



AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL

SIAM

ACMA



SKILLED MANPOWER & EMERGING TECHNOLOGIES

Building Blocks of the Indian Automobile Industry

ANNUAL
REPORT
2022-23

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Automotive Skills Development Council



SANPSHOT OF 2022-23

439
TRAINING
PARTNERS

1714
TRAINING
CENTRES

128
COURSES

373
TRAINER
CERTIFIED

102,483
APPRENTICES

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It is the youth who will change the fate of tomorrow!

India's youth are often referred to our demographic dividend. With good education and required skills training leading to the creation of an employable workforce, today's youth have the potential to become the biggest asset for the growth of our country in its Amrit Kaal. Thanks to the governments transformative focus on infrastructure development, decarbonization and modern logistics, the Indian automotive industry is witnessing strong growth, currently contributing about 7.1% to the country's GDP and 49% of the manufacturing GDP.

It is therefore not surprising that the automotive sector offers huge potential for employment for today's youth provided we provide them with right set of industry specific skills. As per a report by the National Skill Development Corporation (NSDC), the automotive industry needs nearly 15 million (1.5 crores) directly employable and skilled people. These jobs in automobile manufacturing, service and development are to be found all over India thus reducing the need for people to move away from home in search of employment. Local jobs will help create prosperity in every corner of our nation.

Over the years, ASDC has become a leading part of skilling, reskilling and upskilling the youth of the country with a laser focus on the automotive industry. Our role as the apex training and development institution in this area motivates us to cater to the skills needed by the evolving automotive industry. Striving towards skilling for the future together, we have been making continuous improvements to the training and development curriculum to address the rapidly evolving needs of industry. Much of this is now digitized. I am happy to note that ASDC has proposed new qualifications for the advanced technology realm with its aim to make India's youth competent to serve todays and the future automotive industry.

This will in-itself contribute to the industry's growth. Delivering reskilling programs through project-based learning and on-the-job training to the existing workforce is an important element to maintain employability in the existing workforce that is witnessing significant shifts in underlying technologies. Understanding today's requirements and the frequently changing technology, training, and development is a challenging task. As ASDC, we pledge to excel in fulfilling our cause and providing better opportunities to youth from all parts of the country.

VINOD AGGARWAL

Skills are an integral part of a person's life!

Automotive Skills Development Council ASDC is one of the first councils to deliver training to the youth in the automotive sector. A joint initiative of the Government of India, the Society of Indian Automobile Manufacturers (SIAM), the Automotive Component Manufacturers Association (ACMA) and the Federation of Automobile Dealers Associations (FADA), ASDC has been contributing to the nation's growth with its effective courses and programs designed to upskill the workforce in the automobile industry. With the changing business environment and rapidly changing technology, we strive to uplift and provide the youth with the right skills and opportunities. To bridge the gap between the skills required in the industry and the skills possessed by the youth, ASDC has come into existence.

Being the CEO at ASDC, it is my responsibility to bring about the necessary transformation in our systems and curriculum to keep up the pace with the changing technology. We believe in learning and growth and thus have created a collaborative environment for learners to cope with the challenges faced in the automotive industry.

In collaboration with MHI, ASDC has proposed new qualifications under the Capital Goods Promotion Scheme 2. The qualifications aim to fulfil the requirements of the industry for new technologies fostered by MHI under the Production Linked Incentive (PLI) Scheme. With the support and encouragement of our esteemed partner, we have been able to bring about a change in the automotive industry and the lives of the country's youth. ASDC has been consistently focussing on the development of the trainers and the accessors. From experienced to freshers, every person is in constant requirement for upgrading their skills according to the dynamic business environment. At ASDC, training sessions are organised for the trainers on a regular basis under the guidance of industry experts. With a motto to uplift the ratio of skilled personnel in the automotive industry, ASDC has been conducting various activities and events for the development of students from a very young age. In today's competitive world, industry-specific skills are more required than qualifications in that sector. Therefore, ASDC brings about a change in people's approach by spreading awareness regarding the importance of skills in one's career.



ARINDAM LAHIRI



F R Singhvi

Vice President ASDC, Joint Managing Director,
Sansera Engineering Ltd.

Industry-specific skills are crucial for any person to excel in his career and for any industry to perform and grow, industry specific skill is needed , which in India is not imparted in the educational institutions. ASDC has made significant efforts to bridge this gap between the Industry and the workforce through its highly interactive and practical programmes. In collaboration with its promoters SIAM , ACMA , FADA and its knowledge partners, ASDC has provided the Industry related courses and skills to young boys and girls and provided them with the job opportunities.



Vinkesh Gulati

Treasurer ASDC, Chairperson Research & Academy
Federation of Automobile Dealers Association (FADA)

It is a great pleasure to be associated with ASDC as a core team. Their unwavering efforts to uplift the youth of the country are commendable. The training and development initiative taken by ASDC every year focuses on multiple aspects of the automotive industry. From digitalisation to machine learning, ASDC has been implementing necessary steps towards the growth of the automotive industry. Along with the training of the trainees, ASDC also focuses on polishing the skills of the trainers. Upskilling and reskilling are the necessary aspects of the automotive industry and ASDC has taken the responsibility to take care of this.

With the rapidly advancing technology, opportunities are also accelerating. The automotive industry is on the rise with a contribution of 7.1% to GDP and 49 % of the manufacturing sector. It is also one of the leading employment providers. For the industry to sustain this momentum, talent and skills are a key success factor. And here the role of ASDC is crucial in the upliftment of the Indian automotive industry thro the crucial initiatives taken by ASDC in skill development that have resulted in providing dignified and stable employment to the youth of the country. The undeterred efforts and focus have made ASDC play a significant role in the industry's progress.



MANOJ KOLHATKAR

Member ASDC, Managing Director
Gabriel India Ltd.



ANUPUM SHRIVASTAVA

Member ASDC,
Vice President - ServiceIntra City Business
Unit Bajaj Auto Limited, Pune

Automotive industry is one of the largest manufacturing industries in the country. India is currently shifting focus to electric vehicles to reduce emissions. This shift has resulted in challenges, growth, and opportunities as well. ASDC has made significant contributions to combat the challenges faced in terms of the skilled workforce. By providing requisite training and development to the workforce, the automotive industry can transform speedily and accurately. Electric vehicles are the need of the hour and the future of tomorrow. With the advancing technology, humans must also advance and institutions like ASDC makes this possible with their undeterred commitment and focus on growth & development.

GOVERNING

COUNCIL MEMBER 2022-23

Name of the Association	Member Name	ASDC Designation	Organisation Name	Organisation Designation
SIAM	Vinod Aggarwal	President	VE Commercial Vehicles Ltd.	Managing Director & CEO
ACMA	F R Singhvi	Vice President	Sansera Engineering Ltd.	Joint Managing Director
FADA	Vinkesh Gulati	Treasurer	United Automobiles	Partner
SIAM	R Anandakrishnan	Member, ASDC	TVS Motor Company Ltd.	President (HR & IT)
SIAM	Anupam Shrivastava	Member, ASDC	Bajaj Auto Ltd.	Executive Director -Corporate Planning
SIAM	G Shankar	Member, ASDC	Toyota Kirloskar Motors Pvt. Ltd.	Vice President -HR & Service
SIAM	Rajesh Menon	Member, ASDC	SIAM	Director General
ACMA	Sunjay J. Kapur	Member, ASDC	Sona Comstar	Managing Director
ACMA	Manoj Kolhatkar	Member, ASDC	Gabriel India Limited	Managing Director
ACMA	Rama Shankar Pandey	Member, ASDC	Tata AutoComp GY Batteries Pvt. Ltd.	CEO
ACMA	Vinnie Mehta	Member, ASDC	ACMA	Director General
FADA	Manish Raj Singhania	Member, ASDC	Ralas Motors	Managing Partner
FADA	Saharsh Damani	Member, ASDC	FADA	CEO
NSDC	Dr. Maneesh Mishra	Member (NSDC Nominee), ASDC	NSDC	Executive Vice President, Strategy
MORTH	Dr. Piyush Jain	Member (Govt. Nominee), ASDC	MORTH	Director (MVL)
DHI, MHI	Shri Amit Mehta	Member (Govt. Nominee), ASDC	Ministry of Heavy Industry (MHI)	Joint Secretary (Auto)
DHI, MHI	Shri Rajnesh Singh	Member (Govt. Nominee), ASDC	Ministry of Heavy Industry (MHI)	Director (Auto)
DHI, MHI	Shri R K Jaiswal	Member (Govt. Nominee), ASDC	Ministry of Heavy Industry (MHI)	Development Officer

Association with the best of the brains!

A strong association in the industry is requisite to understand and deliver the exact needs and requirements of the industry. ASDC with the support of its core governing bodies has been able to excel in delivering the best solutions and training to the respective companies and learners. Over the past 2 years, we have made substantial transformations for the indispensable future skills required in the automotive industry. With the collaboration of our industry partners, we have transformed our skilling processes and have provided the youth with a structured, systematic and advanced learning platform.

- Digitisation of the internal process, systems and operations for a systematic & streamlined way of functioning.
- Spreading awareness and encouraging people through digitised platforms to join the e-learning portal.
- Building strong networks with industry experts to deploy considerable resources, expertise and opportunities for improving standards and training practices.
- Escalating our efforts to successfully provide opportunities to the larger section of society through interactive and advanced training programs.
- Focussing on bestowing industry-specific futuristic skills requirements to manpower with & advanced technology.
- ASDC has been investing in initiatives as Pradhan Mantri Kaushal Vikas Yojna, apprenticeship schemes like National Apprenticeship Promotion Scheme, micro-entrepreneurship programmes & encouraging start-ups.



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 & 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 & robustness of the Skill Assessment process.
- Facilitate and Support conduct of skill competitions.

