



ACCELERATING INCLUSIVE INDUSTRY GROWTH THROUGH SKILLING

Empowering Skills, Enriching Lives

**ANNUAL
REPORT**
2023-24

SNAPSHOT OF 2023-24

88

NEW TRAINING
PARTNERS

153

CURRENTLY APPROVED
QUALIFICATIONS

201

NEW TRAINING
CENTERS

723

NEW TRAINERS
CERTIFIED

1,90,448

APPRENTICESHIP
CONTRACTS

16,232

CANDIDATES
PLACED

TABLE OF CONTENTS

MESSAGE FROM PRESIDENT	02
MESSAGE FROM CEO	03
STAKEHOLDERS SPEAK	04
GOVERNING COUNCIL	06
VISION & MISSION	07
COURSES & CURRICULUM	09
APPRENTICESHIP	13
PLACEMENT	17
ASSESSMENT & CERTIFICATION	21
INDUSTRY ENGAGEMENT INITIATIVE	23
CAPACITY BUILDING	25
PROJECTS - CSR & GOVERNMENT INITIATIVES	29
NEP IMPLEMENTATION	39
INDIASKILLS	45
COMMUNICATION AND ADVOCACY	49



MESSAGE FROM **PRESIDENT, ASDC**



Empowering Women, Driving Growth

As we navigate an era of unprecedented change in the automotive industry, it is crucial to recognize the significant role women play in shaping its future. The Automotive Skills Development Council (ASDC) has consistently addressed the skills gap, driving inclusive growth through targeted initiatives. Traditionally underrepresented, women are increasingly participating in the automotive workforce; according to the Society of Indian Automobile Manufacturers (SIAM), their representation has grown from 9% in 2010 to approximately 15% in 2023. This encouraging trend marks the beginning of a broader movement toward gender parity in an industry historically dominated by men. At ASDC, we are dedicated to empowering women with the skills needed to excel in the evolving automotive industry. Our initiatives extend beyond traditional roles, focusing on emerging areas like IoT, robotics, and artificial intelligence, where demand for skilled professionals is growing rapidly. Through key programs like Project Shakti, Project Sakhi, and Project Saksham, we have trained over 50,000 women in advanced automotive skills, enabling them to take on roles as E-Kart and EV taxi drivers, and in sales and service positions across India.

Our initiatives at ASDC focus on more than just numbers; they emphasise meaningful impact. The success stories of women advancing to roles as supervisors, engineers, and innovators testify to the transformative power of skill development. However, our journey is far from complete. The Automotive Mission Plan 2019-2026 projects that the sector will employ 36 million people by 2026, and we envision a future where women comprise a significant portion of this workforce. To achieve this, we must dismantle barriers and create pathways for women to excel in every facet of the industry. While training and employment are vital, they alone do not ensure long-term success. We must prioritise creating essential infrastructure, including safe transport, proper accommodation, accessible facilities like toilets, and workplace policies that foster inclusivity and sensitivity. Equally important is cultivating a supportive social environment, both at work and at home, where male counterparts share household responsibilities. These comprehensive efforts are crucial for genuinely empowering women to thrive in the automotive industry.

Parents and educational institutions must recognize the evolving opportunities within the automotive industry, which is rapidly transforming into the broader mobility sector. This shift now encompasses cutting-edge technologies such as software, electronics, and electrical systems, alongside traditional mechanical roles. With enhanced work cultures, inclusive policies, and modern infrastructure, the industry offers a secure and supportive environment. These advancements make the mobility sector a compelling and viable career path, particularly for young women, as it continues to grow into a dynamic field that prioritises both safety and innovation.

I believe that with our concerted efforts, the automotive industry will not only achieve its growth objectives but do so inclusively, reflecting India's diverse talent pool. Together, we can drive the industry toward a future where every individual, regardless of gender, has the opportunity to contribute to and benefit from the sector's success. I urge all stakeholders to take proactive steps in promoting gender diversity across the industry. As Environmental, Social, and Governance (ESG) standards become mandatory for many global businesses, gender diversity is now a key requirement for attracting and sustaining business. Embracing this shift will lead to a more equitable and successful industry.

MR. F R SINGHVI

JMD Sansera Engineering Ltd.

MESSAGE FROM CEO, ASDC



Empower. Innovate. Accelerate Together.

The Indian automotive industry stands at a pivotal moment, presenting significant opportunities for inclusive growth. As one of the largest automotive sectors globally, it plays a crucial role in our economy, contributing approximately 7.1% to the country's GDP and employing over 37 million people¹. To ensure sustainable and inclusive growth, it is essential to prioritise skill development and innovation.

Remarkable advancements are reshaping the automotive landscape, driven by the integration of new technologies such as electric vehicles (EVs), connected cars, and autonomous driving systems. I fully support the government's commitment to electric mobility, aiming for 30% of vehicles on the roads to be electric by 2030. This ambitious vision not only seeks to reduce emissions but also fosters innovation and creates new job opportunities. Achieving this goal requires a skilled workforce ready to adapt to rapid technological changes.

Addressing the skills gap is paramount. The Automotive Skills Development Council (ASDC) is actively collaborating with industry stakeholders, educational institutions, and government bodies to bridge this gap. We have identified a need for nearly 1.5 million skilled workers in our sector by 2025 to meet the demands of this evolving landscape. ASDC's ongoing apprenticeship programs and comprehensive training initiatives are crucial for preparing a workforce capable of navigating these changes and contributing effectively.

Moreover, fostering inclusivity in the workplace enhances creativity and drives performance. The limited participation of women in the automotive industry presents a significant opportunity for growth. By investing in initiatives that promote diversity and empower women, we unlock a wealth of talent and perspectives, driving innovation and improving business outcomes.

Through continued collaboration and commitment to skill development, the automotive sector can address current challenges and anticipate future demands. Together, we can create a robust ecosystem that supports the growth and sustainability of our industry. As we look ahead, the focus remains on fostering an environment that encourages skill development, embraces technological advancements, and champions inclusivity. Together, we will accelerate the growth of the automotive sector while ensuring it reflects the rich diversity of our society.

MR. ARINDAM LAHIRI



The automotive industry is on the brink of transformation, and empowering women is vital for achieving our goals. According to the International Labour Organization, women make up only about 22% of the automotive workforce globally (ILO, 2022). Increasing female representation in this sector will not only foster innovation but also enhance productivity. By implementing targeted skilling initiatives and mentorship programs, we can bridge this gender gap. Empowering women through training will ensure that they have the necessary skills to excel in various automotive roles, from engineering to management. The Automotive Skills Development Council is committed to creating an inclusive environment that supports women at all levels. As we continue to promote diversity, we are not just building a workforce; we are paving the way for a more equitable future in the automotive industry.

MR. VINKESH GULATI

*Vice President ASDC,
Director United Automobiles*



ASDC's commitment to upskilling professionals in advanced automotive technologies is essential for driving innovation in our industry. Their specialised training programs enable us to harness cutting-edge technologies such as artificial intelligence and connected vehicle systems. This focus on skill enhancement is critical for ensuring that our workforce is capable of designing, developing, and implementing the innovations that will define the future of mobility. Additionally, ASDC places a strong emphasis on women's empowerment within the automotive sector. By promoting inclusive training programs and mentorship opportunities, ASDC helps to bridge the gender gap in this traditionally male-dominated industry. Empowering women with the necessary skills and knowledge not only fosters diversity but also drives creativity and innovation. As we cultivate a more inclusive workforce, we enhance our capacity to address the challenges and opportunities presented by the evolving landscape of automotive technologies.

DR. HANIF QURESHI, IPS

*Member ASDC, Additional Secretary
Ministry of Heavy Industries*



The automotive industry not only creates direct employment opportunities but also stimulates growth in related sectors such as logistics and services. ASDC's efforts to promote skill training empower local communities by providing individuals with the necessary tools to secure stable jobs. According to ACMA, the auto component industry alone contributes to around 2.3% of India's GDP, and by 2026, it is expected to reach 5-7% of GDP while providing millions of jobs. By investing in community-based training initiatives, we enhance economic resilience and uplift the livelihoods of families within our communities, ensuring a brighter future for all.

MR. HARDEEP SINGH BRAR

*Co-Chairman, Skilling Group ASDC,
Sr. Vice President & National Head Kia Motors India*

The government recognizes the vital importance of the automotive industry as a driver of economic growth and job creation. Collaborating with ASDC allows us to create effective frameworks that enhance skill development and vocational training in this critical sector. Our partnership aims to ensure that training programs align with the industry's evolving needs, fostering a workforce that is well-prepared to meet the challenges ahead. By supporting ASDC's initiatives, we are committed to enhancing the employability of individuals and contributing to the overall resilience and competitiveness of the automotive industry.

MR. RAMA SHANKAR PANDEY

Member ASDC, Director (NED) Paracoat Products Ltd.



ASDC's emphasis on skill development is essential for fostering the next generation of engineers who will drive these innovations. By collaborating with ASDC, we have access to cutting-edge training programs that focus on electric vehicles, hybrid technology, and autonomous systems. These programs are designed to keep pace with the rapid changes in technology and consumer preferences, ensuring that our workforce remains at the forefront of the automotive revolution. The role of ASDC is pivotal in shaping a skilled, adaptable workforce ready to tackle future challenges.

MR. MANISH RAJ SINGHANIA

Member ASDC, Director Ralas Motors



The automotive sector is at a crossroads, with technological advancements reshaping how we design, manufacture, and deliver vehicles. ASDC plays a vital role in ensuring that the workforce is prepared to meet these challenges. The rise of automation presents significant opportunities for job creation in fields such as AI, data analysis, and green technologies. By facilitating skills development in these areas, ASDC is fostering a new generation of skilled workers prepared to excel in the evolving automotive landscape. Our initiatives focus on equipping individuals with the necessary skills to thrive in this dynamic environment, ensuring the workforce is well-prepared to meet future demands. Through targeted training programs, we are paving the way for sustainable growth and innovation in the automotive industry, positioning ourselves at the forefront of this transformation.

