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Massive effort by government to train Rajasthan's workforce*

Jaipur, Nov 24 The Rajasthan government is getting ready to train nearly 35,000 workers in the next five years to provide trained manpower for the Textiles sector.

The training will be provided by the Apparel Training & Design Centre (ATDC) under a program supported by the Ministry of Textiles and Rajasthan State Industrial Development and Investment corporation (RIICO). For this the Government of India has set up Skills for Manufacturing Apparels through Research & Training) SMART Centres all over the country.

Already ATDC has trained 6,800 candidates in Rajasthan with active involvement of RIICO at 14 ATDC-SMART Centres and Skill Camps.

Mr Hari Kapoor, Vice Chairman, ATDC said that "Under the 12th Five Year Plan, from 2012-2017, ATDC-SMART plans to train 35,000 candidates with one SMART TOT Academy and a total of 25 ATDC-SMART Centres.

Mr Kapoor today chaired a session on Emerging Product Trends in Textiles, which covered "Skill Development in Apparel Sector at Vastra 2012 here today.

The textiles and apparel sector is estimated to employ over 7 million workers directly and 25 million indirectly, out of which 50 percent is estimated to be in the export sector. In next 10 years, the sector is expected to generate 17 million jobs in textiles and clothing and 9.34 million engineers, diploma holders, vocationally trained, other graduates.

"Our overall aim is to bring about a systematic change in the apparel industry to speed up economic growth of the sector," Mr Kapoor said. "It will enable better quality of life for workers as well," he added.

"Rajasthan has a huge workforce, which gives it an edge over other states as an investment destination". Mr Kapoor said and added that the challenge before the government is to empower them with skills for serving Industry.

Fashion has moved from Ramp to roads: NIFT Professor*

Fashion has changed considerably over the past few years and trends have moved from being displayed on ramps exclusively to being highly visible on the roads in India.

Professor Vandana Narang, Fashion Design Department of National Institute of Fashion Technology (NIFT), New Delhi told the audience at Vastra 2012 that fashion activity is highly visible not only in metros but also in

Tier II and III towns. “Over the last decade awareness has increased as new brands and labels are reaching more and more Indian customers.

Prof Narang was speaking on Fashion Forecasting – A tool to Enhance Business.

“Fashion forecasting is nothing more than predicting the mood, behavior and buying habits of the customers, who are no longer identified by traditional norms of age, geography or income; but by how, what and why they buy, based on their mood, beliefs and occasion” she said. “Fashion also changes because of boredom, social trends and sales promotion,” she added.

She said in India everybody wants to be a designer but not a producer of apparel. “A designer or a design is only good as the sales last summer’ so we need to focus on production as much as the craft itself” she said.

"The democratisation of fashion is the key to future. India's economic emergence on the global scene and 500 million youth are going to influence fashion trends as purchasing power of young India is increasing and the country is expected to be the fifth largest consumer market by 2025," Dr Darlie Koshy, DG and CEO, ATDC told the audience.



Speakers at the Seminar on Textiles at Vastra -2012, EPIP, Sitapura Industrial Area, Jaipur on Saturday



Professor Vandana Narang, Fashion Design Department of National Institute of Fashion Technology (NIFT), New Delhi, speaking at the Seminar on 'Fashion Forecasting' at EPIP, Sitapura Industrial Area, Jaipur on Saturday