



REVIEW ARTICLE

SUSTAINABLE LIVELIHOOD GENERATION THROUGH APPAREL MAKING AND EMBROIDERY TRAININGS BY BCT-KVK, VISAKHAPATNAM DISTRICT

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ABSTRACT

It is evident that through Apparel making & Embroidery training program there is about 142.5% gain in knowledge among the Trainees. It is evident that from the study on Apparel making and Embroidery Training given by BCT-KVK every trainee has become an earner of supplementary income. The beneficiaries got hands on experience during the training program and started Individual units in their respective villages and also got employment in the nearby apparel companies. The KVK is offering necessary technical support during the follow up visits. There is good demand for Apparels. The Apparel making & Embroidery has given a boost to livelihoods of rural women and giving supplementary income and additional employment especially to house wives.

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INTRODUCTION

Apparel industry in India has registered a phenomenal growth during the last four decades making India, one among the world leaders in Apparel production. Though the apparel Industry development in the country has taken a quantum jump in the last three decades. The Apparel making & Embroidery is significantly contributing to the supplementary and livelihood generation amongst rural poor and women. Visakhapatnam district is having a total population is 4,288,113 compared to 3,832,336 of 2001. Out of Total population Male and female were 2,140,872 and 2,147,241 respectively. Population Growth for Visakhapatnam District recorded in 2011 for the decade has remained 11.89 percent. Same figure for 1991-2001 decade was 16.66 percent. The Total Area of Visakhapatnam District was 11,161 with average density of 384 per sq. km. Visakhapatnam Population is constituted 5.06 percent of total Andhra Pradesh population. Sex Ratio of Visakhapatnam district is now 1003, while child sex ratio (0-6) is 961 per 1000 boys. Children below 0-6 age were 4, 29,234 which forms 10.01 of total Visakhapatnam District population. Average Literacy rate for Visakhapatnam District is 67.70 percent, a change of from past figure of 59.96 percent. In India, literacy rate is counted only for those above 7 years of age. Child between 0-6 ages are exempted from this. Total literates in the Visakhapatnam District increased to 2,612,624. Krishi Vigyan Kendra operational Jurisdiction is entire Visakhapatnam District.

Review of Literature

Margaret Biswas (1985), The study made it clear that a lot of emphasis should be placed on women education, not in the formal sense but in the sense of creating awareness of issues involved in it. Mishra, Hossain, (2000) Role of Krishi Vigyan Kendra in diffusion of farm and allied technology among farmers of Kalahandi district, Orissa, In their paper an attempt has been made to assess the effectiveness of Krishi Vigyan Kendra, Kalahandi on diffusion of farm and allied technologies among the trained farm families in the adopted villages. The Kendra since its inception in 1994 has conducted training programmes for farm families on crop production, horticulture, plant protection, agricultural engineering, animal science, fishery, extension education and home science. Besides these, it has held front-line demonstrations on oilseeds and pulses, and demonstrations on other crops and allied activities and on-farm testing for farmers and farm women. Out of the total number of trained farmers in the year 1994-95, 100 farmers were successful after training. Government of India, New Delhi (1976), the growth of employment Manpower requirements, training and education facilities etc. are studies by a team of experts with reference to Visakhapatnam.dt. Manu Juliana (2004) in Training and Development techniques for improving organizational performance for Ghanaian firms was five fold. first, to describe selected successful models of training and development as they may apply to firms in Ghana. Second, to describe selected methods of needs assessment for training and development programs for employers and employees. Third, to identify selected managerial techniques those contribute to lost productivity and morale. Fourth, to selectively assess what

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business skills are most essential for successful career. Fifth, the results of this study suggest recommendations for developing a comprehensive plan (model) for the creation of effective employee training and development program in Ghana. This study was conducted by engaging in comprehensive review and critique of the existing literature on training and development models. Mathew (1986) in Women in informal Sector concluded that a significant section of working women in the country were engaged in informal sector occupations under most apprehensive working and living conditions with no legal protection. Sudhakar (2004), based on the growing needs of employment opportunities at village level the importance of vocational training programs organized at KVK were stressed in Annual Zonal Report of KVK. Mangain R.B./I.C. Awashti (2001), till a few years ago, most studies on skills training, work and employment have confined themselves basically to describing policies and programmes which were implemented by the government. Most studies mentioned the relatively low coverage, quality and efficiency of the indian vocational training and education as well as the apprentice system in Technology and Training for Informal Sector: Need for new initiatives. Kumar (1996), Hussain (1997), Ananthachary (1990) and Veeraiyah (1998) in Impact of farmers training programmes of Krishi Vigyan Kendras on knowledge and adoption of improved practices of rainfed groundnut in Ananthapur district of A.P reported that trained farmers had significantly higher knowledge than the untrained farmers.