MR. ANUPAM SRIVASTAVA

*Member ASDC, Executive Director – Corporate Planning
Bajaj Auto Ltd.*



GOVERNING

COUNCIL MEMBER 2023-24

S.no	Member Name	Designation in his/her Organisation	Organisation Name
1	Mr. F R Singhvi, President	Joint Managing Director	Sansera Engineering Ltd.
2	Mr. Vinkesh Gulati, Vice President	Director	United Automobiles
3	Mr. Anupam Shrivastava	Executive Director – Corporate Planning	Bajaj Auto Ltd.
4	Dr. Avichal Kapur	Joint Secretary	UGC
5	Mr. Charles JS Walter	Co-Chairman	Hyundai Motor India Ltd.
6	Mr. Gaurav Joshi	Deputy Secretary (Manufacturing)	Ministry of Heavy Industry (MHI)
7	Dr. Hanif Qureshi	Additional Secretary	Ministry of Heavy Industry (MHI)
8	Mr. Hardeep S Brar	Co-Chairman	Kia Motors India
9	Mr. Manish Raj Singhanian	Director	Ralas Motors
10	Mr. Manoj Kolhatkar	Managing Director	Gabriel India Limited
11	Dr. Neetu Bhagat	Deputy Director	AICTE
12	Mr. Nitin Kapoor	GM/Head CEO Office & Strategy	NSDC
13	Prof. N. Ramesh Babu	Professor Emeritus & Secretary, Advanced Manufacturing Technology Development Centre	IIT Madras (Nomination from Ministry of Education)
14	Mr. Rajesh Menon	Director General	SIAM
15	Mr. Rajnesh Singh	Director (Auto)	Ministry of Heavy Industry (MHI)
16	Mr. Ram Raj Meena	Under Secretary, (Road. Safety)	MORTH
17	Mr. Rama Shankar Pandey	Director (NED)	Paracoat Products Ltd.
18	Mr. Saharsh Damani	CEO	FADA
19	Mr. Sarma Chillara	Director - HR and People Services & Member of the Board	SKODA AUTO Volkswagen India Pvt Ltd
20	Ms. Shradha Suri Marwah	CMD	Subros Ltd
21	Mr. Vinnie Mehta	Director General	ACMA

The Automotive Skills Development Council's (ASDC) Governing Council drives excellence, innovation, and growth in India's automotive sector. By bridging the skills gap, ASDC ensures industry competitiveness globally. Comprised of industry leaders, the Council provides strategic direction, identifying emerging trends and skill requirements. With digital learning, expanded training centers, and robust certification, ASDC equips the workforce for success. The Governing Council remains committed to transforming the industry through skills development, providing continued leadership for ASDC's forward-thinking programs.



VISION & MISSION





VISION & MISSION

- To continually develop and upgrade Automotive Skills for Higher value additions (higher value addition through Skilling will facilitate capital creation, leading to more economic activity and consequent additional jobs.)
- Making Skills aspirational and integrated with academic pathways
- Honouring and celebrating the Skilling achievements

To be achieved through:

- Complete commitment of the Industry (SIAM, ACMA and FADA) who are already contributing a lot in Skilling on their own
- Ensuring credibility, reliability and robustness of the Skill Assessment process.
- Facilitate and support conduct of Skill Competitions

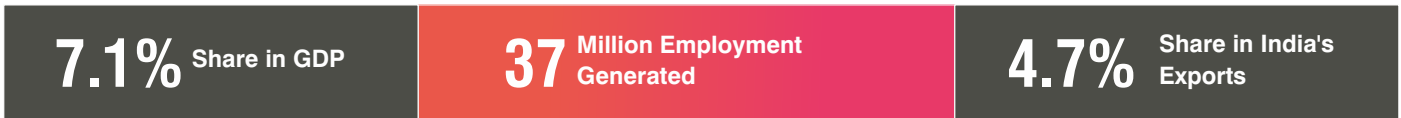
COURSES & CURRICULUM



India's Automotive Industry

The Indian automotive industry is experiencing significant growth, with passenger vehicle sales reaching **3,35,629** units in April 2024, three-wheeler sales at **49,116** units, and two-wheeler sales at **17,51,393** units during the same period. This surge in demand is driving a parallel increase in the need for skilled manpower. In response, the Ministry of Heavy Industries is proactively implementing innovative schemes to enhance the industry's global standing. Notably, the Ministry has extended the Production Linked Incentive (PLI) Scheme for Automobile and Auto Components by one year, making the incentive applicable for a total of five consecutive financial years, until March 31, 2028.

Indian Automotive Industry



[*https://static.pib.gov.in/WriteReadData/specificdocs/documents/2023/feb/doc2023217160601.pdf](https://static.pib.gov.in/WriteReadData/specificdocs/documents/2023/feb/doc2023217160601.pdf)

Under the PLI Scheme, the Automotive Skill Development Council (ASDC) has achieved significant progress in developing advanced skill qualifications aligned with level 6 of the National Skill Qualification Framework. Supported by the Ministry's Capital Goods Promotion Scheme 2, these new qualifications are designed to equip the existing workforce with advanced skills through comprehensive on-the-job training. ASDC has been instrumental in training manpower for over 153 job roles within the automotive industry, focusing on emerging technologies such as robotics and automation, smart manufacturing, Industry 4.0, electric vehicles, alternative fuels, and automotive sustainability, ensuring the workforce is well-prepared for the industry's future demands.

To further support this initiative, ASDC has created detailed training manuals for each qualification pack, aligning them with the National Occupation Standards (QP/NOS) and ensuring they conform to the National Skills Qualification Framework (NSQF).

S.no	Sector	QP's
1	Research & Development	30
2	Manufacturing	68
3	Sales	8
4	Service	35
5	Road Transportation	12
TOTAL		153

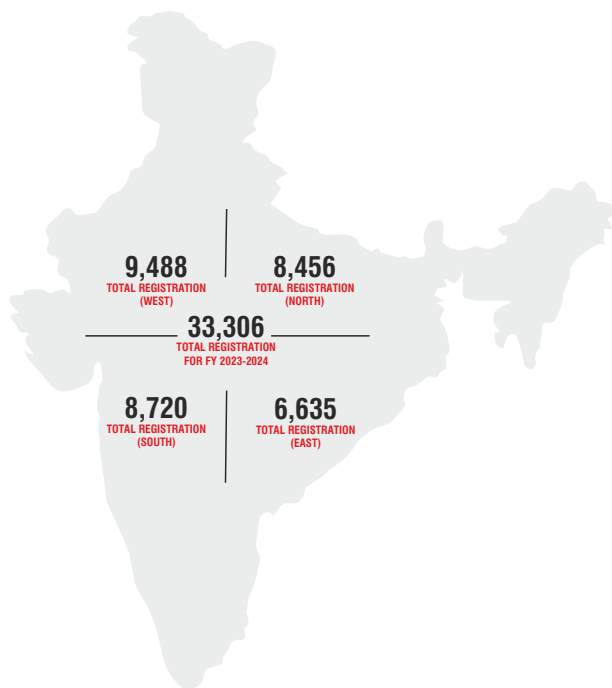
The Automotive Skill Development Council (ASDC) has meticulously developed trainer manuals for various qualifications across different levels of the National Skill Qualification Framework (NSQF).



Expert Group Meeting: Bringing together industry experts to drive continuous improvements in the skill development ecosystem. ASDC regularly hosts these collaborative sessions to gather insights and strengthen India's automotive workforce.

D. E-LEARNING COURSES: EMPOWERING AUTOMOTIVE PROFESSIONALS

The Automotive Skills Development Council (ASDC) is committed to advancing the skills of automotive professionals through accessible and high-quality eLearning courses. These courses are designed to keep individuals updated with the latest industry standards and practices, catering to both beginners and seasoned professionals. ASDC's eLearning platform (accessible at courses.asdc.org.in) offers the flexibility to learn at your own pace, anytime and anywhere.



These numbers reflect the growing popularity and effectiveness of ASDC's eLearning courses, which encompass a wide range of topics including Bolt.Earth, xEV Shiksha, Eicher, Wadhwani Foundation, Electric Vehicle Service Technician, Bicycle Mechanic, School Courses, SIMULANIS, and Grow with Google.



<https://courses.asdc.org.in/>

SKILL MANTHAN AWARENESS PROGRAM FOR NCC CADETS

The Skill Manthan event, organised by the Directorate General National Cadet Corps (DGNCC) on September 9th, brought together over 500 cadets from across India to explore career opportunities in the automotive sector. With guidance from experts at the Automotive Skills Development Council (ASDC), cadets received career counselling and insights into skill development pathways. Presentations focused on emerging roles and certifications, emphasising the importance of industry-relevant skills. This initiative aims to equip the youth with the competencies needed to thrive in the evolving automotive landscape, fostering awareness and encouraging active pursuit of skill-based learning for enhanced employability.



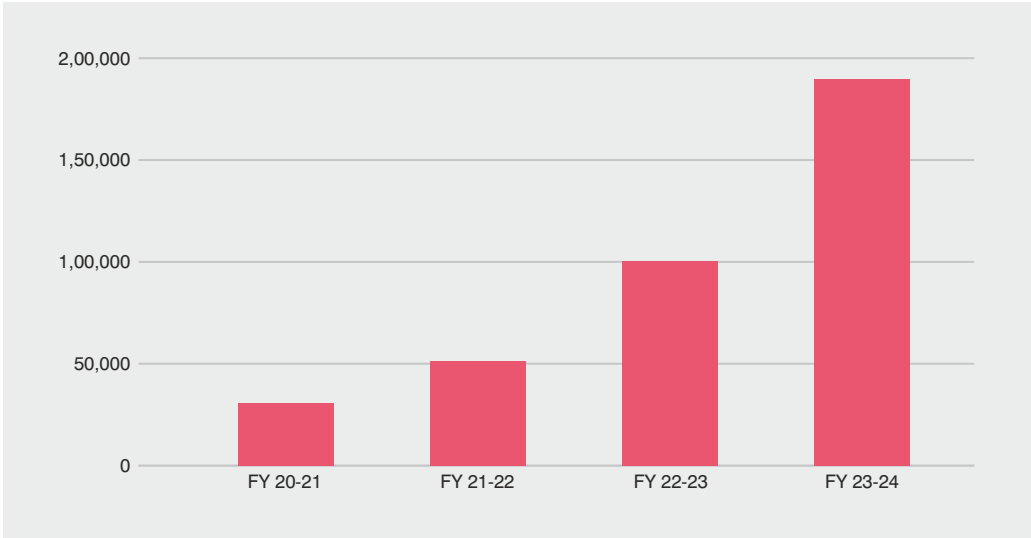


A black and white photograph of a woman with dark hair tied back, wearing a patterned button-down shirt and a backpack. She is leaning over a table, focused on writing on a form with a pen. Her left hand rests on the table near a small electronic device. In the bottom right corner, there is a large red graphic featuring a white gear and a wavy line. A red banner with the word 'APPRENTICESHIP' in white capital letters is positioned across the middle of the image.

APPRENTICESHIP

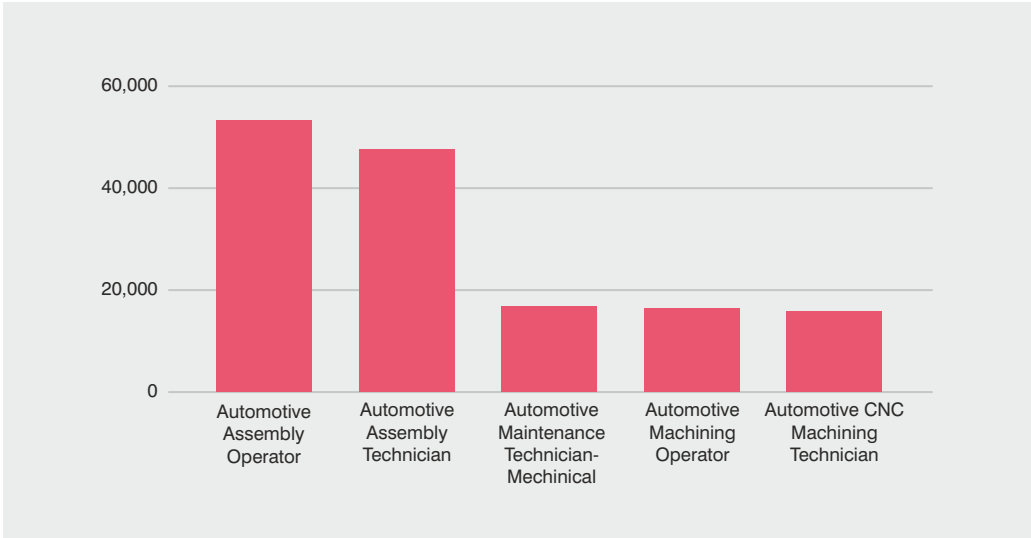
For ASDC, the National Apprenticeship Promotion Scheme (NAPS) serves as a cornerstone in advancing skill development within the automotive sector. ASDC's involvement in NAPS is driven by the objective of equipping the workforce with practical, industry-relevant skills through apprenticeship programs.

