools, Colleges and even in AICTE Engineering colleges. A 14-year education doesn't guarantee employment, whereas, a 14-week skilling course in the Apparel sector guarantees a job. This is the major success of this initiative.

The COVID-19 pandemic altered the skilling landscape in many ways, in terms of demands of skills, approach

नवोदय टाइम्स

बोर्ड परीक्षा में 'सफलता के सूत्र'

बोर्ड परीक्षाओं का सैम शुरू हो चुका है। 10वीं और 12वीं की बोर्ड परीक्षाओं में शामिल हो रहे छात्र वेबसाइट में जा-वन से जुड़े हैं। स्नातक को संप्रेषण परीक्षाओं में होने वाली है, अतः जो छात्र परीक्षा की तैयारी कर रहे हैं, उन्हें बोर्ड-युद्ध तैयारी और नतीजों में भयानक लड़ाई का सामना करना पड़ेगा। परीक्षा पर गलत प्रभाव न डालने, डिप्लोमा इससे बचने और साथ ही तैयारी का ध्यान रखना आवश्यक है।

बोर्ड परीक्षाओं की तैयारी के बेहतर तरीके को सुनिश्चित करने के लिए, हम आपको कुछ सुझाव दे रहे हैं। इन परीक्षाओं में प्राप्त करने के आधार पर आपको कोर्स और सॉल्यूशन में प्रवेश का उत्तर बनाना है। आपको कोर्स के दरवाजे में बंद कर लाने का प्रयास करें, जिससे सफलता की संभावना में घटने का जोखिम है। दूसरी तरफ, आप परीक्षा को सही तरीके से पढ़ें और नतीजों में सफलता प्राप्त करें।



करे पढ़ाई के तरीके से सुधार :

ज्यादातर छात्र परीक्षा के दिनों में खुद को लेकर काफी लापरवाह हो जाते हैं और उनकी लापरवाही बतलाने वाली है। न तो उनके सोने का समय सही होता है और न ही उनके सोने का, कम पढ़ाई करते रहते हैं। इसका उनके स्कोर पर बुरा असर पड़ता है। ऐसी समस्याओं से बचने के लिए, पढ़ाई के साथ-साथ जरूर को भी पर्याप्त आराम देने की जरूरत होती है। फीजिबल एक्टिविटी, निश्चित रूप से और समय का प्रबंधन सही होना चाहिए, जिससे पढ़ाई को लेकर लगन न हो। इससे शारीरिक शक्ति मिलेगी और छात्र अपने विषय को सही तरीके से पढ़ें और नतीजों में सफलता प्राप्त करें।

हमेशा सकारात्मक रहें :

परीक्षा और इसके परिणाम को लेकर हमेशा सकारात्मक रहें और इस संकेत में अपने दिमाग पर

न पड़ जाते हैं कि मैं क्या पढ़ें और क्या छोड़ें। अक्सर छात्र यह सोचकर परेशान रहते हैं कि यदि कोई प्राप्ति इस अनुकूल अवस्था से पूरा नहीं हो पाती है, तो मैं क्या करूँगा? यह सोच गलत है। जब परीक्षा की तैयारी कर रहे हैं, तो आपको पढ़ना चाहिए और न कि पढ़ाई के बाद ही सोचें कि मैं क्या करूँगा? यदि आपने कोर्स के दौरान अपेक्षाकृत निश्चितता का अनुभव किया है तो आपको अच्छे अंकों का आशीर्वाद है। परीक्षा नतीजों के आगे आप अवश्य को पढ़ाई शुरू करने से तैयारी या कोर्स अंकों में ज्यादा अंतर नहीं आएगा। परीक्षा नतीजों के आगे आप अवश्य को पढ़ाई शुरू करने से तैयारी या कोर्स अंकों में ज्यादा अंतर नहीं आएगा। परीक्षा नतीजों के आगे आप अवश्य को पढ़ाई शुरू करने से तैयारी या कोर्स अंकों में ज्यादा अंतर नहीं आएगा। परीक्षा नतीजों के आगे आप अवश्य को पढ़ाई शुरू करने से तैयारी या कोर्स अंकों में ज्यादा अंतर नहीं आएगा।

