

SPEECH

OF

**THIRU. DAYANIDHI MARAN
UNION MINISTER OF TEXTILES**

IN CONNECTION WITH

**THE FOUNDATION STONE LAYING
CEREMONY OF
THE APPAREL TRAINING AND DESIGN
CENTRE
OF
THE APPAREL EXPORT PROMOTION
COUNCIL**

AT IMLI KHERA, CHHINDWARA (M.P.)

ON

4.12.2009

My Colleague Thiru. Kamal Nath Ji, Union Minister of Road
Transport and Highways

Thiru. Deepak Saxena, Member of Legislative Assembly,
Chhindwara

Thiru Nikunj Srivastava, Collector, Chhindawara

Thiru. Rakesh Vaid , Chairman, Apparel Export Promotion Council

Thiru. Vimal Kirti Singh, Secretary-General, Apparel Export
Promotion Council

Thiru Dr. Darlie Koshy, Director General, Apparel Training and
Design Centre

Faculty and Students of the Apparel Training and Design Centre

Friends from the Media

Ladies and Gentlemen

It gives me immense pleasure to be in the Karambhoomi of my esteemed colleague Thiru. Kamal Nath Ji and to be associated with the laying of foundation stone for the construction of permanent campus of Apparel and Training Design Centre, being set up by the Apparel Export Promotion Council.

I am also pleased to share with you that **Apparel Training and Design Centre network, under the aegis of Apparel Export Promotion Council, has emerged as one of the largest vocational training network in the country** with a capacity to train over 20,000 people per annum. It is worth noting that AEPC has

already imparted training to about 50,000 persons in these centers over the last decade.

I am told that the **first ATDC Centre was established in December 1995 in Chennai and today 55 centres of ATDC, including one at the Chhindwara, are successfully providing skilled manpower to the apparel sector.** With the current infrastructure, ATDC Chhindawara is training around 500 students per annum. By setting up a permanent Campus with some incremental support for infrastructure and bridge funds, the intake of the students is expected to increase to over 2,000 per annum.

I am very happy that AEPC has signed an MOU with Indira Gandhi National Open University (IGNOU) for converting select ATDCs as ATDC - IGNOU Community College to offer Associate degrees with an option to join mainstream education laterally. Under this new concept, ATDC will educate and empower lakhs of youth who wish to join the apparel industry for gainful careers and it will be certified by the IGNOU.

AEPC, India's largest Export Promotion Council, has been empanelled as a National Assessing Body by Directorate General of Employment and Training under the Skill Development Initiatives for Modular Employable Skill courses under the National Council for Vocation Training of the Ministry of Labour and Employment, Government of India. This is a major recognition of the AEPC's training initiatives.

Certain new developments in textiles and clothing sector also merit mention. The most important of these is the success of **Technology Upgradation Fund Scheme (TUFS)**. Newer skills and increasing number of workers are required to operate upgraded state-of-the-art machinery, which has been installed under the scheme. Secondly, even otherwise, many **garment makers have upgraded their productive machinery, prompted by markets and post quota imperatives.** Lastly, **training skills are required to cover the marketing aspects.** **With the large influx of imported garments, the entire retail trade is undergoing a sea change requiring trained skills to cope up with this changed scenario.**

Friends, the **clothing sector is the final stage of the textiles value chain and the maximum value addition takes place at this stage.** **Clothing sector is an export intensive sector and contributes about 49 percent to India's total textiles exports.** The clothing sector is a low investment and highly labour intensive industry and an investment of Rs. 1 lakh creates 6 to 8 jobs. This industry is also women friendly, and, in fact, 38 percent of the total employment in clothing sector is accounted for by women.

The **Apparel Industry presently employs around 5 million workers, out of which around 2.5 million are employed in the export sector.** **It is estimated that the apparel industry needs 5 lakh trained workers.** The role of training institution is, therefore, obvious. I hope, AEPC will impart momentum to their training

initiatives and provide trained manpower to the industry, if we have to achieve the goals which we have set for ourselves.

The purpose of my coming will not be complete, if I do not say a few words about my esteemed colleague Thiru. Kamal Nath Ji. While he has been elected by you, Chhindwara people, for the 8th term commencing from 1980. I have started my innings in the last Lok Sabha only. This is my humble 2nd term in the Lok Sabha. Though my Honoured colleague has been Minister of State earlier, he and I became Cabinet Ministers together in May 2004. I was pleasantly surprised to know that he was also the Minister of State for Textiles, where I am now the Cabinet Minister. During his tenure as Minister of State for Textiles, I understand, there was massive export of cotton. The momentum imparted by him is continuing even now.

My relation with Thiru. Kamal Nath ji is not over. He took over the portfolio of Commerce and Industry Ministry after the expiry of my father, Murasoli Maran. My father, you may recall, made an unparalleled contribution at the Doha Round of Conference of the WTO, whereas Thiru. Kamal Nath ji continued the course left by my father and made a further indelible mark in the Ministry.

Prime Minister Dr. Manmohan Singh ji has now given him the onerous responsibility of taking forward the ambitious National Highway Development Programme (NHDP) which was expanded by the UPA Government to accelerate the pace of

economic growth. Thiru. Kamal Nath ji has taken all possible measures to continue the Highway Development Programme with the same zeal and fervor as witnessed in every UPA programme which is meant for the betterment of 'Aam Aadmi'. I am sure, from the next year we will be having, as per vision of Thiru. Kamal Nath ji, 12 kilometers of national highway developed every day.

It gives me immense pleasure to announce that we will be developing two more handloom clusters in Chhindwara, which will benefit more than 1,000 weavers. The interventions through Integrated Handloom Development Scheme in these clusters will provide for contemporary designs and market linkages to the handloom products. These initiatives will enhance the marketability of handloom products and augment income of weavers. In addition, my Ministry will provide Rs.30 lakh per annum to Apparel Training and Design Centre, Chhindwara to train the children from weaving families. This benefit will supplement the existing schooling facilities being provided under the Ministry's Insurance Scheme. This will create awareness about contemporary design and equip the weavers with marketing skills.

I am happy to sanction Rs.1 crore for the holistic development of handloom clusters at Saunsar and Lodhikhera in Chhindwara District. This measure will benefit 1,500 weavers. This financial intervention will provide 100 new looms to the

weavers in these clusters and a Common Facility Centre will be set up with the latest tailoring and embroidery machines.

Before concluding, needless to say, my esteemed colleague, Thiru. Kamal Nath Ji will extend full support to the AEPC's initiative and encourage students, particularly from SC / ST / OBC communities sectors to get enrolled and acquire employable skills. My dear students, an opportunity is now available to you here in Chhindwara for learning on the latest machines. The industry is looking to you to get trained so that you can become stakeholder in achieving higher productivity levels, which is the need of the hour.

Thiru. Rakesh Vaid need to be complemented for taking initiative in setting up of various ATDCs. My Ministry would continue to provide required support from time to time to AEPC for the expansion of ATDCs and also opening of new centers in various parts of India.

I am told, ATDC, Chhindwara has already trained about 1300 students so far and all of them have been absorbed in textiles and garment industries in and around Chhindwara. I hope, those who are trained in future will also get jobs in and nearby areas.

I extend my best wishes to faculty and students for a very good academic Session. I hope, the people of Chhindwara in particular and people of Madhya Pradesh in general would avail of this

opportunity and enhance their skills for their upliftment and employment.

Thank you