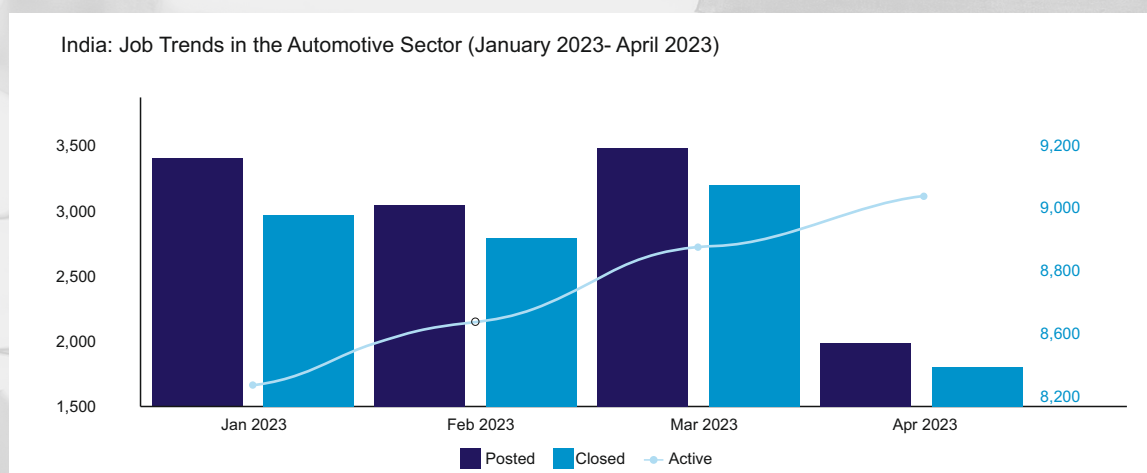
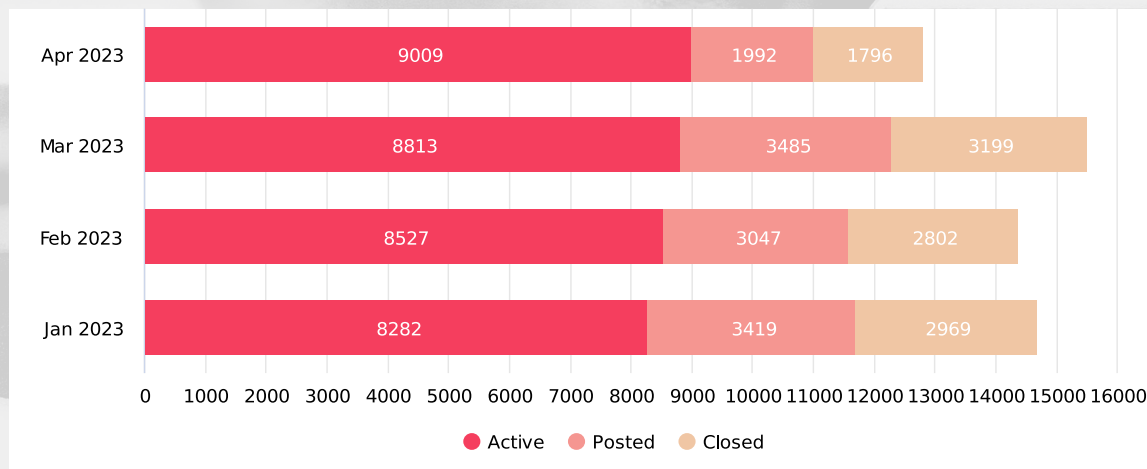


COURSES & CURRICULUM



India's Automotive Industry

India holds a strong position in the global automobile market. Being the largest manufacturer of tractors, the second largest manufacturer of buses and the third largest manufacturer of heavy trucks in the world. India's Automotive industry is evolving at a fast pace resulting in a lack of skilled personnel. The growth rate of the industry and the growth rate of skilled manpower differ drastically. As per global data, the number of active job postings in the Automotive sector of India increased by 8.78% since January 2023.



On the other hand a total of 19.1 million people are employed in the Indian automobile sector directly or indirectly, this includes manufacturing in OEM, auto components, raw material factories, automobile dealers, etc

Projected workforce demand in the auto sector (Figure in Millions)								
Sub Sector	2018	2019	2020	2021	2022	2023	2024	2025
Auto Component	3.0	3.1	3.2	3.3	3.5	3.7	3.9	4.3
Dealership Sales	3.8	4.1	4.5	4.8	5.2	5.7	6.1	6.7
Dealership Services	3.0	3.0	2.9	2.9	3.0	5.7	3.3	3.5
Road Side Mechanics	1.1	1.1	1.1	1.1	1.1	1.2	1.2	1.3
Dealership Total	6.1	6.2	6.0	6.0	6.2	6.4	6.7	7.1
Driver Demand	4.7	5.7	6.8	8.0	9.2	10.6	12.1	14
Total	18	19	21	22	24	26.1	28.9	32

ASDC has taken the responsibility to upskill millions of people who are already working in the automotive industry or freshers. With our extensive courses & curriculum, we have created structured programmes for trainees, trainers as well as assessors. Under the MHI's Production Linked Incentive (PLI) Scheme, we have proposed 23 new qualifications for level 6, level 7 & level 8.

MHI Project

ASDC has taken the initiative to develop futuristic skill qualifications as per level 6 of the Nation Skill Qualification Framework. The introduction of the new qualification will empower the automotive industry with the requisite skills for advanced and upgraded technologies promoted by the Ministry of Heavy Industries under the Production Linked Incentive (PLI) Scheme.

Funded through the MHI scheme of Capital Goods Promotion Scheme 2, the new qualification developments will be achieved through on-the-job training for the existing workforce.

The qualification focuses on futuristic technology and includes training programmes for robotics and automation, smart manufacturing, industry 4.0 technology, electric vehicle and alternative fuel technology, automotive sustainability, etc.

The programme will be supported by the sponsorship of the learners and industry organisations. The development of these skills largely depends on project-based learning and learning through on-the-job training. Blending the two important aspects of learning, ASDC will ensure to justify and cater to the needs of the industry in the best possible manner.

ASDC has proposed 23 qualifications in totality out of which 14 job roles are for Level 6, 7 for Level 7 and 2 for Level 8. The total impact for 23 skill training packages is estimated to be approximately 58,800 candidates in three years. ASDC has proposed to create Skill Training packages for NSQF Level 6 and above in the following domains:

- Robotics and Automation
- Smart Manufacturing
- Industry 4.0 Technologies
- Electric Vehicle Technology
- Future Technologies- Automotive Dealership
- Automotive Sustainability
- Automotive Safety

Seeing the advancement in technology, the skills qualification proposed by ASDC are very well thought out and are designed to fulfil the current and futuristic requirements of the Industry. The projected impact of the training packages proposed by ASDC will result in the training of more than 50,000 workforces in the next 3 years.



MHI JOB ROLES

S. NO	Job Roles	Domain
1	Automotive Additive Manufacturing Engineer	Manufacturing
2	Automotive Robotics and Automation Simulation Engineer	Research & Development
3	Automotive Robotics System Integrator/Planner	Research & Development
4	Automotive Smart Manufacturing Engineer	Research & Development
5	Automotive Robotics and Automation Manager	Research & Development
6	Automotive Smart Manufacturing Specialist	Research & Development
7	Automotive Open System Architecture (AUTOSAR) Engineer	Research & Development
8	Automotive Sustainability Engineer	Research & Development
9	Automotive Dealership Data Analyst Engineer	Service
10	Automotive Manufacturing Data Analyst Engineer	Manufacturing
11	Automotive Cybersecurity Engineer	Research & Development
12	Automotive Cyber security Specialist	Research & Development
13	Automotive Unified Diagnostic Engineer	Service
14	Automotive Advanced Driver Assistance System Engineer	Research & Development
15	Automotive Smart Manufacturing Head	Research & Development
16	Automotive Data Science Head	Manufacturing
17	Automotive IIOT Application Manager	Manufacturing
18	Automotive Dealership Data Science Specialist	Manufacturing
19	Automotive design Safety Manager	Manufacturing
20	Automotive Flex Fuel Design Engineer	Research & Development
21	Electric Vehicle BSS Planning Engineer	Research & Development
22	Automotive Manufacturing Data Science Specialist	Manufacturing
23	Automotive Electronic Battery Management Engineer	Research & Development

E-LEARNING COURSES

Automotive Skills Development Council (ASDC) is presenting various eLearning courses to enhance your automotive skills. These courses are designed that covers fundamentals of the subject and can be completed at your own pace anytime you want at courses.asdc.org.in

E-LEARNING COURSES

Company	Course Name
Eicher	Basics Of Automobiles
	Basics Of Electricity
	Measuring Tools
	Advance Electricals
	Emission Standards & BS
	Clutch & Transmission
	Steering System
	Suspension System
	Brake System
	Driveline and Axle
Toyota	xEV SHIKSHA (Toyota Hybrid Electric Vehicle Technology)
	GoogleDigital Marketing Basics With Google
	Digital Marketing Trends and Insights
Simulanis	Wheel Balancing
	Brake Shoe Replacement
	Spark Plug Replacement
	Brake Pad Inspection and Replacement
	Engine Oil, Filter and Air Filter Replacement

16,009 Candidates, Registered for FY 2022-2023

APPRENTICESHIP



National Apprenticeship Promotion Scheme (NAPS) is a scheme by the government of India that focuses on providing apprenticeship opportunities to the youth. NAPS provides financial support to the establishments undertaking the apprenticeship training. It was launched on 19th August 2016. Under NAPS, ASDC is striving to offer existing on-the-job training to the candidates to improve their skills and knowledge.

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

3500+

Industries Engaging
Apprentices

1.5 Lakh +

Apprentices Engaged

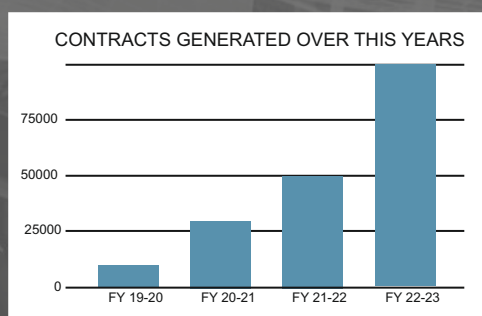
Benefits for Trainees

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

Benefits for Industry

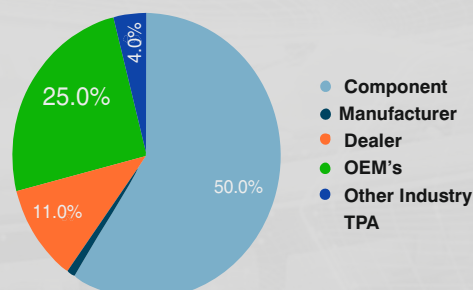
- Increased workforce productivity
- No extra charge for scholarship
 - Talent according to need
- Minimum interruption of operations by continuous supply of candidates
 - 25% stipend reimbursement upto 1500 per month

NAPS Overview



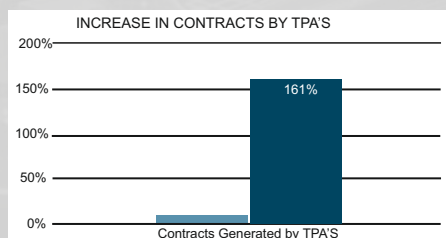
For FY22-23, more than 1 lakh contracts have been generated i.e. 58.4% higher than FY 21-22.

