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APPAREL MADE-UPS & HOME FURNISHING
SECTOR SKILL COUNCIL

PARIDHAAN

JANUARY - MARCH 2022 | Vol. 5, No.4

A QUARTERLY NEWSLETTER OF AMHSSC

AMHSSC

Chief Editor - Ms. Smritee Dwivedi

ARTICLE

"Skilling"- the way forward to Women Empowerment

From the time immemorial, the role of women in our household and society has been very important.... from raising and binding a family together, imbibing values and culture in the family to laying foundations of new norms in the society and setting new standards in all aspects of life.

Women through their will power and determination ensure the progress and well-being of their clan even in adverse situations like COVID-19 pandemic. COIVD-19 pandemic brought forward many case studies, wherein women, youth and the unemployed but skilled not only managed to find survival for themselves but also provided relief to many others.

Tough times have time and again proved that , women born with inherent skills of stitching and cooking find greater opportunities of supporting their families through self employment or entrepreneurship in the domain of both formal and informal sectors. The stereotypical gender biasness makes it difficult to find employment in industries and so making skilling aspirational is key word to women empowerment and sustainable growth of the informal sector of the Indian economy.

According to a study by next decade around 90% of women will be engaged in informal sector, which implies that women have to empowered with basic education, their rights , health related aspects ,so as to ensure that they are not exploited on one pretext or the other.

In the past , many government schemes have been providing skill trainings in apparel, made-ups and home furnishing sub sectors to the women and young girls. However, of late, the new law of Corporate Social Responsibility (CSR) has now motivated the private sector to contribute back to the society. Under this initiative, many corporates have provided funds to skill women across India in apparel domain, who have subsequently started their own boutiques or Self Help Group (SHG). Those who formed the SHG not only provided employment for themselves but also to other women.

We have many case studies to support our assertion that skilling is the way forward to empowering women, but the latest that we saw was during the first lock down of COVID-19. Women who were skilled on Self Employed Tailor job role not only earned money for their families when the men were at home due to lock down but also provided inspiration to others that tough times bring the BEST out of an Empowered woman and that she never loses sight of her family irrespective of working in formal or informal sector or being a house wife.

Ms Smritee Dwivedi

Senior Director- Operations

EVENTS & ACTIVITIES

DATE : 9th JANUARY 2022

इंडिया स्किल्स नेशनल्स प्रतियोगिता में अपैरल सेक्टर के फैशन टेक्नॉलजी कैटेगरी में प्रतिभागियों ने भाग लिया। सभी प्रतिभागिओं का प्रदर्शन सराहनीय था।

DATE : 10th JANUARY 2022

इंडिया स्किल्स 2021 प्रतियोगिता में फैशन टेक्नॉलजी कैटेगरी में एएमएचएसएससी के हुनरमंद प्रशांत चौरसिया (राजस्थान) ने स्वर्ण, देवराज्य (महाराष्ट्र) ने रजत, रिनिता (बिहार) एवं अपर्णा (तमिलनाडु) ने कांस्य पदक जीता। बिपाशा को मेडल ऑफ एक्सीलेंस मिला।

DATE : 13th JANUARY 2022

'Project Dastak'- A CSR initiative by the Apparel, Made-Ups & Home Furnishing Sector Skill Council in collaboration with the Collective Good Foundation (CGF), was launched on 13th January 2022 for women of Kashmir.

The aim of the program is to financially empower these marginalized women by providing trainings in various apparel related job roles.

The trainings are conducted by Fashion Futures, associate training partner, AMHSSC headed by Ms. Pooja Makhija.

DATE : 28th JANUARY 20222

आजादी के अमृत महोत्सव के तहत एएमएचएसएससी ने NAPS के वेबिनार में युवाओं को बताया की कैसे अप्रेंटिसशिप की ट्रेनिंग आपको आत्मनिर्भर बनाती है और अनुभव के साथ आपको आमदनी कमाने में भी मदद करती है।