In FY 2023-24, ASDC made significant progress as an establishment under the National Apprenticeship Promotion Scheme (NAPS). We closed the year with an impressive **1,90,448** contracts, nearly doubling the previous year's figure of **1,02,481**. This growth was fueled by the active participation of **114** organisations, including OEMs, component manufacturers, and dealerships, making component manufacturers the largest contributors to these contracts. Notably, the fastest-growing segment was the contracts generated by Third-Party Aggregators (TPAs). Our outreach efforts, including four physical NAPS workshops, have significantly boosted awareness and coordination between establishments and candidates. Looking ahead, we aim to achieve 2.5 lakh contracts in FY 2024-25, continuing our commitment to expanding apprenticeship opportunities in the automotive sector and beyond.



For FY 23-24, more than **1,90,448 lakh** contracts have been generated nearly doubling the previous year's figure

Top 5 In-Demand Roles in Apprenticeship Contracts



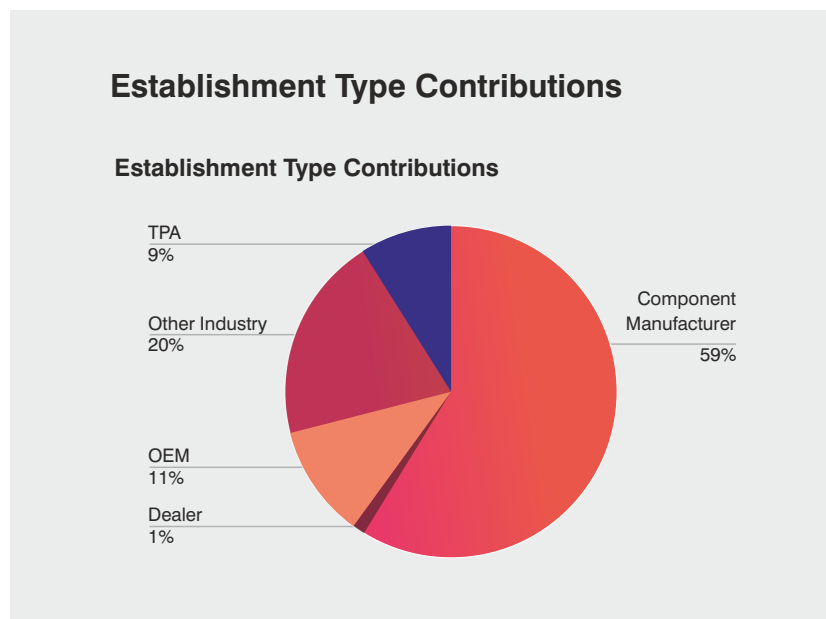
STATE WISE DISTRIBUTION

Total 29 states & UT covered in FY 23-24

State	Contribution	State	Contribution
Maharashtra	36.77 %	Uttar Pradesh	2.85%
Tamil Nadu	25.19 %	Andhra Pradesh	1.95%
Karnataka	9.72 %	Rajasthan	1.53%
Haryana	8.45%	Jharkhand	1.28%
Gujarat	3.73%	Madhya Pradesh	1.21%
Uttarakhand	3.16%	Others (Cumulative)	4.54%

Impact and Achievements

- **Increased Industry Participation:** ASDC's proactive efforts have significantly boosted the number of automotive companies enrolling in the National Apprenticeship Promotion Scheme (NAPS). This growing participation highlights the industry's recognition of the importance of structured apprenticeship programs in developing a skilled workforce.
- **Enhanced Skill Development:** Apprentices trained under the NAPS scheme have demonstrated notable improvements in both technical and soft skills. This comprehensive development has resulted in a workforce that is better equipped to meet industry demands, making these candidates more job-ready and adaptable to real-world challenges.
- **Alignment with Industry Standards:** ASDC's collaboration with the automotive sector has ensured that training programs adhere to the highest industry standards. This alignment benefits both employers and apprentices by fostering a skilled workforce that meets the evolving needs of the industry while providing apprentices with valuable, industry-relevant expertise.



NATIONAL APPRENTICESHIP PROMOTION SCHEME (NAPS)

The objective of the scheme is to promote work based education or apprenticeship through financial incentives, technology and advocacy support

4100+

Industries Engaging Apprentices

1.9 Lakh +

Apprentices Engaged under

Benefits for Trainees

- Industry-oriented training
- Earn while you learn
- Globally recognised certification

Benefits for Industry

- Increased workforce productivity
- No extra charge for scholarship
- Talent according to need
- Minimum interruption of operations by continuous supply of candidates
- 25% stipend reimbursement upto Rs 1500 per month per candidate



For more information, log on to: www.apprenticeshipindia.gov.in



PLACEMENT

Placement Role & Process

ASDC is dedicated to bridging the demand and supply gap in the automotive industry by facilitating the placement of our certified candidates. We work closely with industry partners to ensure that our skilled professionals are matched with the right opportunities, supporting the growth of the sector while advancing the careers of our trainees. Through targeted placement initiatives, ASDC continues to play a crucial role in meeting the industry's evolving workforce needs.

Process:

We create valuable opportunities for our certified candidates through two main avenues:

- **Industry Collaboration:** We work closely with industry partners to understand their workforce needs and with training partners to source suitable candidates.
- **Candidate Data Management:** We collect candidate data from training centers and coordinate with industry partners for placements

These efforts lead to job fairs where industry partners and candidates can connect to meet their respective needs.



Achievements

Over the past two years, ASDC has made significant strides in connecting skilled candidates with industry opportunities. By March 2024, we successfully placed 16,232 candidates, a substantial increase from the previous fiscal year. Component manufacturers have been the primary drivers of demand, reflecting the industry's growing need for skilled professionals. To further bridge the gap between supply and demand, ASDC has been actively organizing job fairs, providing vital support to both industry partners and candidates, and reinforcing our commitment to workforce development in the automotive sector.

Industry-Wise Placements

	Industry Nos.	Placed	Placement	FY 2023-24
Component Manufacturer	41	4,461		
Dealers	11	348	Projects	6,605
OEM	21	66	Training Partner	6,033
Other Industry/TPA	12	11,257	Job Fair	3,594
Total	66	16,232	Total	16,232

Job Fair

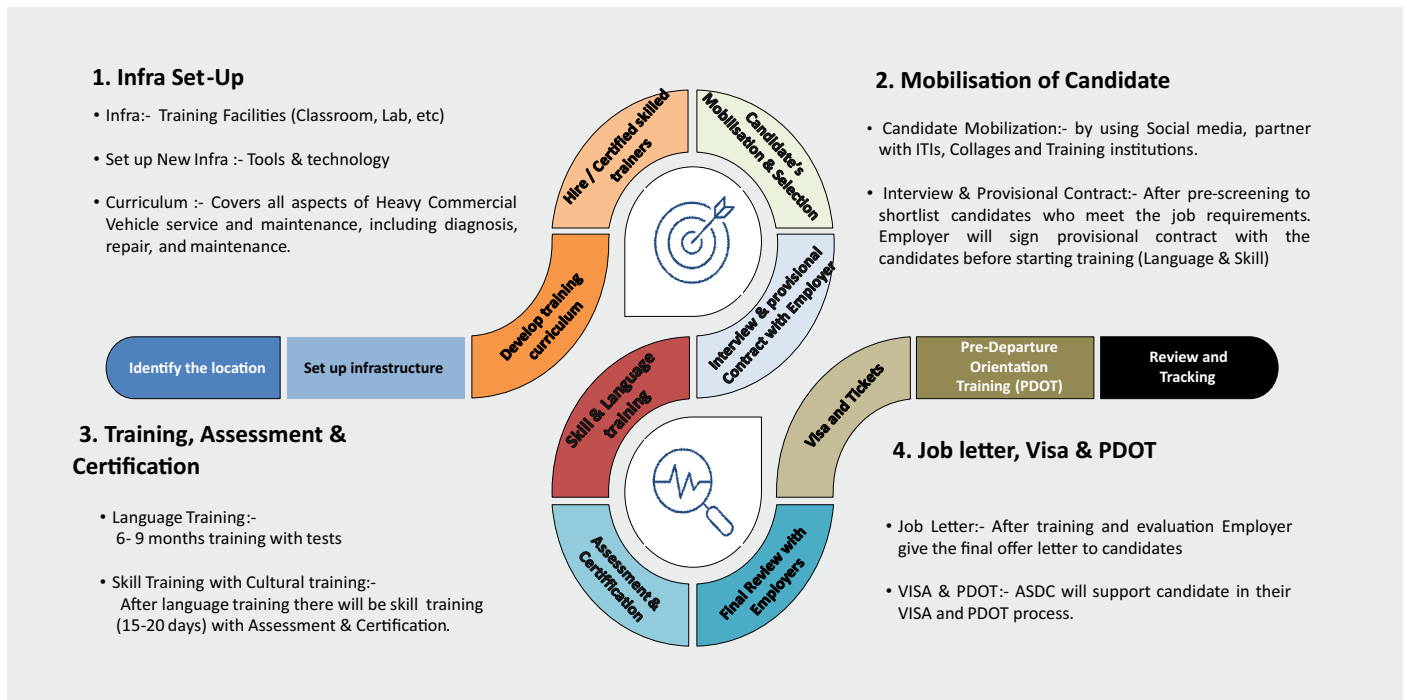
In FY 2023-24, ASDC set an ambitious target of organizing 12 job fairs, with 11 successfully conducted by March 2024. These job fairs aimed to meet a total demand of **10,200** placements across various locations in India. By the end of the fiscal year, ASDC achieved **2,270** placements, with several job fairs contributing significantly to this number.

Sl. No.	Activity Name	Location	Month
1	Primero Skills Placement Drive	Dwarka, Delhi	June 23
2	Placement Drive for Govt. ITI	Jamshedpur, Jharkhand	July 23
3	Placement Drive for Govt. ITI	Jamshedpur, Jharkhand	July 23
4	Ascensive Rozgar Mela	Alwar, Rajasthan	September 23
5	Frostees Job fair	Kolkata, West Bengal	September 23
6	Apprenticeship Workshop & Job Fair	Belur Math, Kolkata	November 23
7	KSDC State Level Mega Job Fair	Bengaluru, Karnataka	February 24
8	Maharashtra Rozgar Mela	Thane, Maharashtra	March 24
9	Kaushal Mahotsav Lucknow	Lucknow University	March 24
10	Placement Drive for for WB SC/ST project	Jhargram, West Bengal	March 24
11	Placement Drive for HPKVN project	Bilaspur, Hp	March 24



International Placements

The **Automotive Skills Development Council (ASDC)** facilitates international placements, notably through Germany's Dual Training Program, which offers a two-year apprenticeship followed by permanent employment. ASDC aligns candidates with employer requirements by sourcing and shortlisting individuals with qualifications such as a 10th-grade pass, ITI, diploma, or degree. A six-month pre-training program focuses on skills, cultural integration, and German language proficiency. Available roles include Service Technician and Craftsman (Auto Mechanic) for candidates aged 18 to 30. The program offers competitive stipends, starting at INR 78,782 in the first year, along with free accommodation and overtime pay, empowering young professionals for successful careers.