### Tailoring Training and Dress Designing in Visakhapatnam KVK

Since 1996 Five batches of young women hailing from around 45 villages, have taken training in this Centre. They have been supplied sewing machines also for their sustainability.

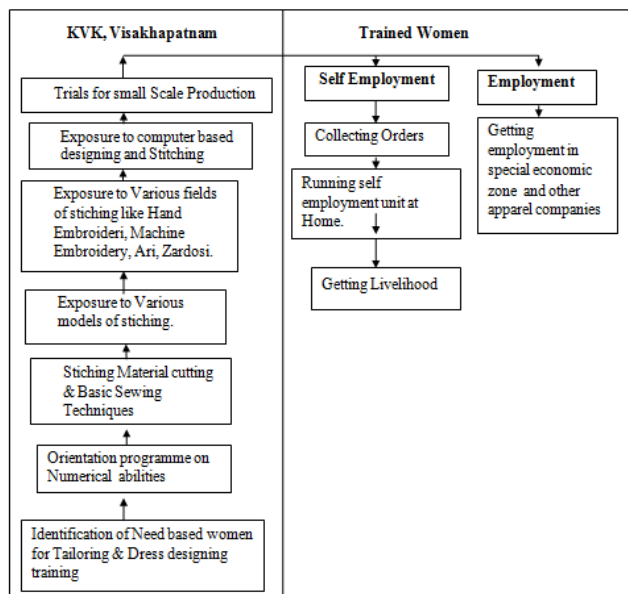


Table 1. Batches undergone Training at BCT-KVK

### Modus Operandi

Initially KVK will Identify Need based women for Apparel making & Embroidery training. After Identification KVK has

conducted Orientation programme on Numerical abilities for taking measurements. After Orientation Trainees exposed to Stitching Material cutting & Basic Sewing Techniques. After Cutting Trainees will be exposed to Various models of stitching. Then trainees will be exposed to various fields of stitching like Hand Embroidery, Machine Embroidery, Ari, Zardosi. After these processes trainees will undergo training on computer based designing and stitching. The finally trainees will go Trials for small Scale Production.

### Self Employment

After getting trained from BCT-KVK trainees are collecting Orders from local people and stitching the dresses. They are running the unit at home. By running the unit they are getting their livelihood.

### Employment

After Training trainees are applying for jobs in apparel multi national companies in near by special economic zone and getting employment.

### Batches undergone Training at BCT-KVK in Apparel making & Embroidery and Employment Scenario

Table 1. Batches undergone Training at BCT-KVK

Title	Year	Batches	No. of Women		
			Trained	Self Employed	Employed
Tailoring and Dress Designing	2005-06	1	26	10	16
Tailoring and Dress Designing	2006-07	1	38	15	23
Tailoring and Dress Designing	2007-08	1	45	18	27
Tailoring and Dress Designing	2008-09	1	30	12	18
Tailoring and Dress Designing	2009-10	1	20	5	15

Five batches of young women hailing from around 45 villages, have taken training in this Centre. Trained Women got employment in the Brandix Company in the "Apparel Park" of special economic zone, located 15kms away from KVK centre. They are getting a minimum salary of Rs. 3500 /- per month. The researcher had selected 150 trained women for study. The rest of women have received sewing machines, through the well wishers of BCT and are having their own income generation programme at their residence. They are earning a minimum amount of Rs. 3000 /- per month sitting right in their own villages. In the present batch there are 22 girls from tribal belt undergoing training. Challenged children are also receiving this training and are setting up their own income generation programme in their own houses earning Rs. 2500 /- per month. The KVK is offering necessary technical support during the follow up visits. There is good demand for Apparel making & Embroidery. The Apparel making & Embroidery has given a boost to rural women and giving supplementary income and additional employment especially to house wives.

