



Program 1: Sewing Machine Operator



The Apparel industry is one of the fastest growing industries in India with the export industry growing at a fast clip. Given the natural demand for skilled & semi-skilled workforce in this sector, CUTM has started a training program for Sewing Machine Operators.

The training program, conducted over a period of two months imparts basic skill necessary to become a shop floor level operator in the apparel production industry for any physically fit youth with or without any qualification. The training content has been developed based on inputs from the NIFT in partnership with industry to meet global best practices and communicated in multimedia format. Bringing together these three factors- large numbers of poor, unskilled youth with limited education, large gap between need and availability of skill manpower in the industry, and finally the need for higher standards of efficiency and productivity –a formal structured training that can equip a large number of people within a short time to meet the demands of the apparel Industry. The partnership in the program hinges on the commitment of the industry to partake in the training process and employ persons trained

Beneficiary Selection: Beneficiaries of the program are usually from below poverty line (BPL) families and mobilization is done from the remotest parts of Orissa through formal channels (e.g. Job Melas conducted by Gram Panchayat, Block Office & District Headquarters) and informal channels of a well-managed team of field workers. They are often mobilized from Naxal Affected districts across Odisha & AP with support from local district administration. Trainees should be over age of 18 and willing to migrate to southern India (Chennai, Bangalore, Tirupur).

Duration of the training is 2+1 months. 2 months will be fully residential training at Gram Tarang and the third month of training will be an OJT (On the Job Training):

Placement guarantee is given to each of the candidates provided they complete the training program and are willing to relocate to the garment production units in Chennai, Bangalore, Tirupur etc.

Certificate will be issued by the Centurion University after completion of the course



Case Studies from the program

The first batch of 60 trainees comprised of 48 girls and 12 boys. The program design required one month of rigorous workshop training and a one month of On the Job Training (OJT) at the work location which was at "Cotton Blossom" a big garment export unit in Tirpur, Tamil Nadu. The workshop training is broken up into 4 modules where the trainees spend 8 hours per day on a fully automated industry standard single needle lockstitch machine at the training centre. The first week is spent in getting familiar with the machine itself, using the foot pedal to manage the speed of the needle, threading of the needle and overall maintenance of the machine. The trainees then move onto paper exercises where they learn to stitch various patterns on pieces of paper, following which they move to cloth exercises. Daily tests are administered and tracked on a graph to give them feedback and extra hours are given to the slow learners to ensure the entire class is moving at the same pace. The last week of training involves stitching of various parts of a shirt following which they are industry ready and are moved to the work location for a one month internship with the industry partner. The industry adapts the trainee to their specific requirements on the assembly line and they are finally absorbed into the regular workforce of the organization. More than just the training, Gram Tarang ensures that there is proper handholding from the village to the workplace with a mobilizer and trainer accompanying the trainees all the way through to the work location and Gram Tarang even provides a soft landing for the migrant workers by sending an Oriya cook and helper to ensure that the food in their new environment is familiar.

The trainees performance was exemplary during their one month of training at Cotton Blossom with excellent feedback from the HR manager and some were handpicked from hundreds of other operators as star performers and even went on to become supervisors and trainers at the factory. The trainees are now all working at Cotton Blossom at an average salary of Rs 5000 per month.

Social Impact: The program mobilized youth from amongst the most backward districts of Orissa which are beset by chronic unemployment, under-employment and also suffer from extremist violence as they are Naxalite affected. Providing sustainable livelihood to the selected candidates not only helps uplift them out of poverty but also significantly increases the overall household income which is then channelized towards improving socio-economic status of the entire households.

GRAM TARANG has trained over 10,000 Sewing Machine Operators and has given job offers to 100% of the trainees, mostly coming from the extremist affected districts of Orissa.

Success stories

"I come from a really poor family of nine members and could not imagine a life such as this where I could actually provide for others," says Kalpana Prusty. Prusty counts herself lucky to have responded to an advertisement she saw in a paper about Gram Tarang: "I have studied up to 10th standard and my life was going nowhere... Then I approached the institute in February this year and got trained in sewing at the Jatni centre," she says. Her skill training, lodging and food were free of cost and she managed to get placement with Aquarelle India, a garment manufacturer. Here she earns a salary of Rs 6,500 a month and gets subsidized accommodation for Rs 200 per month.