ASDC has signed an agreement with NSDC to meet the International demand in the automotive sector. Currently, we have received requests for **200** candidates with dealership experience from NSDC. Recognized qualifications for participation in this program include Polytechnic Diploma in Automobile, Mechanical Engineering, and Automobile Engineering, along with ITI, BE/B Tech in Automobile and Mechanical Engineering, and Diploma in Mechatronics Engineering. We are actively collaborating with our affiliated colleges and training partners to mobilize candidates in accordance with these requirements, ensuring a robust talent pipeline to support the growing needs of the automotive industry.



ASSESSMENT & CERTIFICATION



ASDC places a strong emphasis on the assessment process, ensuring accuracy and integrity through a structured framework aligned with national standards.

ASDC's assessment process involves onboarding and training agencies, developing and validating question banks, and coordinating with Training Partners for assessments. We define unbiased assessment methods, validate results for certification, and ensure quality assurance through continuous monitoring. Grievances are addressed within 48 hours to uphold the integrity of assessments.

Onboarding of Assessment Agencies

In our continued commitment to enhancing skill development, we successfully onboarded five additional assessment agencies this year, bringing our total to eleven. This expansion allows us to strengthen our assessment framework and improve the quality of skills evaluation across various sectors.

Assessment Outcomes

We are proud to report that we have achieved over 100,000 assessments to date. Notably, out of these, 50,001 assessments were conducted in schools, highlighting our dedication to integrating skill development within the education system. This significant milestone underscores our efforts to equip the future workforce with essential skills.

State wise Assessed Numbers			
State	Assessed	State	Assessed
Andhra Pradesh	575	Maharashtra	5,375
Arunachal Pradesh	9	Mahdhya Pradesh	44
Assam	4,286	Meghalaya	41
Bihar	649	Mizoram	140
Chandigarh	52	Nagaland	1,115
Chhatisgarh	6,081	Odisha	13,692
Daman & Diu	54	Puducherry	558
Delhi	276	Punjab	2,473
Goa	589	Rajasthan	2,499
Gujrat	2,488	Sikkim	396
Harayna	5,467	Tamil Nadu	4,770
Himachal Pardesh	5,122	Telangana	950
Jammu & Kashmir	1,756	Tripura	71
Jharkhand	11,285	Uttarpradesh	4,482
Karnataka	5,660	Uttarakhand	1,558
Kerala	2,577	Uttrakhand	198
Madhya Pradesh	2,261	West Bengal	2,942
Grand Total			1,00,491



INDUSTRY ENGAGEMENT INITIATIVE



In the evolving global landscape, it is critical to address the skill needs of industries. A significant challenge in India has been the disconnect between the education sector and industry. This divide has led to a talent gap where industries face a shortage of skilled manpower, while the market has many graduates, diploma holders, and engineers who lack the necessary industry-oriented skills.

ASDC (Automotive Skills Development Council) has taken the initiative to bridge this gap by establishing skill training facilities within the industry. The automotive sector, currently undergoing a transformation driven by innovation, faces a growing demand for skilled workers, especially in traditional roles such as CNC programming, machining, welding, and assembly operations. Additionally, the workforce struggles to adapt to rapid changes in industry dynamics.

As the sector evolves, future jobs will require expertise in advanced technologies such as IoT, robotics, 3D printing, artificial intelligence, and machine learning analytics. Therefore, aligning the workforce's technical skills with modern technological demands is crucial.

To ensure growth, the skilling, upskilling, and reskilling of the workforce—both current and future—are essential. ASDC's collaboration with the automotive industry offers several key benefits:

- **Comprehensive Support:** ASDC provides guidance for implementing training projects.
- **Industry-Standard Curricula:** Candidates are trained with curricula approved by the Government of India and aligned with industry needs.
- **Nationally Recognized Certification:** Candidates receive government-approved certificates aligned with the National Credit Framework (NCrF).
- **Government Partnership:** ASDC manages relationships with the Ministry of Skill Development & Entrepreneurship for smooth project deployment.
- **Practical Industry Experience:** Candidates gain hands-on experience to enhance their employability.
- **Ongoing Learning:** Continuous skilling and upskilling improve employee morale, reduce attrition, and boost productivity.

Through these initiatives, ASDC is helping shape a skilled workforce that will drive the future of India's automotive industry.

INDUSTRY-LED SKILL CENTER INITIATIVE

Additionally, we recently launched a collaboration with NCVET to offer a 2 and 3 year Diploma in Manufacturing at the company level, featuring a curriculum comprised of **20% theory and 80% on-the-job training**. This model has garnered significant interest, with many companies already beginning the implementation process. Moreover, we are promoting upskilling and certification assessments for blue-collar workers at the industry level to enhance motivation and morale.

Key Points:

- Engaged ACMA and FADA leadership to discuss ASDC initiatives
- Encouraged the establishment of Skill Centres leveraging existing resources
- Launched a Diploma in Manufacturing with NCVET focusing on practical training
- Notable interest from companies in the new training model
- Promoting upskilling and certification for blue-collar workers to boost morale

ASDC enhanced connections with ACMA members through strategic outreach:

- Highlighted skilling initiatives
- Promoted the establishment of industry-led Skill Centres
- Introduced NCVET Diploma in Manufacturing and Automotive Technology - Service
- Advocated for blue-collar upskilling and certification
- Engaged with over **40 industries** and reached out to more than **100 organisations**



Interactive Sessions & Industry Tours for Enhanced Engagement Experience

A black and white photograph of two men in a workshop setting. The man in the foreground, on the left, has dark curly hair and a beard, and is wearing a light-colored short-sleeved button-down shirt. He is looking down at a small electronic component held in his hands. The man in the background, on the right, has short dark hair and a beard, and is also wearing a light-colored short-sleeved button-down shirt. He is looking at the same component. The background is blurred, showing what appears to be a workshop or factory environment. A red diagonal graphic element is overlaid on the bottom right corner, featuring a large gear icon and a wavy line. A red horizontal bar is overlaid on the middle left, containing the text "CAPACITY BUILDING".

CAPACITY BUILDING

In FY 2023-24, ASDC has made significant strides in expanding its capacity-building efforts through the certification of trainers, assessors, and training centers. The aim is to foster a more structured and impactful skilling ecosystem for the automotive sector.

Key Highlights for 2023 - 24



Under TNSDC Sankalp

Job Role: Automotive Welding Machine Technician
Location: Chennai, Tamil Nadu
Training Dates: February 5, 2024 – February 14, 2024

Job Role: Automotive CNC Machine Technician
Location: Chennai, Tamil Nadu
Training Dates: March 21, 2024 – March 27, 2024



Training of Trainers (ToT) and Training of Assessors (ToA) Programs

ASDC has been instrumental in organising and conducting Training of Trainers (ToT) and Training of Assessors (ToA) programs across India. These programs aim to enhance the skills and expertise of trainers and assessors, enabling them to deliver high-quality training and assessments that meet industry standards.

Location: Ranchi, Jharkhand

Job Roles:

Four-Wheeler Service Technician (Level 4)	Four-Wheeler Service Assistant (Level 3)
Two-Wheeler Service Technician (Level 4)	Two-Wheeler Service Assistant (Level 3)

Training Dates: February 5, 2024 – February 14, 2024



The Importance of ToT and ToA in Capacity Building

Training of Trainers (ToT) plays a pivotal role in strengthening the quality and effectiveness of any training program. ASDC's ToT initiatives are designed to equip individuals with the skills and knowledge required to become proficient trainers. By focusing on best practices, effective training techniques, and interactive methodologies, ToT programs ensure that trainers are well-prepared to deliver impactful training sessions.

In addition to mastering content delivery, ToT participants are trained in designing educational materials, managing group dynamics, and assessing trainee performance. The result is a pool of highly skilled trainers who are capable of educating a larger number of individuals, thereby amplifying the reach and effectiveness of ASDC's skilling initiatives.

Similarly, the Training of Assessors (ToA) program ensures that assessors are equipped to evaluate trainees consistently and accurately, maintaining the highest standards in assessments.

These initiatives help improve the overall quality of training, leading to better outcomes for trainees and ultimately benefiting the automotive industry as a whole.

Under the TNSDC Sankalp initiative for 2023-24, ASDC is conducting specialised training programs aimed at upskilling the workforce in the automotive sector. These programs focus on key job roles such as Automotive Welding Machine Technicians, Four-Wheeler and Two-Wheeler Service Technicians, and Assistants. The training is designed to provide industry-relevant skills, enhancing the employability of participants.

Cluster-Based Training of Trainers Program in Pune (Under SANKALP)

In collaboration with the Ministry of Skill Development & Entrepreneurship (MSDE), Maharashtra State Skill Development Society (MSSDS), ASDC, and the Indo-German Programme for Vocational Education and Training (GIZ-IGVET), a comprehensive ToT program is underway in Pune's automotive cluster. The program aims to train 200 trainers in five key areas:

- CNC Programming & Operations (3 batches)
- Advanced Welding Technologies (2 batches)
- Quality Control Inspector (1 batch)
- Advanced Automobile Technology (1 batch)
- Robotic Technology & Operations (1 batch)

This 12-month project started on 24th June 2022 and offers dual certification from the Indo-German Chamber of Commerce. The curriculum is developed in consultation with industry and academia, with each batch lasting 11 weeks (4 weeks of classroom training, 4 weeks of on-the-job training, and specialised sessions). The program targets industry experts and trainers from vocational institutes, with a minimum eligibility of 2 years' relevant experience.

Impact: The project is creating a pool of highly skilled trainers in Pune's automotive cluster, which supports over 3,000 industries across India, strengthening the skilling ecosystem in the manufacturing domain.

Total Target	Industry	Institute	Individual	ITI	Total Completed
200	85	16	21	67	189

Under various initiatives, ASDC has made significant progress in training and upskilling trainers and assessors across multiple job roles. Key achievements include:

- **49 Trainers** trained in the Automation Specialist job role under SANKALP (NTTF).
- **24 Trainers** trained in Welding at Amara Raja Skill Development Center, with project funding from GIZ.
- **255 Trainers** participated in the online test under the SANKALP Army project.
- **131 Trainers** trained under PMKVY 4.0.
- **57 Trainers** trained under SANKALP (TNSDC).
- **45 Assessors** attended the online test under the SANKALP Army project.



Affiliation

The Automotive Skills Development Council (ASDC) partners with various organizations to enhance automotive training and education in India:



Kuttakaran Foundation:
Focuses on bridging the skill gap through innovative training programs for aspiring automotive professionals.