Establishment Type Contribution



Component manufacturers have generated the maximum contracts both cumulatively & in FY 22-23

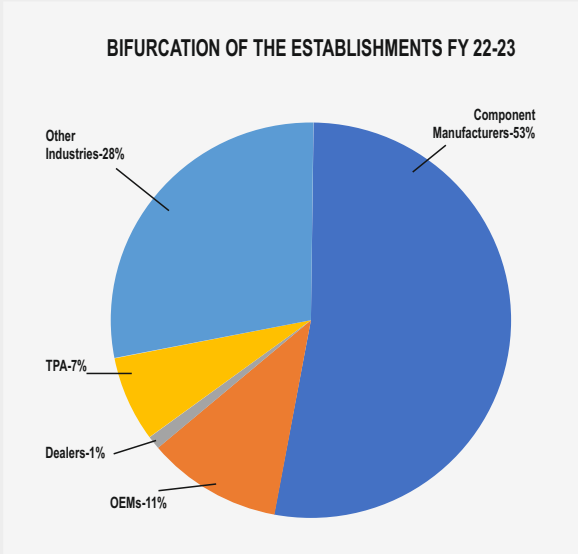
Increase in Contract by TPA's



Contracts generated by TPAs grew by 161%, which is the fastest across different segments in FY 22-23. Non-automotive companies are also leveraging job roles developed by ASDC to generate their contracts

Y-o-Y Establishment Engaged in NAPS

- With the increased outreach and awareness of NAPS, a number of establishments in the automotive sector grew by 21.5% in FY 22-23
- With the flexibility in the scheme and updated curriculum, OEMs have also started engaging apprentices in the optional trade
- Need to develop a focussed outreach strategy to engage more apprentices in the dealers network



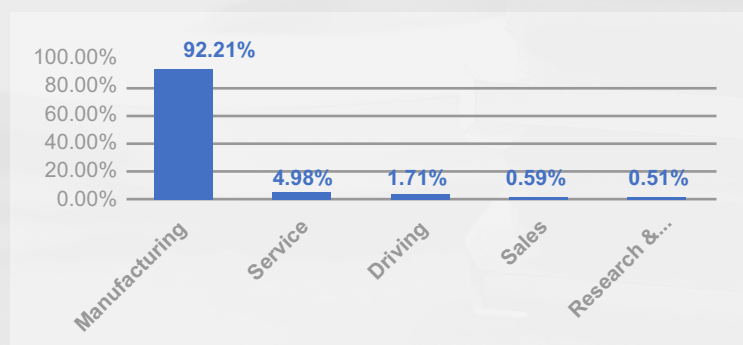
Industry Engaged Under NAPS	
OEMs	<div>ROYAL ENFIELD</div> <div>DAIMLER</div> <div>MAHINDRA</div> <div>VE COMMERCIAL VEHICLES</div> <div>TATA</div>
Component Manufacturers	<div>ANAND</div> <div>AIP</div> <div>BJ</div> <div>JBMI</div> <div>LUMAX</div> <div>SHIROKI</div>
Dealers	<div>AMAR</div> <div>Popular Vehicles & Services</div> <div>Pramukh</div> <div>MALIK CARS</div>
TPAs	<div>YASHASWI</div> <div>2COMS</div> <div>BSA</div>
Other Industries	<div>TDK</div> <div>FORBES</div> <div>HI-TECH</div> <div>KOHLER</div> <div>sodexo</div>

State Wise Distribution

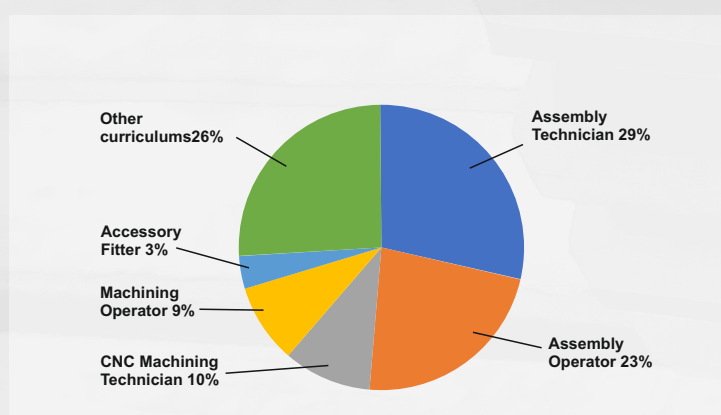
Total 27 states & UT covered in FY 22-23

S.no	State	Contribution	Top Districts
1	Maharashtra	37%	Aurangabad, Kolhapur, Nashik, Pune
2	Tamil Nadu	21%	Chengalpattu, Chennai, Coimbatore, Kanchipuram, Krishnagiri, Thiruvallur
3	Haryana	14%	Gurugram, Rewari, Rohtak, Palwal, Jhajjar
4	Karnataka	7%	Belagavi, Bengaluru Rural, Bengaluru Urban, Ramanagara, Kolar
5	Uttarakhand	6%	Haridwar, Udam Singh Nagar
6	Gujarat	4%	Ahmadabad, Bharuch, Vadodara, Rajkot
7	Uttar Pradesh	2%	Gautam Buddha Nagar, Ghaziabad
8	Rajasthan	2%	Alwar, Jaipur
9	Madhya Pradesh	2%	Bhopal, Dewas, Dhar, Indore
10	Punjab	1%	SAS Nagar

Domain Wise Contribution



Job Role Wise Contribution



PLACEMENTS



Role:

ASDC is focused towards bridging the gap between the demand and supply of skilled and trained manpower in the automotive industry. We have been taking numerous initiatives to support the automotive industry and its certified candidates to fulfil the gap.

Process:

We follow a structured process to provide great opportunities to the certified candidates which works in two ways:

1. Interaction with industry partners to understand the demand and mobilise candidates with the collaboration of the training partners.
2. Data accumulation of the candidates available for placement from the training centres and request industry to support in placement.

Both steps result in the organisation of job fairs where potential industry partners and candidates get a platform to meet their demands.

Placement process (Prepare a flow chart)



Highlights

- We have successfully executed more than 160 job fairs across the country till FY 2022-2023 with more than 15 Jobs Fairs conducted solely in FY 2022-2023.
- We have covered regions including Delhi NCR, Tamil Nadu, Kerala, Telangana, West Bengal, Gujarat, etc.

ASDC Conducted 183 Job Fairs in Last 5 Years



Segment:

ASDC has been a supporting partner in the training and skilling process for the automobile industry in two aspects:

- Freshers: Coordination with training centres for aligning trained batches with Industry requirements.
- Experienced: Coordination with ASDC empanelled mobilizing agencies.

Job Portal: TCS iON Listing Platform

ASDC created its online job portal to provide certified candidates with an opportunity to apply for the best jobs according to their skills and knowledge. With an aim to provide placements to the unemployed sector of society, ASDC has come up with a new approach of creating a listing platform for certified candidates.

The main features of the platform:

- Certified candidates can register themselves on the platform and can apply for the desired jobs.
- Recruiters can look at the profiles of the candidates and can hire the desired candidates for their firm.
- NQT (National Qualifier Test) is an inbuilt feature for employers to test candidates on their core skills and hire the right candidates.
- It also allows candidates to achieve certificates for passing the test.





ASSESSMENT & CERTIFICATION



ASDC pays close attention to the assessment process. We follow a structured process to ensure our skill assessments are accurate and concrete. ASDC abides by the national assessment standards to ensure complete authenticity.

ASDC Assessment & Certification Process



1. Onboarding of Assessment Agency

- Screening/ orientation of assessment agency
- Training of assessors as per the national standards

2. Question Bank Development

- Allocation of Assessment Blueprint
- Validation of Question Bank, uploading on the platform

3. Coordination with TP/AA

- Collaboration with Training Partner and Assessment agency for batch Assessment activities

4. Assessment Process based on (Proctoring /Assessor/ Platform)

- Defining Assessment Process for Proctor/ Assessor based assessment
- Training for the use of Assessment Platforms to avoid malpractices and create an unbiased process of assessment

5. The outcome of the assessment

- Result Validation, Analysis and approval for certification

6. Monitoring & Quality Assurance

- Analysing and validating assessment outcome
- Live monitoring on the platform and document verification

7. Grievances

- Analysis and reporting of Assessor/ AA/ TP assessment outcome
- Action within 48 hours