DATE : 7th FEBRUARY 2022

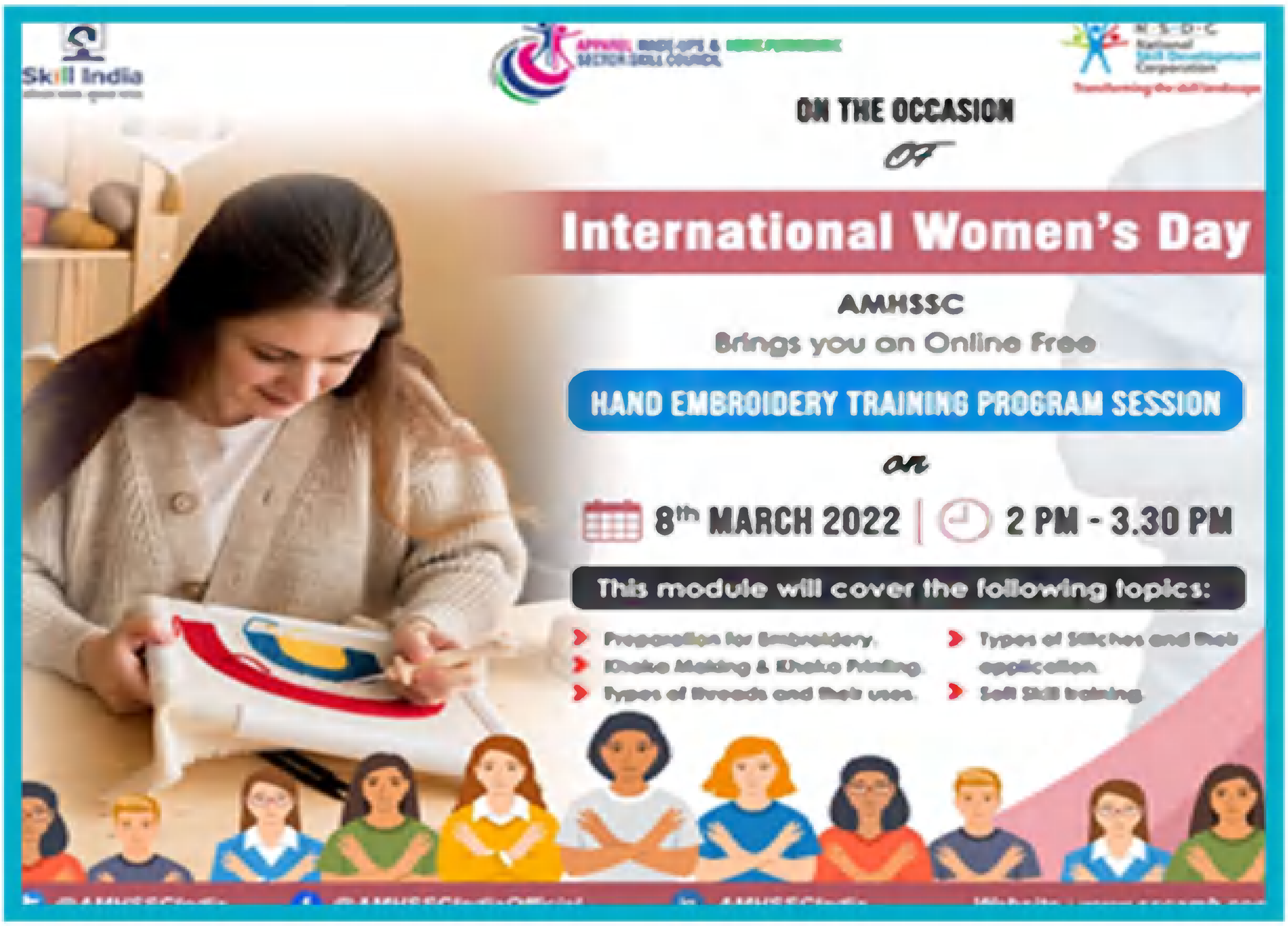
Revive Women@Work collaborated with Apparel, Made-Ups & Sector Skill Council, in launching a training program for approx. 50,000 women belonging to the underprivileged sections of the society.

The aim of the program was to provide these trainees with the skill sets that would enable them to secure employment and become self-reliant.

DATE : 16th FEBRUARY 2022

Apparel Made –Ups and Home Furnishing Sector Skill Council participated in the "Brainstorming Session: Re-defining the Skill Landscape" organized by NSDC on Wednesday, 16th February 2022. The aim of the conclave was to build a roadmap for a new Bharat through Digital Eco-system for Skilling and Livelihood.

During the conclave the team of AMHSSC was also appreciated by NSDC for making its valuable contribution during the World Skills Competition. Ms. Smritee Dwivedi, Senior Director, AMHSSC, received a plaque as a memento of this appreciation on behalf of team AMHSSC.