Coimbatore Annamalai Agencies Pvt Ltd:
Enhances automotive training and service programs to meet industry standards.



Amass Skill Venture Pvt Ltd:
Offers updated training resources and methodologies for skill development across sectors, including automotive.



AutoGrad Academy Pvt Ltd:
Provides comprehensive training for automotive professionals, incorporating industry insights to improve educational quality.



Nandi Vishwavidyalaya:
Collaborates with ASDC to develop a robust curriculum, equipping students with the skills needed for success in the automotive sector.



Elevating Centre's Reputation:
Expert Affiliation, Enhanced Credibility, and Endorsed Excellence Programs and branding initiatives.

PROJECTS - CSR & GOVERNMENT INITIATIVES



A. CSR SUPPORTED INITIATIVES

1. Recruit, Train, Deploy (RTD) Initiative by JSW Foundation Empowering Rural Youth for a Brighter Future

The project in Palwal, Haryana, aims to skill and certify 30 rural youth, enabling them to secure jobs in the formal sector and access social security benefits. Running for six months in collaboration with the Automotive Skills Development Council (ASDC) and Victora, it focuses on training candidates as Automotive Machining Operators (NSQF Level 3). By enhancing their employability with industry-relevant skills, the initiative seeks to reduce urban migration by creating local job opportunities, thereby contributing to the region's socio-economic development.

Key Focus Areas:

- **Recruit:** Identify eligible candidates from rural areas.
- **Train:** Provide domain-specific training in automotive skills.
- **Deploy:** Facilitate placement in certified job roles within the automotive sector.

Benefits:

- Enhances employability and integrates youth into the workforce.
- Promotes local employment, reducing urban migration.
- Provides access to social security benefits.



2. Project Saksham (HERO MotoCorp Ltd Initiative)

Objective:

To skill and empower **4,000 women** in the automotive industry, focusing on roles within the sales and service domains, across India.

The target group for Project Saksham comprises women aged 18 and above who meet the specific criteria outlined in the training curriculum. The training will be conducted across various locations throughout India, ensuring a PAN India reach. The project is scheduled for completion by 15th July 2024, with the aim of skilling and empowering women in the automotive industry within this timeframe.



Job Roles and Training Allocation

Job Role	Target Number	Training Started
Sales Consultant (L5)	600	240
Service Advisor (L6)	120	30
Showroom Host (L3)	720	64
Tele Caller (L4)	1,000	297
EV Service Assistant (L3)	300	0
EV ST (L4)	120	60
2W Service Assistant (L3)	600	60
2W ST Level 4	540	254

PROJECT STATUS:

Ongoing Training: 1,005 candidates

Mobilised Candidates: 2,074 candidates

Project Saksham, a strategic **CSR initiative by HERO**, aims to create a more inclusive and diverse workforce in the automotive sector by empowering women through skill development. The project is progressing steadily, with over 1,000 women already undergoing training across various job roles, and more than 2,000 candidates mobilised nationwide.

3. Project Sakhi

Project Sakhi is a Skill Development Programme (SDP) designed to **empower 250 underprivileged women** from socially and economically disadvantaged backgrounds in underserved areas. The initiative focuses on training these women to become EV taxi drivers (EVTD), with the goal of enabling them to secure meaningful **employment with BluSmart**. The programme specifically targets women aged 20 and above, providing them with the necessary skills and certifications to excel in the role of a Taxi Driver (ASC/Q9705) at Level 4. Training will take place in Burari, Delhi, and the project is set to be completed by 21st May 2025. Through this initiative, Project Sakhi aims to uplift these women by offering them a pathway to stable employment and improved socio-economic status.



4. Project Karigari (Tide Water Oil Company India Ltd)

Project Karigari Phase 2, funded by Tide Water Oil Company (India) Limited and implemented by the Automotive Skills Development Council (ASDC), aims to enhance the skills of independent auto mechanics and garage owners across India. Running from July 23, 2023, to February 20, 2024, this initiative focuses on the Recognition of Prior Learning (RPL) program, providing targeted training on Bharat Stage-6 (BS-6) emission standards and aligned engines. Over the course of a one-day, six-hour training program, both two-wheeler and four-wheeler market technicians receive specialised instruction through ASDC's training partners. So far, **2,000 mechanics** have been trained, including 1,293 two-wheeler technicians and 707 four-wheeler technicians, across various states and union territories in India.



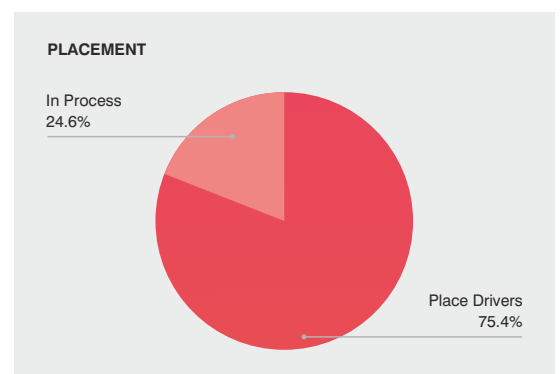
5. Project TIMKEN India Ltd.

Project TIMKEN aims to enhance the skills of roadside mechanics by providing specialised training for heavy commercial vehicle service technicians. The initiative targets individuals with a minimum of one year of experience in the field, equipping them with the knowledge and expertise needed to excel in servicing heavy commercial vehicles. Training will be conducted at five designated locations, allowing **200 mechanics** to participate in this valuable program. The project is set to be completed by 31st March 2024, with the goal of improving the technical capabilities and career prospects of these mechanics within the automotive service sector.



6. Project Sarthi Supported by Bridgestone India Pvt. Ltd.

Project Sarthi is an initiative led by **Bridgestone India Pvt. Ltd.** designed to enhance employability among youths from marginalised communities by encouraging them to adopt heavy motor vehicle (HMV) driving as a skilled profession. The project aims to train **540 drivers within 12 months** by collaborating with selected Driving Training Institutes and expert organisations. Through this initiative, a total of **564 drivers have been trained**, with **413 successfully placed in jobs**, achieving a 75% placement rate. Project Sarthi not only creates a pool of skilled drivers but also promotes road safety by instilling safe and defensive driving techniques. This contributes to reducing road accidents, saving lives, and minimising financial losses, while also supporting the business growth of employers in the transportation sector.





7. Project IOCL SERVO Xpert

Servo Xpert is a strategic initiative by Indian Oil Corporation Ltd., in partnership with the Automotive Skills Development Council (ASDC), aimed at upskilling independent automotive mechanics across India. The project targeted the training of **5,000 mechanics** specializing in Two-Wheeler and Four-Wheeler Services across 50 cities nationwide. The training was structured into two parts: a 12-hour program spread over two days, with six hours of training each day, and a more extensive 30-hour program conducted over ten days, with three hours of evening sessions daily. The core focus of the training was on enhancing the technicians' skills, particularly in BS6 technology.

Over the course of the 12-month program, participants were trained in advanced service techniques for two-wheelers and four-wheelers, receiving certifications (NSQF+ Participant), T-shirts, and one-year accidental insurance. This initiative not only aimed to enhance the technical capabilities of service technicians but also sought to elevate the overall quality of automotive service across India.



8. Project Care Hospital

Project Care Hospital is dedicated to upskilling roadside mechanics in both BS technology and health and hygiene practices. This initiative targets individuals with prior experience as service technicians, aiming to enhance their technical skills while also promoting essential health and hygiene standards in their work. Training will be conducted in Hyderabad, with a total of **450 mechanics** participating in the program. By combining technical training with health and hygiene education, Project Care Hospital seeks to empower these mechanics, ensuring they provide high-quality service for both 2 and 4-wheelers while maintaining safe and hygienic practices in their workplaces.



B. GOVERNMENT SUPPORTED INITIATIVES

1. Project Shakti – Empowering Women through the SANKALP Scheme of BSDM

Project Shakti is a vital initiative under the SANKALP Scheme by the Bihar Skill Development Mission (BSDM), aimed at empowering 350 women in Patna by training them as E-Kart drivers. This project seeks to create a skilled workforce of women drivers, providing them with sustainable livelihood opportunities. In collaboration with Patna Municipal Corporation (PMC) and the Automotive Skills Development Council (ASDC), Project Shakti focuses on several key objectives.

The initiative trains women in E-Kart driving, equipping them for the commercial driving sector while ensuring that each participant receives a commercial three-wheeler licence before graduation. PMC plays a crucial role in mobilising candidates and offering support. ASDC ensures the training curriculum meets industry standards, emphasising practical driving skills, safety regulations, and customer service. The project promotes economic empowerment by facilitating direct employment placements within PMC schemes, thereby enhancing financial independence for women. Through ongoing monitoring and evaluation, Project Shakti aims to track candidate progress and successful placements, ensuring its holistic approach to economic empowerment and community development.

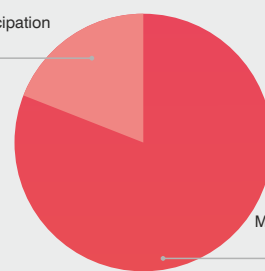


2. Replication of Industry-Based Green Skills Training for Electric Vehicle (EV) Service Technicians

The EV Service Technicians Training Project is dedicated to preparing candidates for roles in the burgeoning electric vehicle (EV) industry, with a focus on creating robust employment opportunities within the automotive sector. Based in Gurgaon, Haryana, this initiative offers a comprehensive training program for ITI candidates, covering essential aspects of EV technology, maintenance, safety protocols, and diagnostics. The program includes On-the-Job Training (OJT), providing hands-on experience under the mentorship of industry professionals to ensure candidates are well-prepared for the job market. The project also promotes female participation in the traditionally male-dominated EV field through targeted mentorship and networking opportunities. By cultivating a skilled and diverse workforce, the project aims to make a substantial impact on the EV industry and drive its growth. **Supported by GiZ, the initiative strives to continually improve training methods and extend its reach, reinforcing its significance in shaping the future of the EV sector.**

TOTAL TRAINED CANDIDATES= 100

Female participation
19.0%



Male participation
81.0%



3. Himachal Pradesh Kaushal Vikas Nigam (HPKVN) Project

The Himachal Pradesh Kaushal Vikas Nigam (HPKVN) project aims to empower trainees from low-income and urban poor families in Himachal Pradesh by enhancing their skills and employability. Supported by the HPKVN department, this initiative focuses on equipping individuals with the necessary training to create sustainable employment opportunities. The project offers specialised programs in two-wheeler and four-wheeler service technician roles, as well as automotive sales consultancy, addressing the rising demand for skilled labour in the automotive sector. By fostering skill development, the project not only boosts employability but also contributes to the region's economic growth.

TRAINING PROGRAMS:

- **Two-Wheeler Service Technician:** Focuses on maintenance and repair of two-wheelers.
- **Four-Wheeler Service Technician:** Prepares trainees for servicing and repairing four-wheelers.
- **Automotive Sales Consultant:** Develops customer service and sales skills for automotive dealerships.

The Himachal Pradesh Kaushal Vikas Nigam (HPKVN) project fosters economic growth by generating employment opportunities in the automotive industry. By equipping trainees with essential skills, it creates a skilled workforce that meets the demands of automotive dealerships, ultimately enhancing regional economic stability and supporting the evolving needs of the sector.



