

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

To  
All the Project Directors ,  
MEPMA.

Sir,

**Lr Roc. No. 548/C/2016 - dated 18.7.2016.**

**Sub:-** MEPMA – Identification of SHG entrepreneurs for training on Advanced stitching techniques – SHG members from AP, MEPMA – orders – issued Regd.

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

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The Project Directors, are aware that SHG members well versed in Stitching activity are available in districts. The enterprising among those SHG women have established Sewing Training Centres by themselves. Some of those SHG women have established Production centres where they employ other SHG women and get job work done like school uniforms, nighties, petty coats etc done.

In this connection 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 and development. The objective is to provide skill upgradation training to the poor SHG women in the pre designed course and support them to find gainful enterprise/entrepreneurship opportunities. The program consists training 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. Digital Marketing

SHG women entrepreneurs are to be trained in three different batches in this program. The duration of the program is for one month. So in this regard, the project directors are requested to select 100 women entrepreneurs per district based on the following criteria.

1. Must be SHG women
2. Must possess basic tailoring skills
3. Must own shop/Boutique
4. 7<sup>th</sup> standard educational qualification and above
5. Must be a native of the ULB

The PDs are requested to identify 100 SHG members per District who are fulfilling the said criteria and send the details to MEPMA office by 25<sup>th</sup> of July 2016.

Yours faithfully

*[Signature]*  
Mission Director, MEPMA.

*[Signature]* 18/7/16