DATE : 8th MARCH 2022

AMHSSC celebrated the International Women's Day by providing an opportunity for women to learn various embroidery techniques by conducting an online free course on Hand Embroidery.

DATE : 11th MARCH 2022

An MoU was signed between AMHSSC and MasterG & Daughters, on 11th March 2022, with an aim to massively educate & empower women, especially from the weaker sections of the society across India through Phygital mode of education (a blend of physical and digital modes).

The MoU was signed by Dr Roopak Vasishtha, CEO & Managing Director, AMHSSC & Ms Gayatri Jolly, CEO & Founder, MasterG & Daughters.

INDUSTRY NEWS RELATED TO APPARELS

APPAREL FOR ALL: ENTREPRENEURIAL SPIRIT OF INDIAN WOMEN IS GIVING RISE TO SEVERAL BRANDS THAT ARE CURATING AFFORDABLE CLOTHING FOR THE MASSES

Having witnessed an explosion in the Indian mid-segment apparel market during the pandemic, several brands also tweaked their models to fit in. When fashion designer Ritu Kumar launched her sub-brand Aarké late last year, she heralded a new trend for the millennial woman—affordable designer wear. Her latest endeavor was also a foray into the mid-segment apparel market, making her offerings available to a larger section of consumers and beyond the metros.

"Aarké is the newest offering from Ritu Kumar, catering to women who dress with Indian aesthetics. It is rooted in tradition, yet captures the various moods of a multi-tasking urban woman," reads the introduction to the brand. The idea of offering a designer garment in the value segment may have been new for Kumar, who has been ruling the fashion world for over 50 years, but several homegrown ventures are already betting big on affordable, stylish clothing.

Earlier last year, Omni channel women's fashion retailer High Street Essentials— which owns ethno-fusion brand Indya and western apparel brand FabAlley—raised Rs 25.5 crore through its existing investors after it raised Rs 20.75 crore in June 2020.

https://www.financialexpress.com/lifestyle/apparel-for-all-entrepreneurial-spirit-of-indian-women-is-giving-rise-to-several-brands-that-are-curating-affordable-clothing-for-the-masses/2451750/

SPORTS APPAREL MARKET TO REACH USD 365720 MILLION BY 2028 AT A CAGR OF 4.8% | VALUATES REPORTS

BANGALORE, India, Feb. 25, 2022 /PRNewswire/ -- The Sportswear Market is Segmented by Type (Skirts, Shirt, Coat, Pants), by Application (Professional Athletic, Amateur Sport): Opportunity Analysis and Industry Forecast, 2023–2028. It is published in Valuates Reports under the Athletic Apparel Category.Due to the COVID-19 pandemic, the global Sports Apparel market size is estimated to be worth USD 276050 Million in 2022 and is forecast to be a readjusted size of USD 365720 Million by 2028 with a CAGR of 4.8% during the review period.

Major Factors Driving the Growth of the Sportswear Industry:

Consumers are increasingly incorporating sports and fitness activities into their daily routine as health awareness, a desire to live an active lifestyle, and increased disposable income grow. As a result of the increased participation, market dynamics have changed, resulting in increased demand for sports apparel.Furthermore, the growing interest in sports among both men and women is expected to boost the sports apparel market growth. The right athletic clothing can help you avoid sports injuries.

https://www.prnewswire.com/in/news-releases/sports-apparel-market-to-reach-usd-365720-million-by-2028-at-a-cagr-of-4-8-valuates-reports-816052346.html

APPAREL RETAILERS TO GROW 20-25% THIS FISCAL: CRISIL

After declining 40% last fiscal because of Covid-19, revenue of brick and mortar (B&M) apparel retailers will grow 20- 25% on-year this fiscal, driven by strong recovery in demand despite the third wave of the pandemic, said Crisil.

Apparel retailers, which could barely break even last fiscal, should log operating margins of 5-7% this fiscal — compared with about 9% pre-pandemic — backed by improving operating leverage, continued cost rationalisation, and prudent inventory management.Losses last fiscal were funded by raising equity of Rs 2,000 crore, thus limiting the deterioration in capital structure. That, and the recovery in accruals this fiscal will strengthen credit profiles, according to an analysis of nearly 35 apparel retailers rated by CRISIL Ratings, accounting for a fourth of the sector's revenue.