4. Project Kaushal Rath

The Kaushal Rath project, part of the Skill India Mission, focused on raising awareness and providing upskilling training in BS6 emission norms and Electric Vehicle technology to **roadside mechanics in Odisha**. Using a mobile skill van, the project successfully reached **3,000 candidates** across five districts (Angul, Dhenkanal, Deogarh, Jharsuguda, and Sambalpur), delivering essential training to enhance their technical skills and improve livelihood opportunities. By collaborating with local administration and conducting sessions in both rural and urban areas, the project effectively disseminated information and provided hands-on training, including the use of VCI scanners. The initiative also extended its impact by raising awareness in schools, colleges, and marketplaces, while offering toolkits and accidental insurance to participants, further adding value to their daily lives and work.



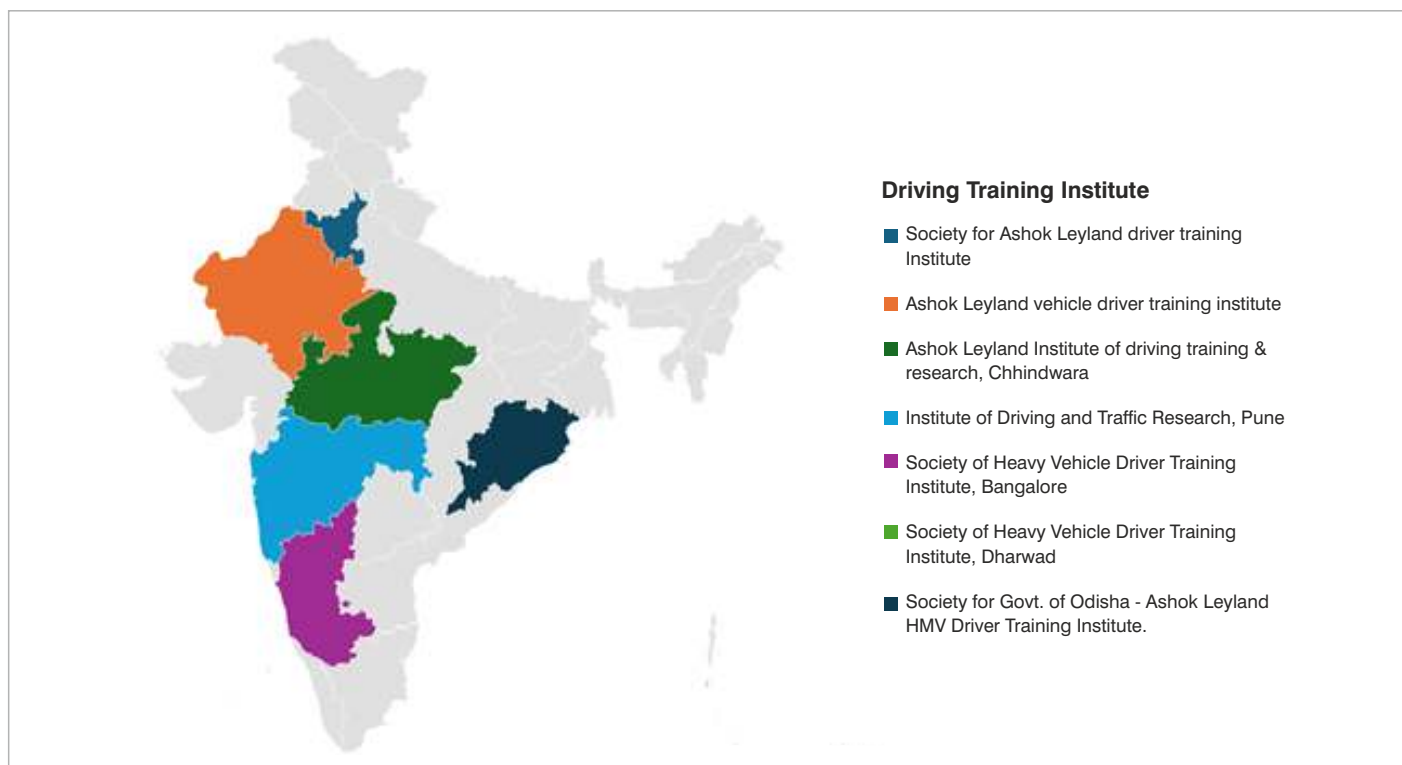
5. Sankalp Sarthi

In an endeavour to meet the objectives of SANKALP, the Ministry of Skill Development and Entrepreneurship (MSDE) is exploring collaboration with Corporates for training youth to become Commercial Vehicle Driver (HMV). To understand and address this skill demand and need Bridgestone has conducted a study named **“SARTHI” along with IDTR – Pune to train 540 drivers under the CSR. Bridgestone CSR has focused on three priority areas** – mobility, people, and environment. Through the CSR wing of the company, programs are designed to reduce social exclusion of the marginalized, underprivileged, poor populations and explore initiatives that can increase economic and social capabilities for increased inclusion. Post training, they conducted an impact study, which was released in March 2022. The report highlighted the improvement in the livelihood of the program beneficiaries and recommended to scale up the program to impact a large number of candidates. For addressing the above subject at scale and to create scalable model, ASDC submitted a proposal along with Bridgestone Tyres to MSDE under SANKALP and same has been approved



Enrolled	Trained	Assessed	Pass/Certified	Placement number
371	352	333	305	120

7 driving training institute are aligned with Sankalp Sarthi project:



6. Sankalp Jeevika

In line with SANKALP's objectives, the **Ministry of Skill Development and Entrepreneurship (MSDE)**, in collaboration with Corporates and the Automotive Skill Development Council (ASDC), launched the project '**Jeevika**' to enhance the training capabilities of Skill Development Centres for Two-Wheeler Service Technicians. The project aims to establish 9 Skill Development Centres across 9 states, addressing skill gaps and developing a new talent pool for Two-Wheeler Preventive Maintenance & Repair. The initiative plans to train **720 candidates (100 female and 620 male)**.



Total Enrollment	Trained	Assessed	Pass candidates
427	305	295	227

S. no	SDC Name	District	State
1	Venture Skills	Ranchi	Jharkhand
2	Synergy	Bhubaneswar	Odisha
3	CV Raman	Hajipur	Bihar
4	KIET	Ghaziabad	Uttar Pradesh
5	ASOIT	Ahmedabad	Gujarat
6	St. Francis	Mumbai	Maharashtra
7	SCOPE	Bhopal	Madhya Pradesh
8	KCG	Chennai	Tamil Nadu
9	Kuttukaran	Cochin	Kerala

7. PMKVY 4.0 RPL

The PMKVY 4.0 RPL project is a strategic initiative aimed at upskilling existing employees through an innovative industry and camp model, targeting candidates with at least one year of work experience. With a goal to train **11,865 employees across various sectors in India, the program emphasizes accessibility and inclusivity**. Training focuses on job roles approved by the National Skill Development Corporation (NSDC), ensuring alignment with industry standards. The Automotive Skills Development Council (ASDC) facilitates the training, addressing the specific needs of the automotive sector and fostering a skilled workforce capable of contributing to industry growth and development.



8. High Voltage EV Fire Safety Training

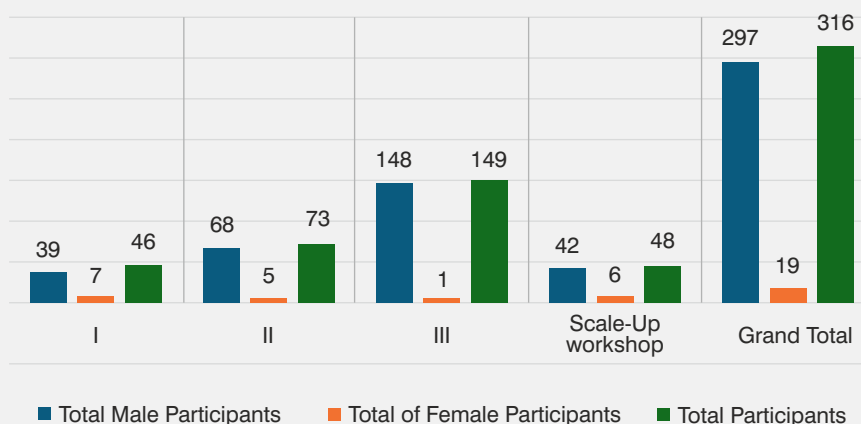
The initiative focuses on promoting awareness of sustainable mobility and government policies supporting electric buses while enhancing safety measures for high-voltage systems and lithium-ion batteries. **It includes safety audits for electric buses and charging infrastructure, along with education on end-of-life vehicle and battery disposal.**

Targeted training for various stakeholder groups including top and senior management, middle management, and workforce involved in electric bus operations and maintenance.

	Target Group	Eligibility Criteria
Training I Sensitisation training on Electric Bus Fire Safety	Top Management Officials	<ul style="list-style-type: none"> • Head's of Electrical / Mechanical / Traffic / BRTS Dept / Cell • Official heading / leading the Electric Bus Operations. • Chief fire officers and Fire Advisors • Approval / No objection from the competent authority
Training II Safe practices in operation and maintenance of Electric Bus Fleet	Mid-Level Officials	<ul style="list-style-type: none"> • Depot Managers, Work / Maintenance Supervisors, Supervisors for Electric Buses • Approval / No objection from the competent authority
Training III Emergency Response for Electric Bus Fire and Best Practices	Ground Staff	<ul style="list-style-type: none"> • On board crew of SPVs / STUs / Bus Operators and first responders (Drivers, Technicians, Conductors etc) • Firefighters or city level staff of fire services • Approval / No objection from the competent authority



Training wise participants count



9. PMKVY Captive Placement

The Captive Placement scheme aims to provide cost-free, industry-relevant skills training to unemployed youth and school or college dropouts, ensuring they are equipped for employment. Targeting fresh candidates, the program will be implemented across India, with a total of **2,740 individuals allocated for training in job roles approved by the National Skill Development Corporation (NSDC)**.