Vocational Education in Academic Institutions

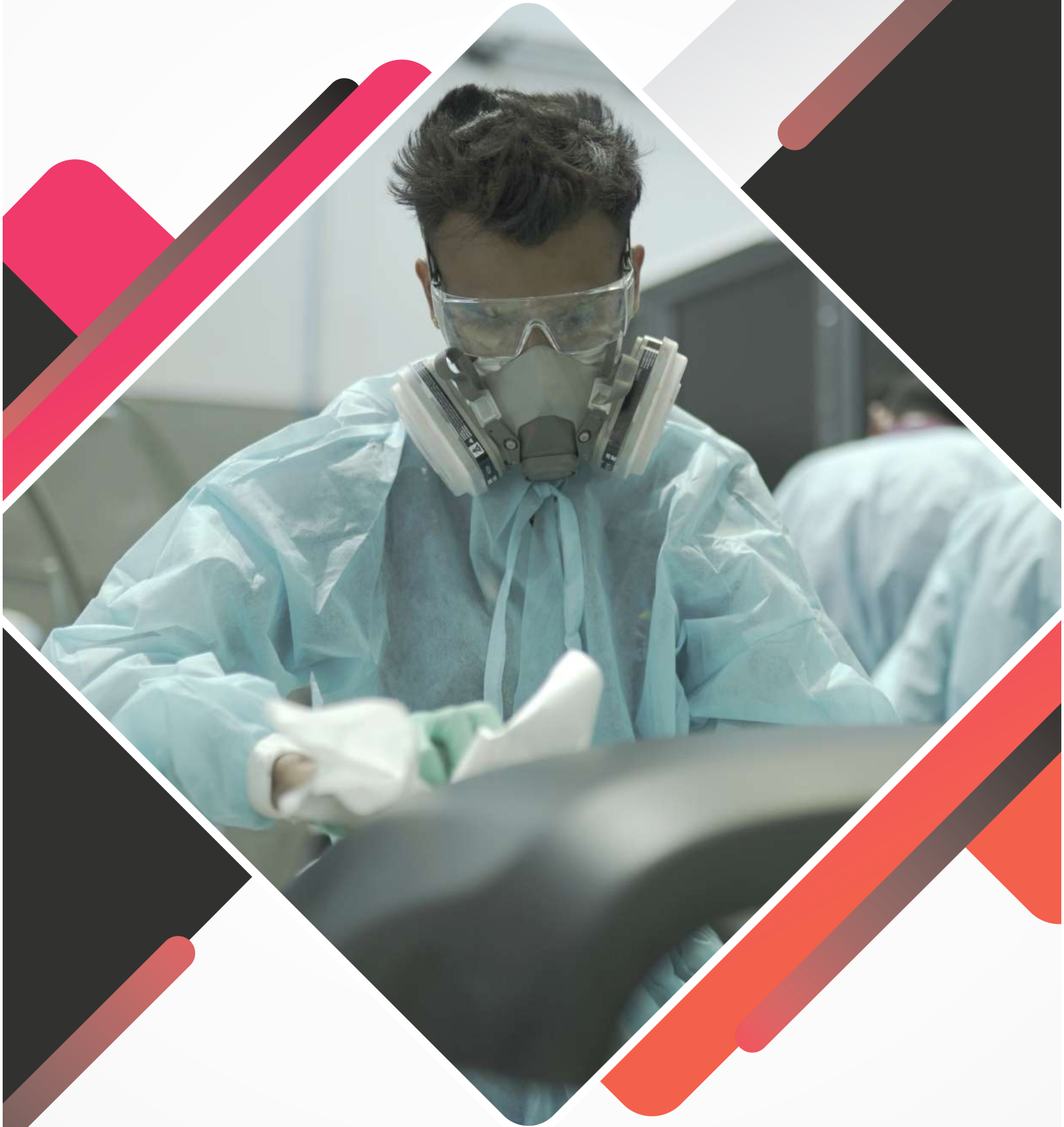
ASDC has been providing vocational education to students who have had basic education and are keen to improve their skills and upgrade their lifestyles. The vocational courses incorporate specific job roles and their NOSs (National Occupational Standards) along with general yet crucial education. ASDC offers a B.voc programme that is solely targeted towards skilling people who are eager to enhance their employment opportunities and grow. We have partnered with more than 20 universities and colleges to skill the students under this programme.

Status 2022-2023: for Schools	
State	No of School
Chhattisgarh	124
Goa	25
Gujrat	25
Hp	108
Jharkhand	112
Jammu and Kashmir	17
Karnataka	100
Kerala	31
Mp	1
Maharashtra	239
Mizoram	3
Nagaland	14
Odisha	282
Puducherry (UT)	1
Punjab	41
Rajasthan	114
Sikkim	35
Tamil Nadu	49
Telangana	2
Uttarakhand	26
Total	1349





CAPACITY BUILDING



Training of the Trainers

The primary steps involve training the trainees. Trainees are the section of youth who have no knowledge or very little knowledge about the industry and are willing to develop their skills with proper training and qualification. The training sessions are carried out by industry specialists and training affiliates of ASDC. The current workforce of the industry that requires reskilling and upskilling constitutes to be part of trainees. Currently, we have Mobilized 24,773 candidates. Out of which 22,657 candidates have enrolled in our various initiatives.



ASDC focuses on providing training to the trainers in order to keep them updated and well-versed with the current business environment and technology. It is crucial to train the trainers in order to make the trainees learn. Trainers are a crucial part of the skilling process as without them the trainees will not be able to grasp and understand. A skilful trainer can make you reach great career heights, therefore ASDC focuses on providing training to trainers with the help of the latest and advanced processes. We believe in providing equal opportunities to everyone and are always looking for a hardworking and focused team of trainers. ASDC has trained more than 600 trainers up to the year 2023 out of which 373 trainers are certified. ASDC's team of trainers are well equipped with the industry-specific skills and knowledge that empower them to deliver education to the learners.

In association with our partner GiZ, ASDC has recently conducted an inaugural Program of Training of Trainers at Amararaja Skill Development Centre with more than 21 participants for the job role of Automotive Welding Machine Technician L-4. With ever-rising participants, ASDC has made significant transformation of our systems to provide the best training to the trainers. To get associated with us, a trainer has to qualify certain parameters based on which the training session and certification process begins. As ASDC has embarked on a mission to transform the automotive industry, sincere and concrete steps have been taken over the years to deliver the best workforce to the industry.

Cluster Based Training of the Trainer Under SANKALP

The ever-evolving automotive industry witnesses constant technological advancements and global innovations. To keep up with these changes, it is crucial to upgrade the skills of current and future workers. This necessitates a well-structured training program encompassing all necessary knowledge for developing cutting-edge automotive components.

To achieve this, the Automotive Skills Development Council (ASDC) plays a vital role. Under the Government of India's Ministry of Skill Development and Entrepreneurship (MSDE), they introduced the 'Skills Acquisition and Knowledge Awareness for Livelihood Promotion' (SANKALP) scheme, funded by the World Bank.

The SANKALP scheme aims to transform India's skilling ecosystem by involving both central and regional organizations. Part of this initiative involves partnerships for Training of Trainers (ToT). This report outlines early stages in planning events under the "Training of Trainers for the Automotive Cluster under SANKALP" scheme.

The project seeks to create a pool of skilled trainers guided by competent Master trainers who can meet labor market demands through quality instruction. As India strives to enhance youth employability through skill development, there is an increasing demand for highly qualified trainers across industries.

Project Description

Trainers and assessors hold immense importance in delivering skill development training, necessitating a strong institutional capacity for conducting and monitoring ToT (Training of Trainers) and ToA (Training of Assessors) programs. The demand for skilled trainers far surpasses the current supply, with an estimated requirement of over 1.7 lakhs trainers by 2022 according to NSDA.

To address this gap, we need a platform that enables the production of high-quality trainers who possess both technical expertise and effective training delivery skills. The proposed ToT pilot aims to enhance the Technical and Pedagogical skills of existing TVET (Technical Vocational Education & Training) practitioners who wish to join or progress in this domain.

Objective of the Program

The objective is to certify a pool of cluster-level trainers with technical competency aligned with established frameworks while creating avenues for industry collaboration through private sector involvement in curriculum development, certification process, and standards stipulation as seen in Germany's integrated TVET approach.

This PILOT program has been instrumental in strengthening systems related to trainer capabilities, enabling exploration towards better alternatives, and contributing significantly towards building trainer capacity.

The primary aim of SANKALP is to support the Make in India initiative by addressing skill requirements in relevant manufacturing sectors. This includes strengthening institutional mechanisms, developing a pool of skilled trainers and assessors, promoting convergence among state-level skill training activities, implementing effective monitoring and evaluation systems, and ensuring equal access to training opportunities for marginalized communities.





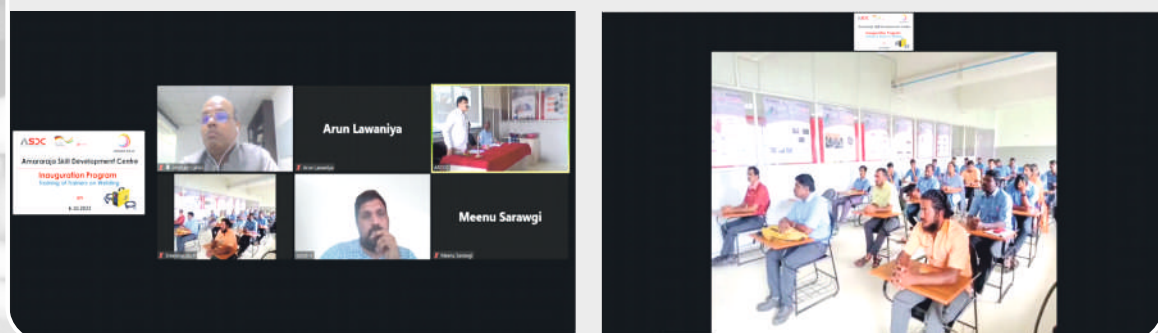
Training of Assessors

Assessors' are the backbone of the skilling process as they have the responsibility to assess the skill development results and how each individual is performing & what all improvements are required. The assessor should be competent enough to evaluate & assess the performance therefore, ASDC focuses on developing the skills of the Assessors in order to generate quality results. Training of assessors is conducted on a regular basis by ASDC based on the current & future requirements of the industry. Currently, ASDC has trained 252 assessors out of which more than 137 are certified.

Training of Assessor (ToA) program for Sales domain-Tamil Nadu



Inauguration Program of Training of Trainers at Amararaja Skill Development Centre



First day of Domain Training at Amararaja Skill Development Centre



ToT Training at Siemens centre Andhra Pradesh



Training Centre

Our pan India training centres are well equipped with the latest technology & equipment required for hassle-free training of the trainers & assessors. In collaboration with our partners, we have more than 20 highly effective & modernised training centres across India. Focusing on practical based knowledge, we have bestowed trainers with real-time machinery & equipment to perform tasks, making learning quick & effective. Being the first skill development council in India for automotive, ASDC has garnered immense encouragement & support from the government, top automobile companies of the country & industry experts. Our top partners include:

Larsen & Toubro Public Charitable Trust	<ul style="list-style-type: none"> • State- Gujarat • District-Kharel Job roles <ul style="list-style-type: none"> ◦ Four Wheeler Service Assistant Level 3 ◦ Automotive Welding Machine Assistant Level 2
Subros Limited	State- Haryana District- Gurgaon Job roles: <ul style="list-style-type: none"> • Automotive Assembly Assistant Level 2 • Automotive Assembly Operator Level 3 • Automotive Assembly Technician Level 4 • Automotive Material Handling Operator Level 3 • Automotive Assembly Master Technician Level 6
Mahindra and Mahindra Ltd.	State- Maharashtra District- Mumbai Job roles: <ul style="list-style-type: none"> • Automotive Body Painting Technician Level 4 • Automotive Assembly Technician Levels • Automotive Welding Machine Operator (Manual & Robotics) Levels
Mahindra and Mahindra Ltd.(Gurukul Training)	State- Maharashtra District- Pune Job roles: <ul style="list-style-type: none"> • Automotive Body Painting Technician Level 4
Training Facility of Mahindra and Mahindra Ltd (Dexterity).	State- Maharashtra District- Pune Job roles: <ul style="list-style-type: none"> • Automotive Assembly Technician Level 4
Aspire Disruptive Skill (ADS) Foundation	State- Gujarat District- Gandhinagar Job roles: <ul style="list-style-type: none"> • Electric Vehicle Assembly Technician Level 4 • Automotive CNC Machining Technician Level 4
SRM Institute of Science & Technology	State- Uttar Pradesh District- Ghaziabad Job roles: <ul style="list-style-type: none"> • EV
Coimbatore Anamallais Agencies Private Ltd.	State- Tamil Nadu District- Coimbatore Job roles: <ul style="list-style-type: none"> • Four Wheeler Service Technician