Read more at:
https://economictimes.indiatimes.com/industry/cons-products/garments-/-textiles/apparel-retailers-to-grow-20-25-this-fiscal-crisil/articleshow/90096797.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

APPAREL INDUSTRY MUST FOCUS ON VERTICAL INTEGRATION TO BENEFIT FROM PLI SCHEME: UPENDRA PRASAD

"We should be in a position to breach $20 billion apparel exports by next fiscal or the year after that," Singh said, adding that the country's textile exports can increase from the current $40 billion to $100 billion in the next five years"
The Indian apparel industry must focus on vertical integration to increase its scale and size and to benefit from the Production Linked Incentive (PLI) scheme, said Upendra Prasad Singh, Secretary, Ministry of Textiles.

Speaking at the 44th Foundation Day of Apparel Export Promotion Council (AEPC), Singh said, "Apparel and garmenting is not very investment centric but it is very important from an employment point of view. Perhaps, there is a need for backward integration and more of you can get into integrated value-chain like spinning and weaving."

Virtually addressing foundation day, the textiles secretary said that along with the PLI scheme, the government is committed to making the Prime Minister Mega Integrated Textile Region and Apparel (PM MITRA) scheme a success. The idea is not just to have a world-class infrastructure but also a thriving industry there, he said.

https://www.businessworld.in/article/Apparel-Industry-Must-focus-On-Vertical-Integration-To-Benefit-From-PLI-Scheme-Upendra-Prasad-/22-02-2022-421175/

COVERAGES

india EducationDiary.com

AMHSSC's Trained Youth Showcased Their Exemplary Talent In The IndiaSkills Competition

By India Education Diary - On Jan 14, 2022

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New Delhi: The biggest and most recognized competition for Skills, India Skills Competition 2021, came to end recently at Pragati Maidan with a wow journey and Candidates from the Fashion Technology field, who was trained by the Apparel Made Ups and Home Furnishing Sector Skill Council (AMHSSC) also showcased their exemplary talent.

Prashant Chaurasia from Rajasthan won gold medal, Devanjali from Maharashtra won silver medal and Rishabh from Bihar and Aparna from Tamil Nadu won bronze medals in the Fashion Technology category of the competition. Bipasha also won the Medal of Excellence. These participants have achieved this position by proving themselves as Skilled Stars of India in the field of Skilling.

This year the competition witnessed contestants participating from 30 States and Union Territories showcasing their skills across 54 Trades (including 7 New Age Skills).The competition is organized by the National Skill Development Corporation (NSDC), an apex skill development organisation working under the aegis of the Ministry

Opening Of The Skill Universities Bridge The Gap Of Skilling Level

By Education Post - February 8, 2021

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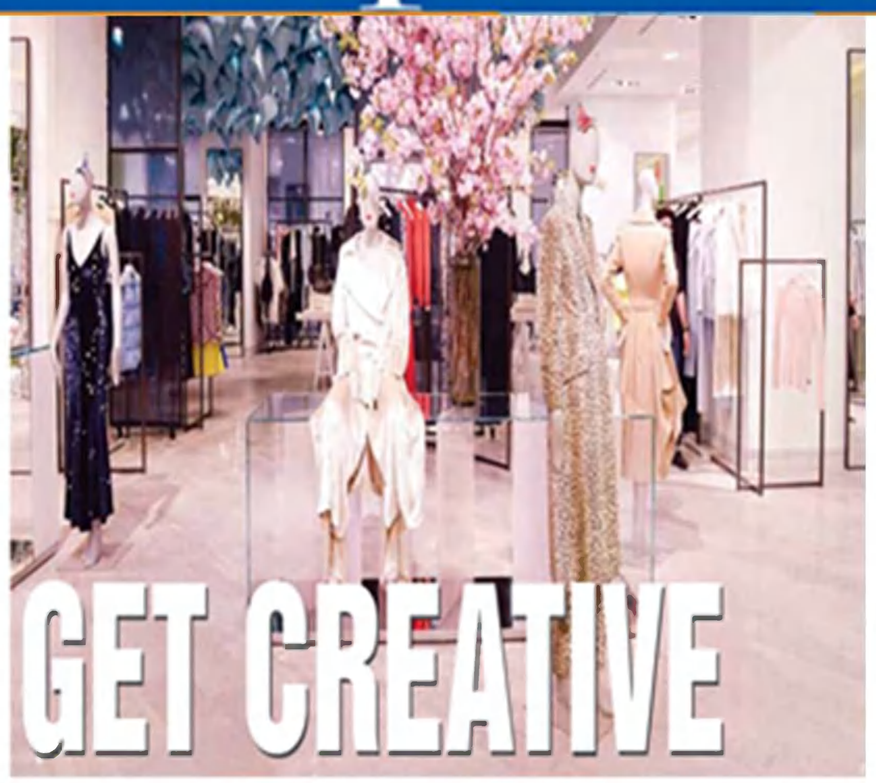