No of candidate enrolled	Total Training completed	No of candidate Assessed	Certified	Placement Count
2,328	85	1,189	1,156	1,578





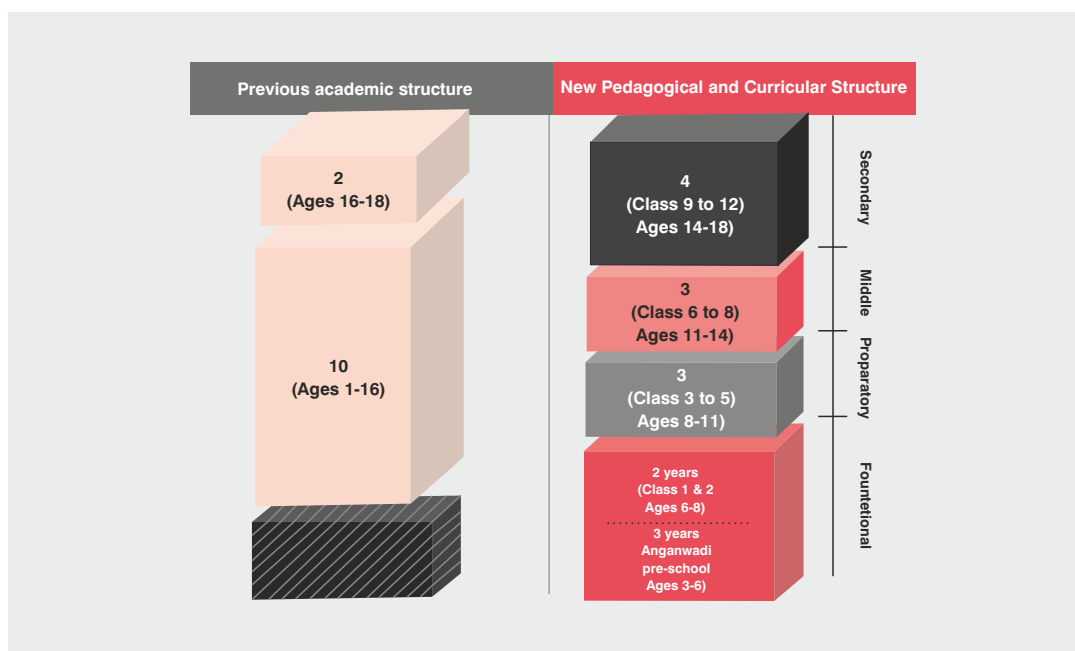
PLM
PLATFORM

NEP IMPLEMENTATION



The **National Education Policy (NEP) 2020** is anchored in the foundational pillars of access, equity, quality, affordability, and accountability. It aligns with the 2030 Agenda for Sustainable Development and aims to transform India into a dynamic knowledge society and a global knowledge superpower. By promoting a holistic, flexible, and multidisciplinary approach, the policy seeks to adapt both school and higher education to the requirements of the 21st century, ensuring high-quality education is accessible to all.

Comparative Analysis of National Education Policy (NEP) 2020 and 1986



Objectives of collaboration



School Education

Aligned with the National Education Policy 2020, the Automotive Skills Development Council (ASDC) enhances school education by prioritizing practical training and skill development alongside traditional academics. Through collaborations with initiatives like Samagra Shiksha, ASDC offers short-term certificate courses to bridge skill gaps and improve career prospects. Students acquire cutting-edge skills and hands-on experience, boosting their attractiveness to universities and employers. Key projects include partnerships with the Delhi Board of Secondary Education (DBSE), training sessions for School Resource Persons (SRPs) at NSIC, Okhla, and the deployment of a Training Van for school students, fostering a skilled workforce for the future.

Samagra Shiksha

At ASDC, we believe that skills are not limited by age or gender but by mindset. As a dedicated partner to schools and colleges, we actively contribute to the Samagra Shiksha Scheme initiated by the Ministry of Education, India. This scheme aims to enhance school effectiveness by providing equal educational opportunities and promoting equitable learning outcomes. As one of the first sector skill councils, we are committed to raising awareness among youth about various opportunities while equipping them with the competencies needed to meet industry demands. Ultimately, Samagra Shiksha seeks to ensure equitable access to education and improve learning outcomes for all students nationwide.

Assessments done in school in last 3 years: -

Job Role	20-21	21-22	22-23	23-24
Automotive Service Technician Level 3/Four-Wheeler Service Assistant	871	21761	31396	32078
Automotive Service Technician Level 4/Four-Wheeler Service Technician	617	8868	15310	9184
Multi Skill Foundation Course Level 2	343	9239	10716	8454
Grand Total	1831	39868	57422	49716

Delhi Board of Secondary Education (DBSE)

ASDC has partnered with the Delhi Board of Secondary Education (DBSE) to introduce PLC Automation and Mechatronics for grades 9-12, modernizing education to prepare students for future workforce demands. This initiative emphasizes automation, robotics, and control systems, incorporating practical lab experiences to enhance understanding. ASDC's training for School Resource Persons (SRPs) and curriculum development align with industry standards, while internships with industry leaders boost students' employability.

Since launching in June 2023, the project is nearing its first-year completion, with students finishing their academic year and starting internships at Sandhar. Through their coursework, students have developed both theoretical knowledge and practical skills, positioning them for success in the automation and mechatronics fields.

Glimpse of student's internship



Training of students at on Eicher van done in Schools

Higher Education

In alignment with the National Education Policy (NEP) 2020, our institution emphasizes practical training and skill development alongside traditional academics. Our short-term certificate courses are designed to bridge skill gaps and enhance career prospects for individuals aiming to succeed in today's dynamic job market.

NEP 2020 is founded on the principles of Access, Equity, Quality, Affordability, and Accountability, and is aligned with the 2030 Agenda for Sustainable Development. It aims to transform India into a vibrant knowledge society and global knowledge superpower by making both school and college education more holistic, flexible, and multidisciplinary, while providing high-quality education for all.

Benefits of Our Short-Term Certificate Courses:

- Stay ahead with emerging technologies.
- Acquire practical skills that are highly valued by employers.
- Enhance your qualifications to maintain competitiveness in the job market.
- Improve marketability and increase job opportunities.
- Earn credits through our credit-based courses.
- Gain insights from industry experts through dedicated sessions.
- Access opportunities for industry visits and internships to gain real-world experience.

ASDC is developing 60-hour credit-based skill qualifications on various technologies, which will be available to students as elective courses.

S. No.	Occupation	QP/Job Role Name	Job Role ID	NSQF Level	Total Course Duration in Hrs
1	Automotive Product Designing	Computer Aided Product Design	ASC/N8114	5.5	60
2	Automotive Product Designing	Product Reverse Engineering	ASC/N8115	5.5	60
3	Automotive Product Development	Industrial Robotic System Planning	ASC/N8353	5.5	60
4	Automotive Product Development	Industrial Robotic System Integration	ASC/N8352	5.5	60
5	Production Engineering	Advanced Course in Data Analysis (Manufacturing)	ASC/N6460	5.5	60
6	Production Engineering	Foundation course in Data Analysis (Manufacturing)	ASC/N6461	5.5	60
7	Production Engineering	IIOT Application in Cyber Security (Manufacturing)	ASC/N6462	5.5	60
8	Production Engineering	IIOT Application in Predictive Maintenance (Manufacturing)	ASC/N6463	5.5	60
9	Production Engineering	Fundamentals of Low-Cost Automation in Manufacturing Process	ASC/N6464	5.5	60
10	Automotive Product Designing	Fundamentals of Automotive Functional Safety Design	ASC/N8116	5.5	60
11	Automotive Product Designing	Fundamentals of Connected Vehicle (V2X) Technology	ASC/N8117	5.5	60
12	Automotive Product Designing	Fundamentals of Electric Vehicle Battery Pack Design	ASC/N8118	5.5	60
13	Automotive Product Designing	Fundamentals of Electric Vehicle Powertrain Design	ASC/N8119	5.5	60
14	Automotive Product Designing	Foundation course in Flex Fuel Engine Design	ASC/N8120	5.5	60

Our courses are designed for graduates seeking practical skills, offering credit-linked skill development programs approved by HEIs, focusing on industry needs, with a maximum intake of 60 students per cohort.

We have launched a new initiative for NEP implementation, partnering with Higher Education Institutions (HEIs) to offer short-term courses in the automobile sector. While we have already collaborated with a few HEIs, our goal is to establish Memorandums of Understanding (MoUs) with 30 institutions for the delivery of ASDC courses.

An MOU has been signed with Galgotias University to implement the **B.Voc** program in **Automotive Maintenance and Repair Technology**. ASDC has also partnered with IAFSM (IIT) to create skill-based credit courses in **Smart Manufacturing and Industry 4.0**. In Coimbatore, a training van provided hands-on training to 176 students at SNS College of Engineering, 120 students at Sri Ramakrishna Engineering College, and 120 students at Amity University, Noida.



National Automobile Olympiad (NAO) 2023: Empowering Future Innovators

In today's rapidly changing landscape, collaboration between the automotive industry and educational institutions is crucial for shaping a promising future for youth. The Automotive Skills Development Council (ASDC), in partnership with the National Professional Organization of Competence Assessment (NPOCA), proudly presents the National Automobile Olympiad 2023.

The Olympiad aims to inspire students to demonstrate their talents, creativity, and innovative thinking in a competitive arena. By participating, students will develop essential skills, including problem-solving, critical thinking, and teamwork. This year, the event has **attracted over 32,000 participants from 894 schools**

nationwide. The National Automobile Olympiad comprises three stages: two online rounds followed by a final event in Delhi. It is open to students in **grades 6 to 12 from all educational boards**, with participation conducted in both **Hindi and English**.

This Olympiad provides a unique platform for students to explore the automotive sector, igniting their interest in automotive engineering. Participants develop critical thinking and teamwork skills through real-world challenges, while also discovering potential career paths in the industry. Overall, the National Automobile Olympiad equips students with essential skills and fosters their enthusiasm for careers in the dynamic automotive field.

The banner for the National Automobile Olympiad 2023 features logos for ASDC, NPOCA, Skill India, NCVET, and the 75th anniversary of India's independence. The text reads: "ASDC & CBSE PRESENTS NATIONAL AUTOMOBILE OLYMPIAD 2023". Below this, it says "Our Sponsors" with logos for Hero, Altair, and Skill Coach. A central box contains the text "LEARN, EXPLORE & COMPLETE" and "Bringing together the brightest minds in the automotive industry." It also mentions "In collaboration with NPOCA". On the right, there are two QR codes labeled "Website" and "Courses".



Roundtable Conference on Automotive Industry Advancements

On October 11, 2023, ASDC, in collaboration with AICTE and CBSE, hosted a roundtable discussion titled "Exploring Prospects and Technological Advancements in the Automotive Industry." The event brought together esteemed speakers from leading organizations, including Suzuki R&D Center, Honda Cars India, Hero Moto Corp, Sandhar Technologies, and United Automobiles. This conference aimed to facilitate dialogue on the latest innovations and future opportunities within the automotive sector, fostering collaboration among industry leaders and educational institutions.