Uttam Toyota	State- Uttar Pradesh District- Ghaziabad Job roles: <ul style="list-style-type: none"> • Four-Wheeler Service Technician Level
DLJM Skill Development Foundation	State- Rajasthan District- Bhiwadi Job roles: <ul style="list-style-type: none"> • Automotive Tool Room Technician • Injection Molding Machine Operator
Indian Institute of Industry Interaction Education and Research	State- Tamil Nadu District- Chennai Job roles: <ul style="list-style-type: none"> • Automotive Sales Consultant • Four Wheeler Service Technician • Two Wheeler Service Technician • Automotive CNC Machining Technician Level
Amana Toyota	State- Kerala District- Kozhikode Job roles: <ul style="list-style-type: none"> • Four Wheeler Service Technician



1. ASDC & Hero MotoCorp collaboration for Skill Development Training

Project Jeevika by HMCL, Project Details

Hero Motocorp Ltd. has been a salient partner of ASDC in terms of providing real-time industry exposure and experience to the candidates. Being associated for years, ASDC has taken the initiative to upgrade and establish skill development centres across different parts of the country. In collaboration with the Hero Motocorp Ltd. project, Jeevika has reached new milestones. Along with this, we have trained and empowered candidates on the Two-Wheeler Preventive Maintenance & Repair Course.

Centres	Locations
Training Facility of ITI GARIAHAT	State- West Bengal District- Gariahat
Training Facility of Krishna Institute of Engineering and Technology (KIET)	State- Uttar Pradesh District- Ghaziabad
Training Facility of Koodathinalil Chacko Gee College (KCG College)	State- Tamil Nadu District- Chennai
Training Facility of Aditya Silver Oak Institute of Technology (ASOIT)	State- Gujarat District- Ahmedabad

ASDC has upgraded and modified 6 skill development centres across India including:

S. NO.	Skill Development Center Name	Location
1	Venture Skills	Ranchi, Jharkhand
2	Pratham Group of Institution	Kanpur, Uttar Pradesh
3	St. Francis	Mumbai, Maharashtra
4	Scope Global Skill University	Bhopal, Madhya Pradesh
5	Kuttukaran Foundation	Kochi, Kerala
6	Shivani Educational & Charitable Trust	Bhubaneswar, Odisha

Highlights

- The skill development centres were equipped with the latest technological tools and infrastructure.
- From interior design to modification and establishment of workshops, ASDC & Hero Motocorp Ltd. transformed the look and feel of the centre.
- The skill development centres were endowed with LED boards and smart classrooms, the latest tools & equipment, learners-friendly interiors etc.
- With an aim to provide a professional and industry-specific environment, ASDC has ensured that candidates are able to focus on skill development without any hassles.
- Proper maintenance has been conducted of all the machinery & equipment to ensure uninterrupted functioning.

2. Skill Development Centre collaboration with Toyota Kirloskar Motor (TKM) for Rural Development

Toyota Kirloskar Motor

In collaboration with Toyota Kirloskar Motor, ASDC has signed an agreement to train candidates in rural areas for the profile of Service Technician. ASDC has become part of this great initiative where 12 training centres have been set up to make the candidates competent. TKM will be supporting the Engine/Transaxle, Engine, Gear Box, Transaxle, Catalytic Converter, Fuel Filter, AC compressor, Oil Filter, Clip removal practice kit, Piston stroke vs balance shaft, VVT, Silencer muffler, Electricity master kit with toolbox, Hybrid display vehicle, M/G1& M/G2 display, Contents[2D/3D Contents], Hybrid Simulator, Engine Stand, OJD & Placement. Some of these Centers are as Below.

SIMTEI Training Centre	State- Sikkim District- Gangtok
The George Telegraph Centre	State- West Bengal District- Kolkata
Frostees India Centre	State- Jharkhand District- Ranchi
Montfort Academy Centre	State- Gos District- Corlim
Indian Institute of Skill Development (IISD) Centre	State- Himachal District- Solan



PROJECT UPDATES



ASDC understands our social responsibilities and has taken numerous corporate social responsibilities for the betterment of society as a whole. With our undeterred focus and commitment, we have uplifted different sections of society with our continuous efforts. As a result, we have worked on innumerable projects. Our projects include providing skill development guidance to the workforce from distinctive automobile companies targeting lower-income group segments.

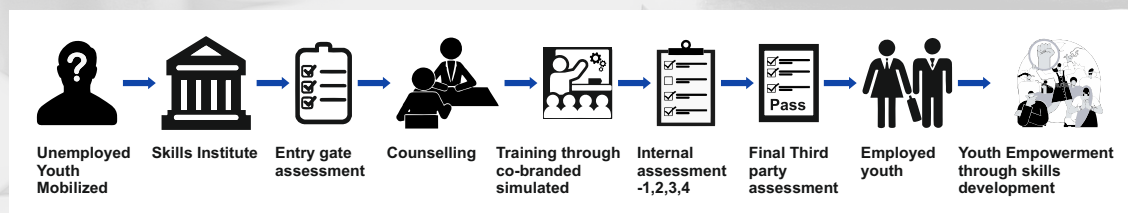
A. SHORT TERM TRAINING PROGRAMME

1. Skilling of CNG Kit Fitment Technologies

Supported by Green Gas Limited & Central UP Gas Limited.

Project Details: In collaboration with Green Gas Limited (GGL) and Central U.P Gas Limited (CUGL), ASDC has conducted training programs targeting lower-income group segments for providing skill training for optimum solutions to CNG Auto Industry. The CNG industry in Uttar Pradesh is facing a crisis for skilled manpower. To bridge the gap, ASDC has provided training & placement to more than 70 candidates mainly dealing in 3-wheelers, auto with CNG & Personal vehicles like taxis etc. The unemployed youth and unskilled workforce of Uttar Pradesh precisely Jhansi were trained for the profile of CNG Kit Fitment Technician with the help of the latest and practical technical knowledge.

ASDC follows a concrete roadmap to conduct our responsibilities and provide opportunities to the unemployed sector of society. Our process includes:



Organisation	Candidates Enrolled	Candidates Assessed	Candidates Certified	Candidates Placed
Green Gas Limited	90	90	76	76
Central UP Gas Limited	30	30	29	24

Highlights

Our CSR (Corporate Social Responsibility) programs with Green Gas Limited and Central UP Green Gas Limited have resulted in ample advantages to CNG (Compressed Natural Gas) Kit fitment technicians, including

1. Personal and Professional Development

Our skill development programs provided prestigious opportunities to unskilled & unemployed candidates to get reputable and dignified jobs as skilled technicians. Through our skill development programs, we have encouraged candidates and helped them improve their skills and knowledge with the latest and updated technological and environmental information. This has helped them earn better positions and perks.

2. Health and Safety

Our CNG kit fitment technician programs were focused on promoting health and safety of technicians in the workplace. The technicians were professionally trained for the safe handling of equipment and personal protective tools. It was crucial to train technicians regarding the handling of equipment to ensure no risk of accidents and injuries at work, resulting in the creation of better and safer vehicles.

3. Environmental Awareness

Being a sustainable option for vehicles, CNG is cleaner than traditional gasoline. We educated CNG Kit fitment technicians to understand and realise the importance of their work and their contribution to making the environment a better place to live. The technicians were also guided on the importance of reducing carbon emissions and developing a sense of purpose and motivation, as they contribute to a cleaner and greener future.

4. Community Engagement

The CNG program involves community engagement and outreach, providing opportunities for CNG Kit fitment technicians to connect with their local communities and contribute to social and environmental causes. This has also improved their sense of belonging and satisfaction with their work.

Overall, the impact of the CNG kit fitment technician program under CSR is immense and has significantly impacted youth to improve their earning potential and upgrade their lifestyle. It not only helped them learn new skills but also made them confident and responsible for their actions. With our CSR program, we have created a positive impact on the personal and professional development of technicians along with providing safety, job satisfaction, and a sense of purpose.





2. Saarthi Heavy Motor Vehicle Driver Training

Supported by Bridgestone India

Project Details: In collaboration with Bridgestone India, ASDC has taken the initiative to train a total of 540 commercial vehicle drivers, including 100 women drivers. On 15th June 2022, ASDC signed a Memorandum of Understanding (MoU) with Bridgestone India. The training programme commenced in September 2022. We have interacted and collaborated with multiple Driver Training Institutes (DTIs) to carry out the training process. Some of which include:

1. Society for Government of Odisha - Ashok Leyland HMV Driver Training Institute
2. Telangana Institute of Driving Education and Skills (TIDES)
3. Institute of Driving Training and Research Society (IDTR), Pune

The main motto of this collaboration is to enhance the skills and proficiency of commercial vehicle drivers to promote road safety and improve the overall quality of the transportation industry. Through the engagement of the aforementioned DTIs, the training program aims to equip drivers with the necessary knowledge and expertise to handle heavy motor vehicles (HMV).

Moreover, the initiative places special emphasis on the inclusion and empowerment of women in the field of commercial driving. By training an additional 100 women drivers, the program seeks to create opportunities for gender diversity and bridge the gender gap in the transportation sector.

The partnership between ASDC and Bridgestone India, coupled with the involvement of reputable DTIs, reflects the commitment towards developing a competent and skilled workforce in the commercial vehicle driving domain.