If you have excellent organising skills, qualities like planning, project and time management, communication, interpersonal and problem-solving skills, visual merchandising offers lucrative options, says DR ROOPAK VASISHTHA

EducationPost
HIGHER EDUCATION REVIEW

Career in Retail Sector as Visual Merchandiser

By Ashar Ansari - March 10, 2021

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Dr. Roopak Vashist

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May - 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 '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.

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

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NEWS FIBRE TO FABRICS FASHION TRENDS TECHNOLOGY CHEMICAL AND INKS TRADE EVENTS UP

AMHSSC'S TRAINED YOUTH SHOWCASED THEIR EXEMPLARY TALENT IN THE INDIA SKILLS COMPETITION

Posted by Editorial Team | Jan 18, 2022 | Domestic

The biggest and most recognised competition for Skills, India Skills Competition 2021, came to end recently at Pragati Maidan with a new journey and Candidates from the Fashion Technology field, who was trained by the Apparel Made Ups and Home Furnishing Sector Skill Council (AMHSSC) also showcased their exemplary talent.

Prashant Chaurasia from Rajasthan won gold medal.

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'एक्सपोर्ट' के क्षेत्र में रोजगार के मौके

EducationPost
HIGHER EDUCATION REVIEW

Build your career as Apparel Export Specialist

By Education Post - February 2, 2022

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Ms. Smrita Dwivedi, Senior Director Operations
Apparel Made-ups & Home Furnishing Sector Skill Council

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'फैशन' के रुझान बताएं : करियर चमकाएं

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Corporate File

Marks & Spencer weaves change for women workers

BL New Delhi Bureau | Updated On: Feb 27, 2022

St Ahead of Women's Day on March 8, a series of projects on gender at the workplace and reports capturing the reality of women at work have been launched.

Apparel, Made-ups & Home Furnishing Sector Skill Council

and Marks & Spencer (M&S)

देश का होगा आर्थिक विकास : प्रेमल

नई दिल्ली। अपैरल, मेड-अप एंड होम फर्निशिंग सेक्टर स्किल काउंसिल (एएमएच एसएससी) और मार्क्स एंड स्पेंसर (एम एंड एस) ने उद्योगों में लैंगिक समानता को बढ़ावा देने और परिधान कारखाने के श्रमिकों को सशक्त बनाने के लिए हाथ मिलाया है। महिलाओं को सशक्त बनाने के उद्देश्य से एम एंड एस और एएमएचएसएससी ने औपचारिक रूप से 22 फरवरी 2022 को वर्चुअल सत्र के माध्यम से कार्यक्रम पावर -1 का औपचारिक रूप से शुभारंभ किया। इस मौके पर पर एएमएचएसएससी के चेयरमैन प्रेमल उदानी, एएमएचएसएससी के सीईओ व महानिदेशक डॉ. रूपक वशिष्ठ, सीईओ, एएमएचएसएससी, इंडस्ट्री के तरफ से एईपीसी/एटीडीसी के चेयरमैन नरेंद्र गोयनका, उपाध्यक्ष, एईपीसी राकेश वैद, कार्यकारी निदेशक, एटीडीसी विजय माथुर, एम एंड एस इंडिया और श्रीलंका के अनुपालन और सीएसआर प्रमुख श्री रंजीव शर्मा, एम एंड एस के क्षेत्रीय प्रमुख भारत और श्रीलंका-भारत सोर्सिंग परिप्रेक्ष्य की सुश्री निधि दुआ आदि उपस्थित थे।

Fashion Trend Forecasting
An Emerging Career in the Fashion Industry

DR. ROOPAK VASISHTHA
CEO & DG, Apparel Made-UPS & Home Furnishing Sector Skill Council (AMHSSC). In this article, he has elaborated about in this article, he has elaborated on why fashion trend forecasting is important for a new professional path in the fashion industry.

