



**Skilled Tailoring Institute by Raymond (STIR)** is a unique employability linked social initiative of the Raymond Group conceptualised to train unemployed youth, women, and lesser privileged sections of the society in the art and science of tailoring. With a motto to 'Educate – Empower – Enrich', this initiative aims to revive the art of tailoring and promote inclusive growth in India.

## About STIR

- STIR offers specialized courses on stitching Shirts, Trousers, Jackets, Kurtas, Sherwanis and Jodhpuris
- Provides training to students on various aspects crucial to the art of tailoring such as body measurement, pattern making and drafting, cutting, stitching and specialized operations such as finishing and packaging.
- Imparts soft skills and assistance with facilities such as health insurance, micro-financing etc. which enables students to become self-reliant.
- Training on modern machinery and knowledge on industry best practices enables students to be adept with latest styles and trends in the market.
- STIR's holistically designed training programmes equip students to craft a high-quality product that is on par with international standards.
- The first Raymond Tailoring Centre was started in the state of Bihar in May 2012 and now there are 5 training facilities running in four states - Rajasthan (Jaipur and Jodhpur), Uttar Pradesh (Lucknow), West Bengal (Kolkata) & Bihar (Patna).

## Achievements

- STIR signed a Memorandum of Understanding with DGE&T (Directorate General of Employment and Training) in 2014.
- 100% Placement Record for STIR students has won accolades from the government.
- STIR promotes entrepreneurship by encouraging students to set up their own ventures.
- Currently, there are 452 students undergoing training while 980 students have successfully completed their training.



## Way Forward

- Over the next 5 years, STIR aims to set up around 20 Centres in the country and provide training to 5,000 students.
- To complement these Tailoring Centres around 100 Tailoring Workshops will be established in the coming years.
- While Tailoring Centres enable in the creation of a highly skilled tailoring workforce, the Raymond Tailoring Workshops will lead to employment generation. The First Raymond Tailoring Workshop was successfully set up in Bihta, Bihar.

## Testimonial

“Due to poverty, I was forced to quit my studies after 12th examinations. I joined a local tailoring shop as a helper. I came to know about the training at Raymond Tailoring Center in Lucknow. My personality underwent a drastic change as I was exposed to the latest trends in fashion and trained on modern machinery used in tailoring. The course enabled me to understand on how to deal with customers and effectively manage my speed, quality & accuracy. I feel more confident & motivated to work towards a better career and therefore am assured of a promising life ahead. Prior to joining STIR, I was earning around Rs. 2500 per month, but now am confident that I can earn around Rs.10,000 per month after completion of the course.”

**Jeetu Rajput, 20 years, Student - Lucknow Centre**

More information visit : [www.raymondstir.com](http://www.raymondstir.com)