HEAVY MOTOR VEHICLE

DRIVER TRAINING & DEVELOPMENT PROGRAM

SKILL TRAINING OF DRIVERS FOR SAFE MOBILITY

Skill Training of Drivers for Safe Mobility

30 Days free residential training | A state of art training facility
NSQF Certification by Automotive skill development council (ASDC)

For more details visit their website.

asdc.org.in | @AutomotiveSkillDevelopmentCouncil | @ASDIndia | @asdc_india | Automotive Skills Development Council

3. Skilling of Machining and Quality Technician

Supported by JSW foundation

In collaboration with the industry leader JSW, ASDC has been playing a crucial role in creating a pool of skilled candidates in the manufacturing domain of automotive sector. JSW group is a leading conglomerate of diverse companies ranging from steel, energy & holdings. With focus on the low income 12th pass candidates, we have been providing necessary technical & practical industry specific skills to the candidates. The first batch for this project was launched at palwal. Victora auto Pvt. Ltd. Faridabad. There are total candidates trained is 90. per batch to ensure that each and every student is able to get the equal opportunity and exposure.



4. Skilling of EV Technicians

Supported by UKPACT

The project aims to address key societal challenges like unemployment among economically weaker sections & reducing dependence on fossil fuels. As part of this initiative, an EV Lab was established to offer hands-on training in various aspects of EV technology, including Powertrain, Battery, BMS (Battery Management System), Charging Infrastructure, & comprehensive servicing & troubleshooting for electric vehicles. The objectives of the training program are to provide participants with the necessary skills, supply skilled manpower to the EV industry, enhance participants' livelihoods, & expose them to new technologies. The target group for this project includes youth from economically weaker sections, particularly focusing on females/SC/ST/EWS. Additionally, automobile mechanics working in ICE vehicle workshops were included. The geographical scope is Kakinada city in Andhra Pradesh, State India.

The Electric Vehicle Service Technician job role is ideal for 12th/ITI/Polytechnic students seeking a career in the service sector or aspiring to establish their workshop. Our program aims to provide skilled manpower, equip dropouts and unemployed youth in Kakinada with the necessary skills. The training lasts two months, totaling 400 hours at our advanced EV Lab facility, with a total of 66 candidates out of which 30% were female candidates. The Electric Vehicle Charging Station Technician job role is suitable for 10th/12th students interested in entering the EV charging sector or establishing their own workshops. Our program aims to provide skilled manpower, equipping dropouts, and unemployed youth in Kakinada with necessary skills. The training spans two months, totaling 300 hours at our state-of-the-art EV Lab facility, with total of 33 candidates.



B. Upskilling Training Programme

Recognition of Prior Learning (RPL)

RPL is a procedure to provide a formal qualification to people who have acquired industry-specific knowledge either formally, informally or through work experience. The motto of RPL is to give recognition to the skills and knowledge of people and provide them with a platform to advance further on their skills. RPL is a highly valuable tool for employees as well as employers. Employers can make use of RPL to access the skills and qualifications of the candidates and hire them based on their accurate skills and experience in the industry. They can also identify if there are any gaps in their skills that need to be addressed. This can help to improve the skills of the workforce and increase productivity.

The RPL process is the combination of multiple stages ranging from interviews, written or oral tests to portfolio assessments.

Steps	Descriptions
Application	The individual applies for RPL assessment, providing evidence of their prior learning and experience
Pre-assessment	The RPL assessor reviews the application and determines whether the individual is eligible for RPL assessment
Training	The RPL training shall be based on the skill requirements. Training will be both (Theory & Practical)
Assessment & Certification assesses	The RPL assessor reviews the evidence provided by the individual and their skills, knowledge, and experience against the relevant qualification or certification requirements. ASDC provide the certificate to successful candidates
Feedback and decision	ASDC gathers the Candidates, trainer and Assessor feedback regarding the training and assessments process.

Eligibility: - The candidate should have a minimum of 1-2 years of experience in their domain.

Age: - minimum 18 to 50 years

Training hours: - minimum 12 to 120 hours

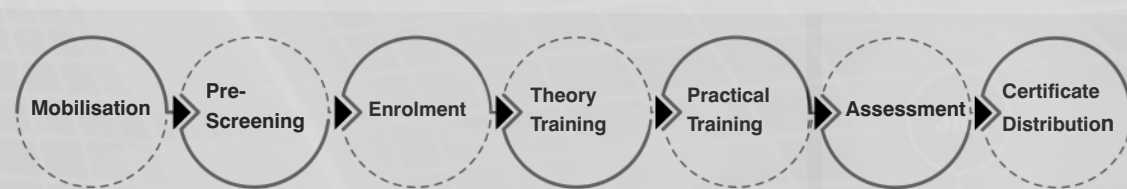


1. Upskill of independent Service technician

Supported by Livguard Batteries Pvt. Ltd,

Project Details: ASDC has been actively participating in the CSR activities of numerous companies, one of which is Livguard Batteries Pvt. Ltd. With a motto to train and upskill independent service technicians and create value addition in the EV sector by training candidates as EV (3 –wheeler) Repair and Service Technicians. To meet this objective, ASDC conducted RPL training programs in two different locations and trained 300 plus technicians/ mechanics. The program was designed to increase the productivity level of the workforce and train the youth in new and advanced EV technology. The 10 days training program was focused on two cities i.e. Agra and Faridabad. Our training structure has been the talk of the town and we follow a rigid structure to ensure the best outcomes.

Training Structure:



Highlights

- The candidates were offered numerous benefits apart from developing skills. Giveaways were given to motivate candidates and ensure the safety and security of the workforce.
- The candidates were given accidental insurance which insured the candidates with a sum of Rs. One Lakh for Accidental Death/ Permanent Total Disablement for a period of one year from the policy generation date for the certified candidates of the ASDC skill development training programme.
- The candidates were allocated participant toolkits which included crucial tools & equipment necessary for the technicians.
- Certificates were distributed to candidates who were assessed & cleared the assessment stage.



2. Upskilling of 2 wheeler & 4 Wheeler Technician

Supported by Tide Water Oil Company (India) Limited

Project Details: The CSR initiative by Tide Water Oil Company (India) Limited focused on enhancing the skills of Two-wheeler & Four-wheeler service technicians in Bharat Stage-6 (BS-6) emission standards and aligned engines. ASDC had actively participated and designed a program that provided a 16-hour training program in just two days to upskill the mechanics. 2000 mechanics were trained, out of which 1293 were trained in Two-wheelers and 707 in Four-wheelers.

Highlights

- With the aim to provide skill enhancement training to service technicians in BS6 technology, we conducted the program in 12 states across the country during the 4-month.
- Giveaways were distributed among the trained candidates who received a certificate (NSQF + Participant), and Tide Water also gave away T-shirts, certificates, and accidental insurance for one year.
- The program's benefits to the candidates were immense as they were equipped with the knowledge and skills to service modern engines and ensure compliance with emission standards.
- Overall, the initiative helped to create a skilled workforce and enhance the quality of service in the automobile industry.



3. Upskilling of 2 wheeler & 4 Wheeler Technician

Supported by Indian Oil Corporation Ltd.

Project Details: Servo Xpert is an initiative by Indian Oil Corporation Ltd. in collaboration with Automotive Skills Development Council (ASDC) to provide upskilling training to independent automotive mechanics in India. The project is focussed towards providing training to 5000 independent market mechanics in Two-Wheeler Service technicians and Four-Wheeler Service technicians across 50 cities in the country.

Highlights

- The primary objective of the program was to provide skill enhancement to service technicians in BS6 technology.
- The program was designed and developed into two parts i.e. a 12-hour training program conducted over two days, with six hours of training each day, and a 30-hour training program conducted over ten days, with three hours of training each day in the evening.
- A total of 3271 training were conducted, with 2071 technicians trained in Two-Wheeler Service and 1200 technicians trained in Four-Wheeler Service.
- Giveaways were given to the participants including T-shirts, accidental insurance, certificates etc. The trained candidates were given a certificate



4. Upskilling of CV technician

Supported by Timken India Limited

Timken Indian Limited has taken the initiative to conduct a pilot for RPL training and assessment for 200 Service Technicians. The skill development program was focused on the training & development of Heavy Commercial Vehicle Service Technician. Over 200 candidates enrolled for the programme and were trained for advanced technological knowledge.

About the project stakeholders

The project is organised by multiple stakeholders including Automotive Skills Development Council (ASDC) Timken is a global leader in delivering engineered bearings and power transmission products. Timken India Limited is a sister concern of Timken in India. With decades of experience in the industry, Timken has always focused towards improving the reliability and efficiency of global industries to move the world.



5. Upskilling of 2 wheeler & 4 Wheeler Technician

Supported by Hero MotoCorp Ltd.

Project Details: ASDC has been an active participant in the CSR initiative of Hero MotoCorp Limited. The initiative is aimed towards training 7,000 two-wheeler market technicians across 17 states in India on BS-VI technology. With this initiative, we focus on enhancing the skills and knowledge of technicians on BS-VI, fuel injections, and other related topics. The training program is conducted for eight hours and unfolds different vertices of two-wheeled technology

Highlights

- A two days training programme was conducted by HMCL for all the trainers involved along with ensuring the presence of regional HMCL representatives at the training location. The regional HMCL representatives guided & supported the trainers in operating the necessary equipment for the training program through authorized dealerships.
- The benefits of the initiative can not be emphasised enough. The candidates were offered certificates from HMCL and ASDC, adding value to their professional portfolios.
- The candidates were also given a few giveaways during the training, such as a t-shirt and a certificate laminated on the sun board for display.

Moreover, the independent technicians who complete the training program will have access to the Standard Operating Procedures (SOP) of Troubleshooting shared by HMCL. This access will help them to troubleshoot two-wheeler-related issues effectively.

Overall, Project Jeevika is an excellent initiative by Hero MotoCorp Limited that aims to enhance the technical knowledge of independent technicians on BS-VI technology. It also supports their professional development, thereby contributing to the overall growth of the automobile industry in India.

Project Coverage





NEP IMPLEMENTATION



Skills are not limited by age or gender, what limits them is the mindset of a person!

ASDC has been an active and salient partner with schools and colleges in multiple prospects. We have been continuously striving to provide better education and opportunities to students under the Samagra Shiksha Scheme by the Ministry of Education, India. The scheme focuses on improving the effectiveness of schools in terms of providing equal opportunities for schooling and equitable learning outcomes. Being one of the first automotive skill development councils, we are responsible to put our best foot forward in making the youth of the nation aware of various opportunities and make them competent to deliver what is required. We have been providing full-time bachelor in vocational courses focused towards developing industry-specific skills. We have partnered with more than 20 top colleges and universities in India for providing the degree program. Currently, we have signed an MOU with 5 more universities. The course is specifically designed to impart students with practical skill-based training in different verticals. The courses will enable students to get placed in the automotive sector with an edge over the others.