There is hardly anyone who doesn't have interest in the fashion world. Everyone is eager to know about the latest fashion trends going on in the market. The glamour of the fashion industry is such that it attracts many youth to pursue a career in this field. If we talk about career options in the field of fashion, then most of the youth see their career as a fashion designer or fashion merchandiser. But with time, the fashion field has become highly competitive. Now, there are many career options for youth in the fashion industry, one of them is Fashion Forecasting. If you love to stay updated with the latest fashion trends and have a vision for style, then fashion forecasting is definitely a better career option for you!

In this article, let's understand what fashion forecasting is what skills are required to become a fashion forecaster?

What is Fashion Forecasting?

Fashion forecasting is the global prediction of upcoming trends in the fashion world. It is the process of analyzing and making predictions of the future trends on the basis of past and present data. It basically predicts the mood, behavior and buying habits of the consumer on the basis of colour, fabrics, textures, accessories, graphics, and look wear.

You simply can't guess what's going to be popular. Nothing is found here. This field requires a lot of knowledge and a large amount of research work. All the equations of fashion change overnight. The cut and colour change according to the season, but now it seems that the style and material etc. also change before coming into the trend, so the challenges of this work are also unique. In such a situation, first of all, it is necessary to understand the difference between a fashion forecaster and a fashion designer?

Difference between Fashion Forecasting and Fashion Designing

Fashion forecaster is the concept of Fashion designing. In fashion designing, the designer is responsible for turning an idea into a design. He creates specific look of garments that include its shape, colour, fabric, lemmings, and other essential aspects. The role of fashion forecaster is to identify which colours like colours, textures, fabrics, graphics, prints, footwear, accessories, etc. will be the upcoming trends on the runway and in retail outlets from season to season.

Fashion experts and fashion observers around the world keep probing people and constantly research upon their mood and interest. They have to update on the future trends related to various aspects of the fashion industry such as ready-to-wear, haute couture and street wear labels. Other than the fashion industry, trend forecasting is also used in other areas of businesses like automobile, food and beverages, literature and home furnishing.

Educational Qualification

It's always preferable for the candidate to be 12th pass if he/she wants to pursue a bachelor's degree course in fashion forecasting. Likewise, graduation is must to pursue post graduation in this field. Looking at the great future prospects and career opportunities in this field, Apparel Made-Ups and Home Furnishing Sector Skill Council (AMHSSC) formed under the Ministry of Skill Development and Entrepreneurship (MSDE) is offering a special online certificate course to the youth on Fashion Forecasting. In the course, industry experts impart deep knowledge to the youth about various aspects of trend and fashion forecasting analysis.

Technical Knowledge is equally important

It's not enough just to be creative to make a career in the field of fashion forecasting. But it is also very important to be aware of the technology used in this field. For example, in the case of designing apparel, one should have knowledge of fabric weaving techniques, fabric making techniques, dyeing techniques, stitching techniques etc. Similarly, knowledge of various technologies is also vital for footwear designing, accessory designing and jewellery designing.

A Standalone Career

Fashion forecasting is no longer dependent on other factors in the fashion sector. It has now become a standalone career. Experts such as Lidewij Edelkoort, a Dutch trend forecaster have established fashion forecasting as an important career field. Many Indian fashion forecaster are also making their mark in the international fashion industry. National and international houses and various brands keep a close eye on fashion forecasts. There are also immense possibilities of earning in this field. Initially, a fashion forecaster can gain experience by working in any fashion house and can earn upto Rs. 20,000. Later, if he develops the ability to forecast the forthcoming fashion trends and can easily spot what's hot and what's not, he can earn upto Rs. 1 lakh.

Future Prospects in this field

According to a study, the fashion retail market which is worth Rs. 2,57,051 cr. will grow at a promising CAGR of 10 percent to reach Rs. 7,40,208 cr by 2026. The Indian fashion industry is making its presence felt in the international fashion industry with its out-of-the-box imagination and creativity. The fashion industry has been flourishing solely on profitability and quality for the last many years. The fashion companies are promoting their brand by hiring young designers and organizing fashion shows to add a modern touch. In such a situation, the youth will have a lot of work opportunities in the emerging field of Fashion Forecasting ■

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

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