

From
Sri P. Chinna Thataiah
Mission Director, MEPMA
Hyderabad. Govt.of AP, Hyderabad.

To
All Project Directors,
MEPMA.

Sir,

Lr Roc. No. 548/C/2016 - dated 21.6.2016.

Sub:- MEPMA – 30 days training program on Advanced stitching techniques to SHG members on June 20th to July 19th 2016 at NIFT, oppt Hitechcity, Madhapur, Hyderabad – Deputing SHG members from AP, MEPMA – orders – issued Regd.

Ref: Lr.No. 02/SERP/Digital Marketing/2016 Dated 20.06.2016

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In the reference cited, the Project Directors are informed that APMSS in collaboration with NIFT is going to conduct training on Advanced Fashion Technology and skill upgradation in Apparel design & development for 100 SHG women entrepreneurs. The objective is to provide skill upgradation training to the poor SHG Women in the pre-designed courses, and support them to find gainful enterprise/entrepreneurship opportunities. The program consists trainings on the following themes:

1. Introduction to Fashion and Apparel Design
2. Pattern making, Construction and Sewing Techniques
3. Texture and Surface Ornamentation
4. Apparel Marketing and Merchandizing
5. Fashion Retailing and Branding
6. Digital Marketing

Total 100 SHG women entrepreneurs are to be trained in three different batches in this program. The duration of the program is for one month and schedule of the first batch is from 20th June 2016 to 19th July 2016. So in this regard, the project directors are requested to select 26 women entrepreneurs from MEPMA @ 2 per district based on the following criteria and depute selected candidates for the Program at NIFT Hyderabad.

- Must be SHG women
- Must possess basic tailoring skills
- Must own shop/kiosk
- 7th standard educational qualification and above
- Must be a native of the ULB

The PDs are requested to depute (2) SHG members per district who are fulfilling the above conditions and pay travelling allowance as applicable and ensure that they shall report at the said venue by 9.30 AM sharp as per the schedule. For further information Sri Narahari,ADMC(LH) may be contacted over cell phone no. 8465015615.

Yours faithfully


for Mission Director, MEPMA.