National Automobile Olympiad 2022

In today's evolving environment, it is imperative that industry and academics join hands to make the future of the young generation better and bright. To bring together schools and the automotive industry, ASDC in collaboration with NPOCA is organising a National Automobile Olympiad. Registrations have already commenced for the Olympiad. The National Automobile Olympiad 2022 focussed on encouraging students to exhibit their skills, creativity and innovation in a competitive environment helping them in developing crucial skills including but not limited to problem-solving, critical thinking and teamwork. In 2022, 5000+ Students from 78 Schools participated,

Eligibility Criteria

The Olympiad organised by ASDC in collaboration with NPOCA is divided into three different stages. The first two stages are conducted online and the final stage will be conducted in Delhi.

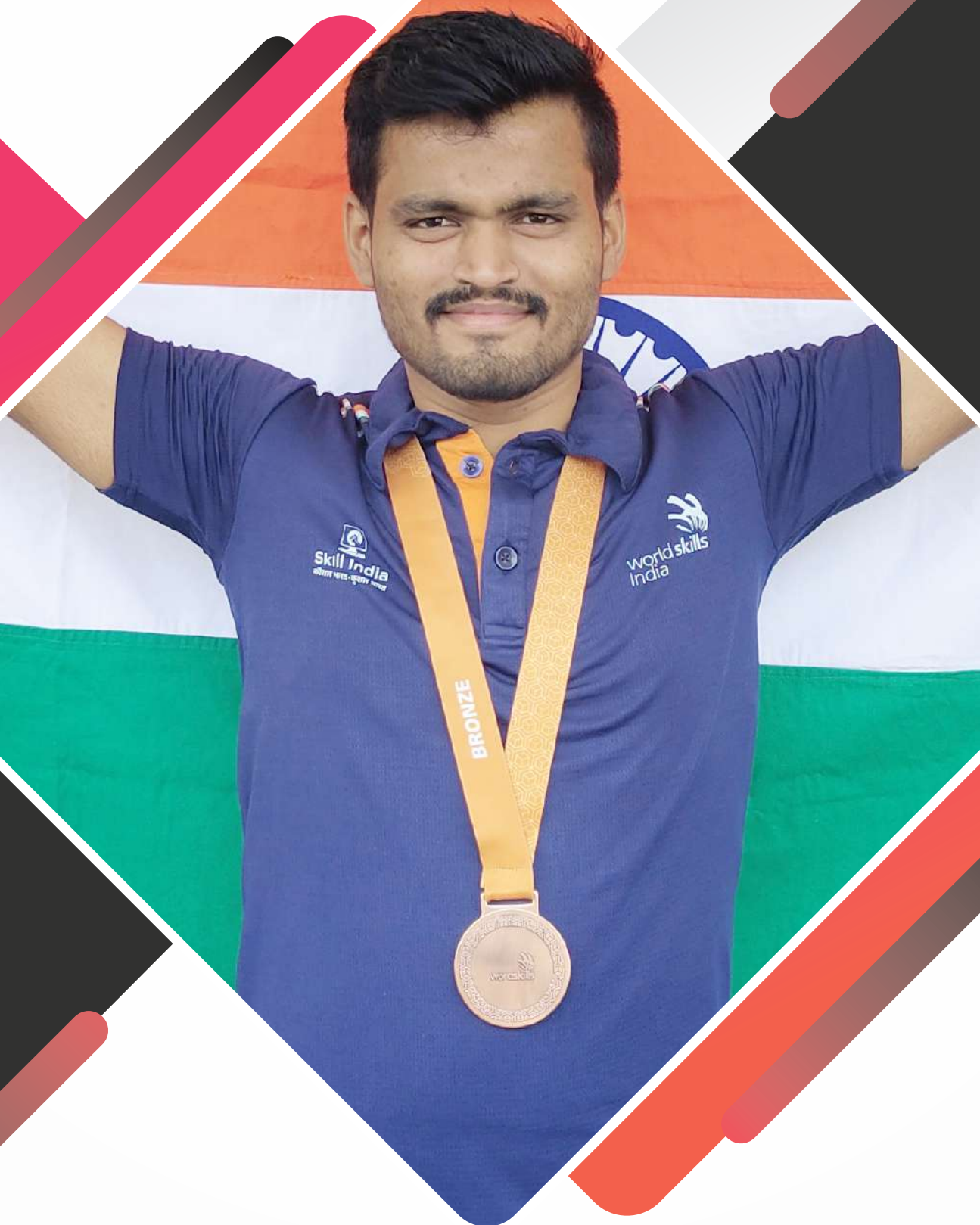
- Students of classes 6th to 12th of all education boards can participate in the National Automobile Olympiad 2023.
- The medium of instruction is Hindi and English both
- The students of all age groups of the above-mentioned classes are eligible to participate

The National Automobile Olympiad has greatly benefited school students by providing them with a unique platform to develop their skills & knowledge in the automotive field. Through this event, students are exposed to various aspects of automobile sector, fostering a deeper understanding & passion for the subject. The Olympiad encourages teamwork, critical thinking, and problem-solving abilities through challenging competitions that simulate real-world scenarios.

It also helps students identify career opportunities within the automotive industry early on, inspiring them to pursue further education or training in related fields. Overall, the Automobile Olympiad empowers school students by equipping them with essential skills while fuelling their enthusiasm for automobiles & future careers in this dynamic sector.

The National Automobile Olympiad has greatly helped schools by providing a platform for students to develop skills in automotive engineering, fostering critical thinking & problem-solving abilities. It sparks enthusiasm for the subject, inspires further education, & exposes students to potential career opportunities in the industry.

WORLD SKILLS



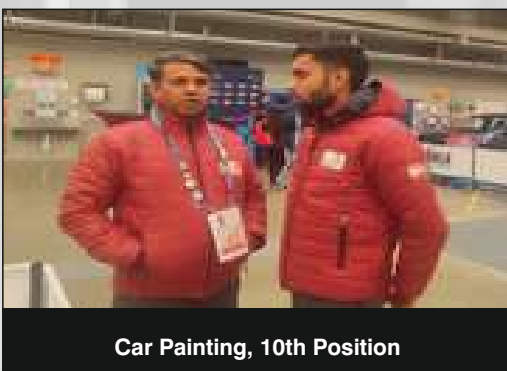
“The future belongs to those who learn more skills and combine them in creative ways.” - Robert Greene

Being an international platform, the World Skills competition focuses on uplifting the world as a whole by promoting professional education and spreading the message of socio-economic development. The event is conducted once every two years and is the largest vocational competition in the world. World Skills has encouraged people from all across the globe to hone their skills in different verticals and represent their country at a global level. ASDC as an epitome of skill development in India enthusiastically participated every year and outshines in the competition by showing our automotive skills in front of the entire world.

Over the years, our students have participated in different categories from the 62 skill categories including but not limited to Automobile Technology, Car Painting, Auto Body Repair, Prototype Modelling etc. Amongst 1,300 competitors from over 85 countries, ASDC students have placed a mark globally.

The Automotive Industry is one of the leading industries in India and ASDC has been making a considerable amount of effort to excel and contribute to the growth of the industry as well as the country with the incorporation of digital technology, machine learning, etc. The world skills platform not only provides an opportunity to the students but also provides opportunities to the government, industry leaders, and experts to exchange information and productive systems and approaches to bring about change and deliver professional education to the entire world. With ASDC's focus on practical learning, we have been able to earn more than 20 recognitions in the world skills competition over the period of 10 years.

ASDC Achievement In World Skills



Certificate of Merit to Experts - WorldSkills International



Competitor and Expert



Esteemed Industry Partners

Automobile Companies

- Maruti Suzuki India Limited
- Toyota Kirloskar Motors Pvt. Ltd.
- Mahindra & Mahindra Limited
- BMW India Private Limited
- Skoda Auto Volkswagen India Private Limited
- Jaguar Land Rover India
- Tata Motors Limited
- Hyundai Motor India Ltd.

Auto Suppliers

- Axalta Coating Systems India Pvt. Ltd.
- KPIT Technologies Limited
- BOSCH Limited
- Wuerth India Private Limited
- Mirka India Pvt. Ltd
- East Auto Training Academy & Skill Centre
- 3m India Ltd.



COMMUNICATION & ADVOCACY



Abhilasha Productions

Abhilasha Production is one of the finest media management companies delivering end-to-end solutions for Social Media promotions, Video creating & Promotions, skill-based TV programmes etc. ASDC has been associated with our well-established production agency, Abhilasha Productions to effectively communicate our objectives and initiatives. With years of association with Abhilasha Productions, we have been able to reach a wider range of people through digital marketing, social media promotions, video production etc. To attract more talent and provide opportunities to deserving people, ASDC in collaboration with Abhilasha Productions has established and promoted numerous initiatives through online platforms including Facebook, Twitter, LinkedIn, Instagram & YouTube.

Interactive Bees

Interactive Bees is a pre-eminent company providing 360-degree brand communication solutions for over 13 years now. Being associated with ASDC for years, Interactive Bees has been managing and delivering complete branding solutions with a focus on content generation, web designing & development, SEO, video production and print collaterals etc. With a focus on communicating the facts in an interactive and professional manner, Interactive Bees has achieved to be a trusted partner of ASDC.

ASDC with the support of our media partners has been actively participating in and organising various skill development activities in the automobile sector to skill, upskill and reskill the youth and the workforce. An ardent believer in actions rather than just words, we have reached numerous milestones for the betterment of the country and automobile industry. Our continuous focus towards making people skilled with the help of the latest technology has made us achieve great heights. We have been organising events and activities all over India from schools to universities with a focus on providing career opportunities to the people who want to create a difference in the world with their actions.

Events In the fiscal year 2022-23, ASDC arranged a comprehensive lineup of events. This encompassed a total of 55 happenings, featuring both virtual and physical formats. Notably, among these were ASDC's annual events as well. Out of the overall count, 17 events were conducted virtually while the remaining 38 occurred in-person to ensure maximum engagement and participation.