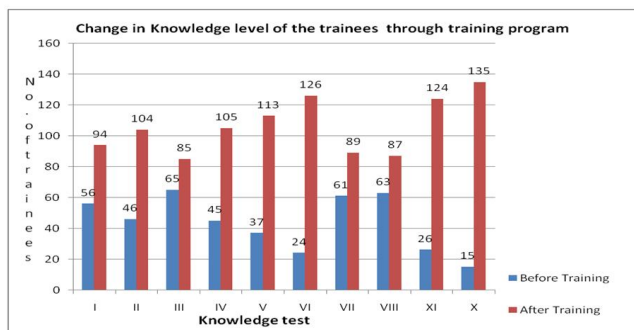
It is evident that through Apparel making & Embroidery training program there about 142.5% gain in knowledge among the total Apparel making & Embroidery Trainees.



**Knowledge level of Trainees in Apparel making & Embroidery Training**

**Table 2 : Knowledge level of rural women on Apparel making & Embroidery Training**

Question No.	Before Training	After Training	% increase in Knowledge
I	56	94	67.9
II	46	104	126.1
III	65	85	30.8
IV	45	105	133.3
V	37	113	205.4
VI	24	126	425
VII	61	89	45.9
VIII	63	87	38.1
XI	26	124	376.9
X	15	135	800
Total Score	438	1062	142.5



**Knowledge level of rural women on Apparel making & Embroidery Before and After Training**

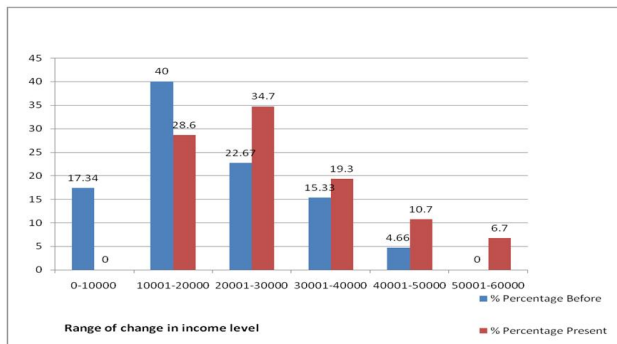
**Percentage Change in Income Level After Training**

**Table 3. Percentage Change in Income level Before and After Training**

S.No	Range of change in Income Level/year	No. of Beneficiaries		% Percentage	
		Before	Present	Before	Present
1	0-10000	26	0	17.34	0
2	10001-20000	60	43	40	28.6
3	20001-30000	34	52	22.67	34.7
4	30001-40000	23	29	15.33	19.3
5	40001-50000	7	16	4.66	10.7
6	50001-60000	0	10	0	6.7
	Total	150	150	100	100%

It is evident that from the above Table in Apparel making & Embroidery Training given by BCT-KVK every trainee is an earner, (28.6%) trainees are earning between 10001 to 20000, (34.7%) trainees are earning between 20001 to 30000, (19.3%) trainees are earning between 30001 to 40000, (10.7%) trainees

are earning between 40001 to 50000 and (6.7%) trainees are earning between 50001 to 60000.



**% Change in Income Level after Tailoring Training**

**Conclusion**

It is evident that through this training program there about 142.5% gain in knowledge among the Apparel making & Embroidery Trainees. It is evident that from the above Table In Apparel making & Embroidery Training given by BCT-KVK every trainee is an earner. The beneficiaries got hands on experience during the training program and started Individual units in their respective villages and also got employment in the nearby apparel companies. The KVK is offering necessary technical support during the follow up visits. There is good demand for Apparel making & Embroidery. The Apparel making & Embroidery training has given a boost to rural women and giving supplementary income and additional employment especially to house wives. Five batches of young women hailing from around 45 villages, have taken training in this Centre. Trained Women got employment in the Brandix Company in the "Apparel Park" of SEZ, located 15kms away from KVK centre. They are getting a minimum salary of Rs. 3500 /- per month. The researcher had selected 150 trained women for study. The rest of women have received sewing machines, through the well wishers of BCT and are having their own income generation programme at their residence. They are earning a minimum amount of Rs. 3000 /- per month sitting right in their own villages.

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