Career in Retail Sector as Visual Merchandiser

By Azhar Ansari - March 10, 2021



Dr. Roopak Vashistha,
CEO & Director General, AMHSSC

It is rightly said that "First Impression is the Last Impression", whether it's a job interview, or attracting customers into the fashion store to increase sales. As a



If you have excellent organising skills, qualities like planning, project and time management, communication, interpersonal and problem-solving skills, visual merchandising offers lucrative options, says DR ROOPAK VASISHTHA

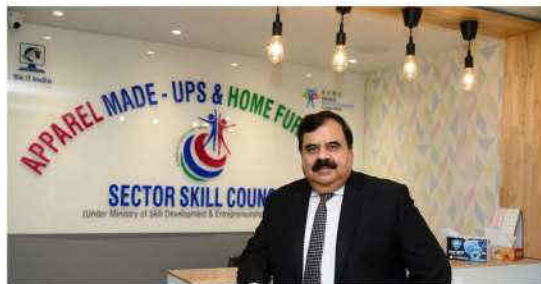
It is rightly said that first impression is the last impression, whether it's a job interview, or attracting customers into the fashion store to increase sales. As a fashionista, you keep an eye on the latest trends, but presenting the get means anything and everything is equally important. As the fashion industry is expanding, new creative career options are coming into it. Visual Merchandising (VM) is critically important in the ever-evolving fashion industry as well as creating a strong brand identity. It is a rapidly emerging sector and there are good career prospects in this field. It is the art of creating an important support for fashion retail operations. It includes window displays, signs, and interior displays. A good combination of colour and theme plays a vital role in visual merchandising. The goal is to create a distinctive atmosphere and aesthetic appearance to draw customers in-store, purchase decisions. They are creative and use their skills to develop interest among the customers by perfectly styling merchandise and their surroundings. They plan store themes, arrange display fixtures and lighting, set up signs before opening, work with floor plans. Under this, he has to work in areas such as window displays, presentation of prod-

ucts, and merchandise. VMs CAN WORK IN FASHION BOUTIQUES, SHOPPING MALLS, EMPORIUM, ARCHITECTURE FIRMS, DESIGN COMPANIES AND THEME PARTY ORGANISING COMPANIES. THEY CAN ALSO DO

of fashion technology course. Given the career prospects in this emerging field, two courses have been specially designed by Apparel Made-Ups and Home Furnishing Sector Skill Council (AMHSSC), formed under the Ministry of Skill Development and Entrepreneurship. One is merchandiser and the other is Merchandiser Made-Ups and Home Furnishing, in which students are also taught about visual merchandising. In the course of visual merchandising, students are trained on various aspects related to visual merchandising such as store displays, presentation of prod- they also need to have communication and interpersonal skills, must have problem solving ability and computer knowledge. Experts say that VMs should know the psychology of consumers and should also anticipate trends. SCOPE With the increase in the number of shopping malls, five-star hotels, boutiques, and retail outlets, the demand for visual merchandisers has also increased significantly. VMs can work in fashion boutiques, shopping malls, e-commerce, architecture firms, design companies and theme party organising

Skill Gap in the Apparel Industry is to a tune of appx 40 Lacs, says Dr. Roopak Vashisth, CEO & DG, AMHSSC

By Education Post - March 23, 2021



विजुअल मर्चेडाइजिंग में बनाएं कैरियर

विजुअल मर्चेडाइजिंग वास्तव में सेल्स को बढ़ावा देने की एक कला है, जिसमें ग्राहक को प्रोडक्ट की खासियतें बताई जाती हैं...

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Apparel Made Ups & Home Furnishing Sector Skill Council (AMHSSC)



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