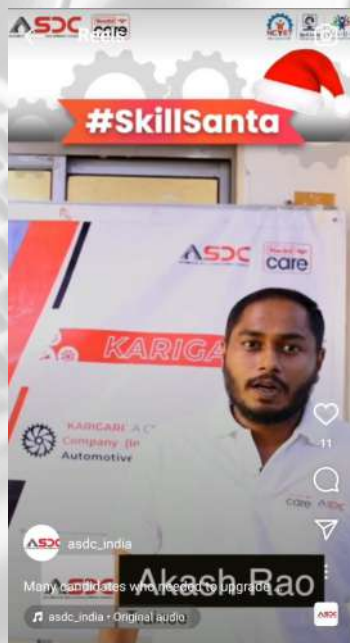
Aap ki Baat - DD National

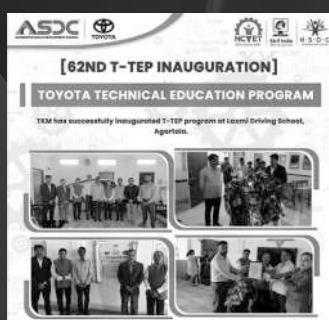
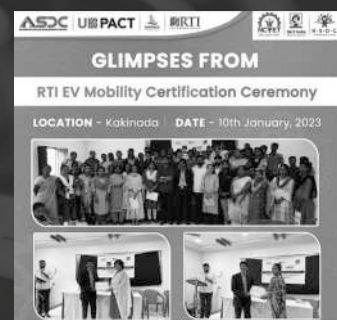
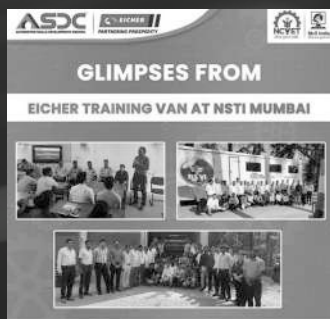
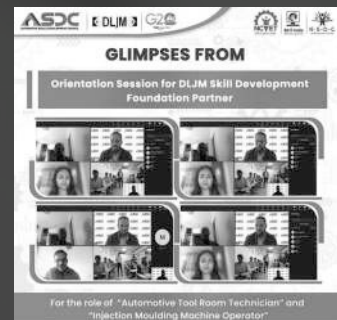
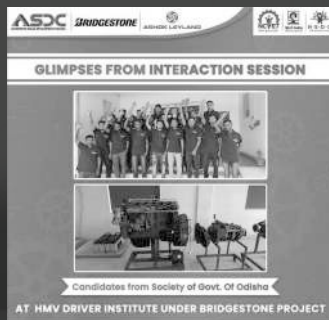
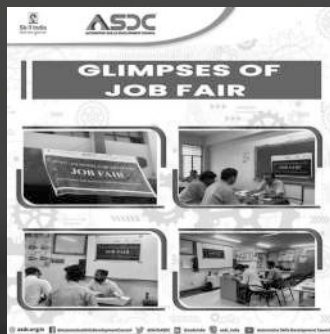




Collaborations

In association with our partners, ASDC has taken the initiative to introduce new courses & projects in a simplistic and easy-to-understand manner. Our varied campaigns such as the E-learning campaign, Har ghar skills, 9 din 9 skills, Project RTI, Project Karigiri etc. have empowered youth with practical knowledge from industry experts. Our enterprising events have been the talk of the town. We have organised innumerable national events with a focus on sharing ideas and recognising the efforts of the change makers. A journey towards a greater goal can not be achieved alone, the support and guidance of the right partners make the journey precious. ASDC is thankful to all its partners and members who have been associated with making India skilled in the automobile sector. A few glimpses of the events organised by ASDC







Our Initiatives & activities

With consistent efforts, ASDC has facilitated over one lakh apprenticeships in the automotive optional trade for the financial year 2022-2023. Our endeavours have been recognised on national platforms like the Aap Ki Baat TV show on DD National. Aap ki baat is one of the renowned infotainment programs with more than 20 lacs viewership per episode according to BARC Report.

ASDC has successfully conducted events like Annual Conclave 2022, Auto Expo 2022, and National Automobile Olympiad with NPOCA, Rozgar Mela i.e. Kaushal Mahotsav, Partners forum for the promotion and enhancement of skill development in India. We have actively participated with MHI in the launch of training on E-bud fire safety along with GIZ & CESL. Through these associations with publication houses, ASDC has reached more than 50 lacs of people across the country.

दैनिक भास्कर

एसडीसी 60,000 युवाओं को देगा ऑटोमेटिव क्षेत्र के लिए प्रशिक्षण

आनंद महोत्रा, ऑटोमेटिव स्किल डेवलपमेंट काउंसिल (एसडीसी) का नवीन ऑटोमेटिव स्किल डेवलपमेंट काउंसिल द्वारा शुरू किया गया है, जिसका उद्देश्य है 60,000 युवाओं को ऑटोमेटिव क्षेत्र में प्रशिक्षण देना। यह पहल देश भर में ऑटोमेटिव क्षेत्र में नौकरियों के बढ़ते मांग को पूरा करने के लिए है।

इस पहल का शुभारंभ एनडीएआई के अध्यक्ष डॉ. जयंत कुमार ने किया। उन्होंने कहा कि यह पहल देश भर में ऑटोमेटिव क्षेत्र में नौकरियों के बढ़ते मांग को पूरा करने के लिए है।

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KARREP

Job Fair Supports Growth of Automotive Sector job opportunities in Jharkhand

Over 1000 vacant positions were on offer to be filled by 15 companies who recruited eligible candidates at the job fair.

आनंद महोत्रा, ऑटोमेटिव स्किल डेवलपमेंट काउंसिल (ASDC) ने जहarkhand में एक जॉब फेयर का आयोजन किया। इसमें 15 कंपनियों ने कुल 1000 से अधिक रिक्तियों का प्रस्ताव रखा।

DARPAN OF INDIA

ASDC & Tide Water Oil Company (India) Limited launches Project 'Karigari'

Kolkata: The Automotive Skills Development Council (ASDC) has launched a project 'Karigari' with Tide Water Oil Company (India) Limited under the CSR initiative in Kolkata to train two-wheeler & four-wheeler market technicians on Bharat Stage-6 (BS-6) technology. Under this Recognition of Prior Learning (RPL) program, independent auto-mechanics or garage owners will receive two days training on BS-6 emission standards and aligned engines. This initiative was launched in the August presence of Anand Mahindra, CEO, ASDC and Arjit Basu, Executive Director, Tidewater Oil Company (India) Limited. A MoU was also signed between ASDC & Tide Water Oil Company (India) Limited for implementing the project 'Karigari'. During the event, Anand Mahindra, CEO, ASDC said, "Our youth has immense potential and with the right opportunities, they can achieve newer milestones. I appreciate and

The Statesman

Auto Expo ASDC anticipates bring over 1 lakh candidates for the industry

Auto Expo 2022 is expected to bring over 1 lakh candidates for the industry, according to the Automotive Skills Development Council (ASDC).

हि हिन्दुस्तान

ओलंपियाड के लिए 31 युवाई तक आवेदन आमंत्रित

आनंद महोत्रा, ऑटोमेटिव स्किल डेवलपमेंट काउंसिल (ASDC) ने 31 युवाओं को ऑलंपियाड में भाग लेने के लिए आमंत्रित किया।

THE TIMES OF INDIA

ASDC Ties-Up for E-learning and training programs

ASDC has tied up with training providers of the industry to launch and develop several certification online programs with organizations and institutions. It has also launched an e-learning curriculum & courses for certified people and aspirants.

The CEO of ASDC, Arindam Lahiri, emphasized E-learning and E-training while addressing the annual conclave of the Council held on 23 September in New Delhi. The event was themed 'Kushal Yuva, Samridh Bharat', under which over 500 participants included CEOs and senior representatives from the Indian and global manufacturers, senior bureaucrats, and auto industry stalwarts. Participants presented emerging trends and transformational perspectives in the skill and e-learning ecosystem.

EXPRESS mobility

ASDC partners RTI to upskill workforce for EVs

This initiative is being conducted under the UK Partnering for Accelerated Climate Transitions (UK PACT) funded by the UK Government.

Written by Express Mobility Desk
November 7, 2022 10:09:47 am

The Automotive Skills Development Council, the country's only skill council for the auto sector, has inked a pact with Research Triangle Institute (RTI) India, a research and consultancy organisation, to develop a comprehensive institutional capacity and skill development program for electric mobility with a focus on public transport in Kakinada Smart City, Andhra Pradesh.

This initiative is being conducted under the UK Partnering for Accelerated Climate Transitions (UK PACT) funded by the UK Government. The UK PACT program is being executed under the auspices of Kakinada Municipal Corporation.

Testimonials

Our trainees, trainers and other enthusiastic partners and candidates have shared their valuable views and feedback for ASDC. We have always aimed to serve society with our responsible actions and initiatives.



Name: Atul Tyagi

e-learning Course : Basics of Electricity

Location: Agra, Uttar Pradesh

I am writing this to show my strong gratitude towards ASDC for offering me the online course of basics of electricity. The above course covers the basic but most important topics that have general application in our day to day life like basic terms, circuit protection, battery switch fuses multimeters, starter motor etc. I thank ASDC for helping me gain the required skill in this subject.

Name: Bhandari Rahul Dattatray

Project: SANKALP

Location: Pune

My name is Bhandari Rahul Dattatray, Here I really appreciate ASDC and GIZ for this TOT Program. As per current scenario of an industry, skill operator has really essentials with requirement of massive numbers, so TOT will definitely really help a lot to accomplish this requirement of skill operators, This ToT will certainly enhance our skill to do effective work for domestic as well as international industry level, this will also open up door for us enormously. I really appreciated MSDE (Ministry of skill development and Entrepreneurship) for great initiative of this Sankalp TOT Program. Off course this will also benefit a lot to our society as well. Thank you so much



Name: Saurabh Kuri

Project: TIMKEN

Location: Dumdum, Kolkata

I am working & lives in Dumdum. I am doing a course in automobile. I came to know about this course from my senior at work that there is a two days RPL training organized by ASDC on BS VI and I have attended it. The training course was very good, and I learned a lot about advanced technology systems, diesel fuel, petrol fuel vehicles and that increased my knowledge a lot. I will be benefited a lot from this & I can work on the cars that are coming in the future. I really enjoyed doing this training and it is good for my future as well. Thank you ASDC

Name: Dakshayani

Project: RTI

Location: Kakinada, Andhra Pradesh

Hello everyone, my name is Dakshayani, I have studied up to class 10th. I have done a 3-wheeler auto training course earlier, and after that I came to know from my sister that there will be more charging stations in the future. Then I came to learn about this course and I thought that this course will be useful for me in the future. So I came here to join this course.











AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL

Automotive Skills Development Council

ACMA

Automotive Component Manufacturers Association

SIAM

Society of Indian Automobile Manufacturers



Federation of Automobile Dealers Association

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