



In the past few years, the textile and apparel sector has witnessed a dramatic shift in the consumer behavior with an increasing preference for readymade apparel. As a result, the importance of Tailoring - one of the oldest professions is diminishing by the day.

Raymond Limited has embarked on a mission to revive the art of tailoring which is crucial for the success of textile and apparel industry in India. Under The Skilled Tailoring Institute by Raymond (STIR) helps in setting up Raymond Tailoring Centres that offer skilled based tailoring courses free of cost to unemployed, underprivileged youth thereby providing them with employment & self-employment opportunities. These centres offer training programmes for tailoring community by enhancing their current skill set and upgrading their finished product in terms of style, finish and quality. These courses are certified by National Council for Vocational Training (NCVT) and are listed under the Modular Employability Scheme (MES).

In addition to providing training to students, STIR helps them to join the up-market tailoring profession through industry placements and has achieved a commendable feat of ensuring a 100% placement record for its students. As a part of this initiative, the first Raymond Tailoring Centre was started in the state of Bihar in May 2012. Since then, the initiative has gained momentum and now has 5 training facilities running in four states - Rajasthan(Jaipur and Jodhpur), Uttar Pradesh (Lucknow), West Bengal (Kolkata) & Bihar (Patna).

The state of the art Raymond Tailoring Centers are set to

aid people from marginalised background, school dropouts and youth from minority communities, considering they constitute 80% of the tailoring community in India.

## Testimonial



“I am a 25 year old specially-abled man. Life was total distress until I came across Raymond Tailoring Centre in Jaipur that helped me pave my way to self-dependence. I joined a Six month course at Raymond Tailoring Centre Jaipur, where I learned Trousers making. It marked a turning point in my life. Today I am well-placed at one of the prestigious tailoring workshops in Jaipur earning 10000/- per month. I am financially independent now and my family is proud of me. I am grateful to Raymond Tailoring Centre Jaipur and its entire faculty and staff members for transforming my life.”

**-Vipin Bhat, RTC Jaipur, 25 years**

STIR not only offers specialized courses on stitching Shirts, Trousers, Jackets, Kurtas, Sherwanis and Jodhpuris but also trains students on various aspects crucial to the art of tailoring like Body measurement, pattern making and drafting, cutting, stitching and specialized operations, finishing and packaging. These holistically designed training programmes equip students to craft a high-quality product that is on par with



pursuing tailoring as a career option. The mobilization process begins with STIR volunteers trying to sensitize the city dwellers as well as villagers about this social initiative. It is a continuous process; once the students are admitted in the centre, it takes a sustained effort to keep them motivated to complete the course and join the profession. Some of the promising students further go-on to become entrepreneurs and set up their own tailoring business. STIR has opened up new horizons, especially for women. In a country where a large



international standards. Additionally, students are imparted soft skills and assisted with facilities such as health insurance, micro-financing that enables them to become self-reliant. Being trained on modern machinery and having imparted knowledge on the industry best practices enables



students' to be adept with the latest styles and trends in the market.

number of women are still denied their basic rights, the initiative provides them an avenue to achieve financial stability and lead a life of dignity and respect.

Till date, the initiative has benefited more than 300 students, who have successfully completed the course from its 3 Centres (Patna, Jaipur and Jodhpur) and there are plans to admit more than 2000 students in the current fiscal at the existing 5 Centres along with the upcoming new centres. STIR aims to train around 10,000 students in the coming years and give a new lease of life to the Tailoring profession in India.

One of the major challenges while implementing this ambitious CSR project is to mobilise the prospective students and to reassure them about