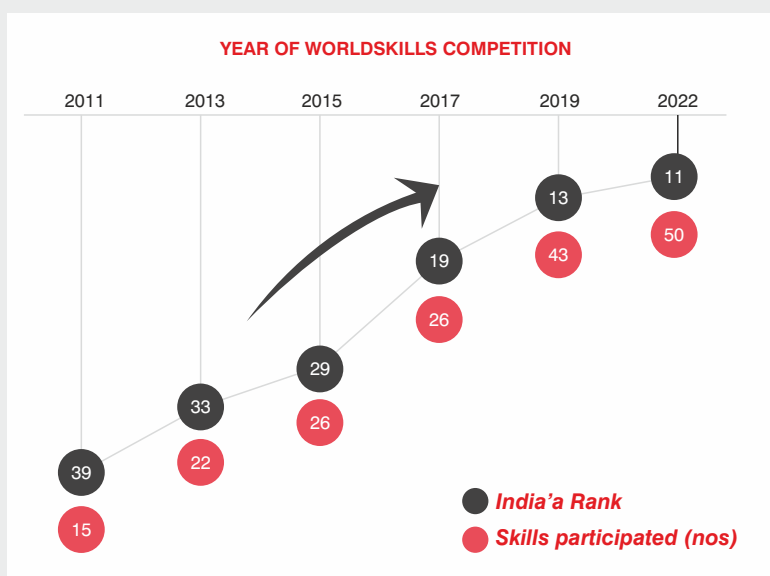
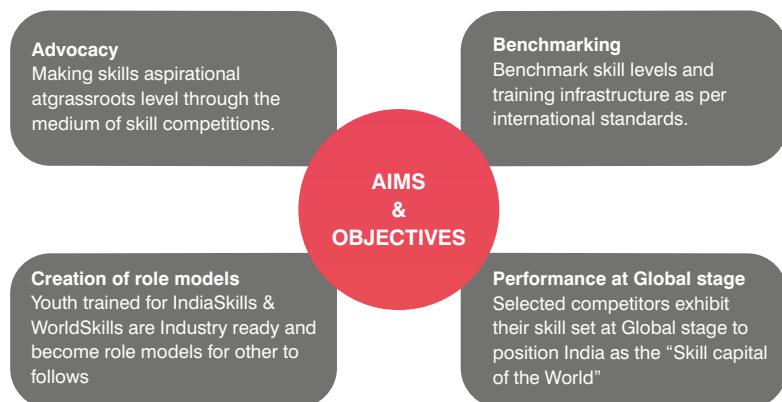


INDIA SKILLS



WorldSkills International (WSI) is a dynamic not-for-profit organization founded in 1950, dedicated to advancing Vocational Education and Training (VET) worldwide. The highlight of WSI's initiatives is the WorldSkills Competition, the largest and most prestigious skills competition globally, held biennially.

Competitors across 63 diverse skill categories—from Bakery to Robot System Integration—showcase their expertise, vying for prestigious Gold, Silver, and Bronze medals. In India, the IndiaSkills competition stands as the nation's premier skill event, showcasing the highest standards of skilling and identifying the final contender to represent India at the WorldSkills Competition.



Performance of the Indian Team at the WorldSkills Competition

India has been participating in the WorldSkills Competitions since 2007, selecting competitors through rigorous Skill Competitions at the district, state, and national levels. In 2022, India achieved its best performance to date, ranking 11th globally, with impressive results that included 2 Silver Medals, 3 Bronze Medals, and 13 Medallions for Excellence. The Automotive Skills Development Council (ASDC) actively contributes to this success by enhancing vocational training and promoting excellence in automotive skills. Together, these efforts reflect India's commitment to building a skilled workforce and fostering a culture of excellence in vocational education and training on the global stage.



Manufacturing
Team Challenge



Welding



Autobody Repair



Industrial Control



Automobile
Technology



Car Painting



Industry 4.0



Additive
Manufacturing



Robot System
Integration

INDUSTRY & ACADEMIA PARTNERS



IndiaSkills

The IndiaSkills 2024 National Competition is set to be a landmark event, scheduled from May 15th to May 19th, 2024, at the prestigious Yashobhoomi - India International Convention and Expo Centre in New Delhi. This competition serves as the pinnacle of skill excellence in the country, bringing together the nation's most talented and skilled youth to compete in various trades and vocational disciplines.

Held in one of the country's most advanced venues, Yashobhoomi, the event promised to showcase the very best of India's emerging talent across diverse sectors. Participants will compete in a range of skill categories, from traditional trades like carpentry and welding to modern sectors such as robotics, IT network systems, and graphic design.

Overall Registration Summary	
Total no of skills	61
Total Number of skills allocated to ASDC	9
Weightage of skills allocated to ASDC	14.75%
Total registration for skills allocated to ASDC	15,460
Total registrations all 61 skills	1,02,958
Weightage of registrations of skills allocated to ASDC	15.02%

The IndiaSkills 2024 National Competition, held from May 15th to 19th, brought together over **900** participants from more than **30 States and Union Territories**. These skilled competitors showcased their talents across **61** different skill categories, with some events conducted onsite at Yashobhoomi - India International Convention and Expo Centre, while others took place at designated offsite locations.

The **Gold Medalists** from this prestigious competition will now embark on rigorous training programs, preparing to represent India on the global stage at **WorldSkills Lyon 2024**.



COMMUNICATION AND ADVOCACY



Abhilasha Productions

Abhilasha Productions is a fast-growing media management company operating in India and Los Angeles, offering services in social media management, public relations, brand development, and audio-visual production. Collaborating with key organizations like the Ministry of Skill Development and NSDC, the company promotes skill development across India. Notably, Abhilasha Productions produces the skill-focused national TV show "**Aapki Baat**," airing weekly on DD National, further enhancing its influence in the media landscape. The Automotive Skills Development Council (ASDC) has joined forces with Abhilasha Productions **to enhance skill development initiatives in the automotive sector**. This collaboration aims to create engaging content that promotes skill training and awareness, utilizing Abhilasha's expertise in media management and communication.



Public Relations (PR) Highlights for FY 2023-24

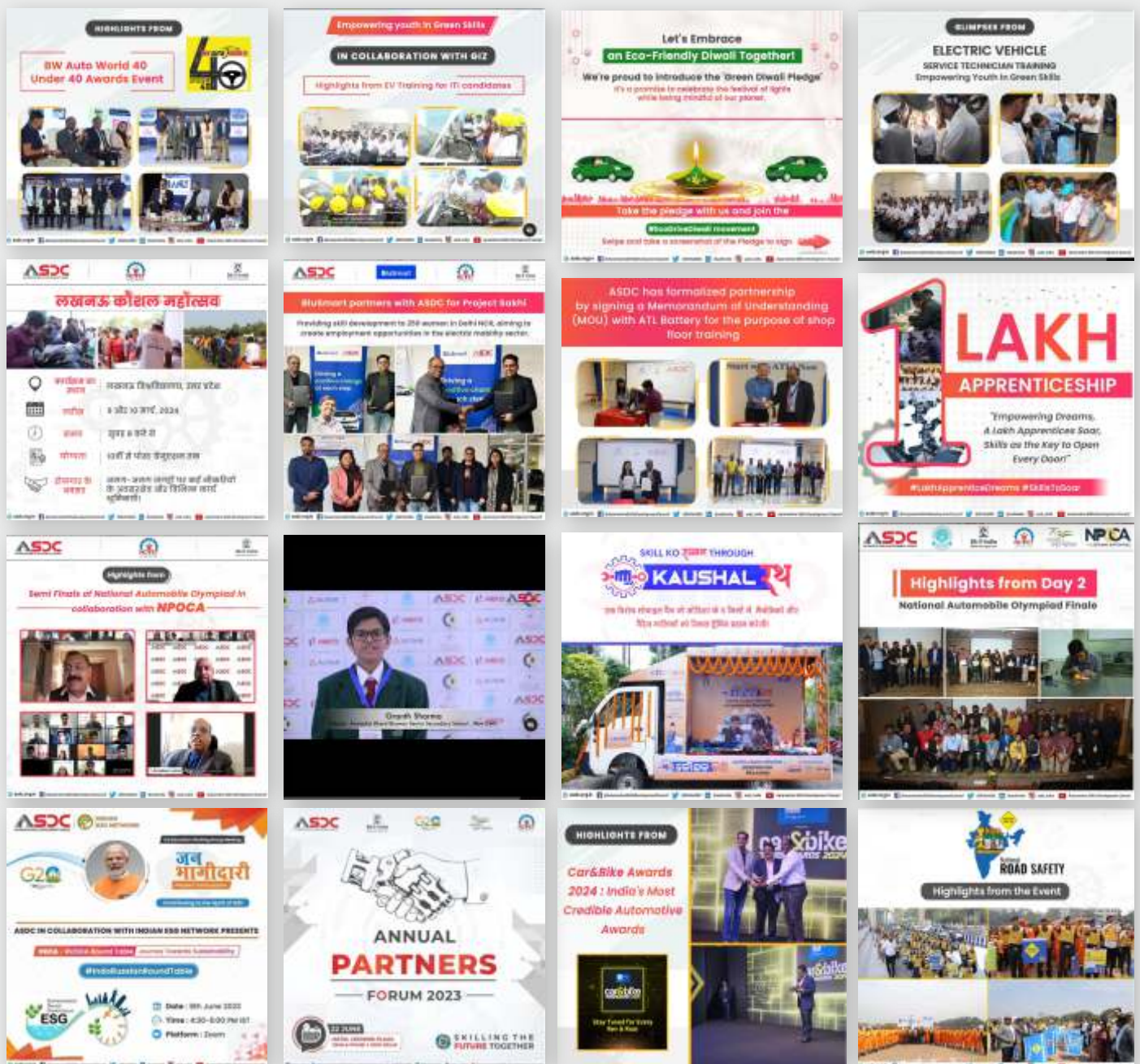
In FY 2023-24, the Automotive Skills Development Council (ASDC) achieved impressive media coverage, **reaching over 100 crore people through various outlets**. The council generated 274 pieces of coverages from press releases, articles, and interviews, effectively enhancing its visibility and influence.



Social Media (SM) Highlights for FY 2023-24

During the same period, ASDC experienced significant growth across its social media platforms, gaining nearly 5,500 followers. The overall reach exceeded **1.4 million**, reflecting a **20% increase compared to the previous year**. Engagement levels also rose to 13,200, marking a substantial 23% year-on-year growth in interaction with the audience.

The Automotive Skills Development Council (ASDC) is actively promoting its initiatives to raise awareness about the critical importance of skill development in the automotive sector. By enhancing our visibility through strategic media coverage and social media engagement, ASDC aims to reach a broader audience, including industry stakeholders, potential trainees, and the general public.



Initiatives & Activities

ASDC has made significant strides this year through key initiatives and collaborations, notably facilitating over 1,300 job placements at the Lucknow Kaushal Mahotsav Rozgar Mela. The National Automobile Olympiad was launched to engage and nurture young talent in the automotive sector. Additionally, the ASDC Partners Forum brought together industry stakeholders for collaboration and knowledge sharing. Recognizing the shift towards electric vehicles, ASDC also initiated an upskilling program to train auto mechanics as EV service technicians. These efforts underscore ASDC's continuous commitment to skilling, reskilling, and upskilling the workforce to meet the evolving demands of the automotive industry.



Testimonials

These testimonials reflect the impact of our programs on individuals and organizations, highlighting the value of our commitment to skill development, industry collaboration, and innovation. Through these firsthand accounts, we showcase the transformative influence ASDC has had in shaping careers and driving growth within the automotive sector.



Interactive Bees

The Automotive Skills Development Council (ASDC) is committed to advancing technology and innovation, enhancing its services and outreach to enterprises across the industry. Our focus on strategic communication plays a crucial role in achieving these objectives.

To support our mission, we have partnered with Interactive Bees, a dynamic creative agency renowned for its 360-degree branding solutions in both digital and offline spaces. Our partnership with Interactive Bees, a creative agency with 15 years of expertise has significantly enhanced our communication and outreach efforts. Through data-driven strategies and creative execution, Interactive Bees has helped ASDC achieve its branding and marketing goals, effectively reaching a wider audience. Their integrated approach ensures consistent delivery of our messaging across all platforms, reaffirming their role as a trusted partner in our mission to foster skills development and innovation in the industry.



Automotive Skills Development Council



asdc support

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