

SUCCESS STORIES OF INDUSTRIAL SEWING MACHINE OPERATOR TRADE GIRLS PLACED IN ARVIND MILLS

Women empowerment is one of the main initiatives of SFT. Encouraging the young women from tribal areas of Chhotaudepur, Narmada, Aravalli, Dahod, Ahwa-Dang and to provide skill training to bring them in the mainstream.

Also Government's 'Beti Bachao, Beti Padhao' initiative changed mind set of the community. Major companies in the country are now strongly supporting this drive by taking up CSR projects to support girls and women across the country. Grasim- ABI Insulators, Thermax, INOX Ltd, Arvind Mills, L&T VHEW, to name a few are industries with a strong inclination to contribute towards community development and women empowerment.

SFT and Arvind Mill signed a MOU in 2017 to employ annually about trained 500 tribal girls in ISMO trade in their factory at Ahmadabad. Till now we have placed more than 500 plus trained tribal girls at Ahmedabad with Arvind Mills Ltd. They are provided excellent hostel accommodation, meals and the most noteworthy feature is they can pursue their education through Ambedkar Open University. A long association of SFT-Arvind Mills will change the future of these tribal girls.

As a part of the SFT-Arvind Mills tie up, the girls enrolling for ISMO trade are taken for a visit to Arvind Mills. They have a guided tour around the factory premises including the hostel facility. This gives them an idea of what they are opting for. Our ISMO lab has been converted into a replica of Arvind work station. Arvind has provided 15 Jack Machines in the lab so that girls get conversant with them before joining Arvind Mills. The material/fabric and threads are also provided for stitching purpose.

The definition of "Success" needs to be redefined when we talk of the tribal girls coming from remote villages in the tribal belt of Gujarat. The decision of parents to send their daughters away

from home to an unknown destination itself is part of the success story of the girls joining SFT- VIVEC at Paldi. Then comes the second step- that of planning to join Arvind Mills at Ahmedabad- a 360 degree difference in lifestyle between a city and a village.

The girls who are trained in VIVEC get a very secure place to live, they get an exposure to various activities other than sewing. Apart from the training provided they get groomed in etiquettes, dressing, facing an interview and handling a difficult situation. Once they join Arvind they get familiar with the work culture, huge work force and different languages. The hostel facility provided by Arvind is excellent. After initial 'teething troubles' the girls adapt themselves so well that they not only imbibe the skills but put in their best so as to be noticed by their seniors.

Four girls i.e Hansa Bhabhor, Nanda Hathila, Varsha Mavi and Rekha Rathwa have done a very good job.

They are promoted as Row supervisors and report back to Ms Meghna Patel. They work with precision and are very punctual. Though they have recently started, they are at par with their contemporaries.

They have shouldered the responsibility of mentoring the junior girls who come from VIVEC and play the role of a mid-way-bridge between the girls and the Arvind Management and SFT VIVEC.

