

## STRENGTHENING EXPORT COMPETITIVENESS OF SMES IN THE TEXTILE AND CLOTHING SECTOR AND ENHANCING TRADE SUPPORT INSTITUTIONAL CAPACITIES IN TAJIKISTAN

12 June 2014, Dushanbe city

### “3G-TAILOR” TRAINING FOR TAJIK CLOTHING COMPANIES

About 20 trainers and sewing machinist operators from Tajik clothing companies will be introduced to the unique methodology of “3G Tailor” of Rajesh Bheda Consulting, a leading consulting company on the clothing industry in Asia, which reduces the training time drastically by about 75% and improves trainee efficiency.

3G Tailor Train the Trainer program started today, on June 12, 2014 in Khujand city, under which future trainers from the Tajik clothing companies will be trained. The companies’ representatives, like Textile City, Firuz, Nohid, Lider, Dilorom, Resandai Qurghontepa are among the participants of the training. This training for trainers is organized under the ITC project “Strengthening export competitiveness of SMEs in the textile and clothing sector and enhancing trade support institutional capacities in Tajikistan” funded by the Government of Switzerland within its Trade Cooperation Program (TCP) in Tajikistan and will be delivered by RBC Senior Expert Paul Collyer. He has over 40 years experience in the clothing industry.

One of the major problems, which Tajik textile and clothing companies face today is shortage of skilled sewing workers. The enterprises are struggling to train new workers due to their financial inability to invite experienced trainers. Dr. Rajesh Bheda, ITC International Consultant on Quality Management and Productivity and Managing Director of “Rajesh Bheda Consulting”, says, “3G Tailor” programme was organised to address this issue. Dr. Bheda says: “The programme aimed to equip the trainers to train sewing workers in less than a week’s time for a particular operation. The “3G Tailor” training system of RBC has provided dramatic results in leading factories in Sri Lanka, India, China and the UK. The participants will learn the principles of adult learning, effective communication, feedback and coaching skills. They will also watch videos showing international best practices for analyzing the methods of high performance operators and developing training programmes for training specific skills”.

The five-day course is an excellent opportunity to learn from a global consulting leader in productivity improvement in the clothing industry. Tajik textile and clothing companies have benefitted from Dr. Bheda’s thought provoking seminars, organized by ITC in the past and have achieved good improvement in productivity and quality.

**The present project is component FOUR of the Trade Cooperation Program (TCP) in Tajikistan and aims to increase the export competitiveness of the textile and clothing (T&C) sector, by providing sector specific support to SMEs and relevant trade support institutions (TSIs), as well as supporting respective stakeholders in taking a strategic approach to the sector’s development. It will also explore the challenges and development potential of the tourism and handicraft sectors in Tajikistan, outlining relevant trade related technical assistance priorities.**

**Swiss support:** Within its Cooperation Strategy for 2012-2015, Switzerland focuses on four sectors in Tajikistan; Health, Rule of Law, Drinking Water Supply and Sanitation, and Private Sector Development. The overall goal of Swiss Cooperation in Tajikistan is to support the transition process in the country through contributing to economic development and by helping build institutions and systems which are responsive to the population’s needs. [www.swisscoop.tj](http://www.swisscoop.tj), [www.deza.admin.ch](http://www.deza.admin.ch), [www.seco-cooperation.admin.ch](http://www.seco-cooperation.admin.ch)

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