

Transforming India with Skill Development



Annual Report
2020 - 2021

SNAPSHOT OF 2020-21



68
TRAINING
PARTNERS

82
TRAINING
CENTRES

166
TRAINER
CERTIFIED

110
CURRENTLY APPROVED
QUALIFICATION



37578
APPRENTICESHIP
CONTRACT
COUNT FROM
JUL-20 TO JUN-21



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MESSAGE FROM PRESIDENT MR. VINOD AGGARWAL

The Indian automotive industry has shown great resilience during the Covid-19 pandemic in terms of boosting the country's manufacturing might. Even if last year was the worst in the history of the Indian automotive industry, it came back strong and inspired other sectors to show similar resilience. Despite the other challenges and disruptions, it is facing, the auto industry is continuing its journey as one of the key drivers of the Indian economy. This would not have been possible without the support from the government, other stakeholders and a skilled workforce. Amidst this, the Automotive Skill Development Council (ASDC) has been continuing its endeavour of upskilling the automotive industry workforce through different initiatives. These initiatives are aimed to enhance the skills of the employees in the sector across different levels. Through its endeavors and initiatives, ASDC has achieved nearly 60% success rate in terms of providing placement to trained candidates. ASDC is also working to increase awareness about road safety, hosting webinars on policy matters.

As the auto industry is increasingly adopting digitalization, the employees too need to keep pace with it. ASDC believes that training the employees and upskilling them with the latest state-of-the-art technologies should not just be aimed at providing them with jobs today, but should also be focused at making them future ready. This eventually helps the industry to grow at multiple levels.

The level of disruption the auto industry is facing is nothing short of a revolution. After the supply chain disruption last year, a new crisis in the form of the semiconductor shortage struck the sector. This was an absolutely new and unprecedented challenge that was never faced by the industry before. It is not the only challenge the automotive industry is facing. Increasing digitalization in manufacturing, product validation, sales and services are also creating new disruptions for the industry stakeholders. In this situation, new innovations are required to bring in solutions for these challenges. Blending physical touch with digital intelligence is the key to moving forward for the industry. This is where ASDC is trying to bring in a change through its different programs.

This is a necessity now to move forward with the tide of the next industrial revolution that will set the course for new ideas, innovation, work culture and employability. While pandemic has certainly thrown massive challenges at the industry, it has also given us an opportunity to adapt to new methods of operation and accelerate the process of enhancing skills and capabilities to become future-ready.

The new generation workforce will play a key role in transforming the industry to shape it up for the future. Aiding them will be the various modern technologies such as artificial intelligence, machine learning, Augmented Reality (AR) and Virtual Reality (VR) based applications. These technologies made possible what was unthinkable a few years ago. These applications are not only bringing swiftness in operations at different levels, but transparency as well. This is why integration of these technologies and its applications across board should be the foremost priority of the industry stakeholders. To do so, manufacturers, dealers and



service providers require new generation skilled workers, who should be trained well to make the future of industry safer and smoother. ASDC, through its various programs and collaborations, is constantly trying to empower workers and eventually the industry as well.

While the government is accelerating its pace of introducing skill development methods by setting up various centres and introducing different policies, the industry itself has the responsibility to come forward with its own initiatives to assist government and other stakeholders like OEMs, dealers, sales and service partners to expedite the process. ASDC as always is working with its industry partners and trying to elevate the process with all its might.

The past trajectory of manufacturing bears testimony to the fact that the introduction of new technologies always brings challenges for the existing system and employees. In the current scenario as well, the increasing arrival of electric vehicles and new technologies are enhancing fear and insecurity among the employees about their job security. Fear and insecurity are at every level of the industry. It is true that there would be some disruption in terms of job stability in the sector as the industry is going through a massive transformational phase. However, the OEMs, parts suppliers, dealers, service providers have the responsibility to alleviate the fear by taking different measures. The measures should be training the workforce with futuristic technologies and methods that will be relevant to the automotive industry in the coming decades. This reskilling and upskilling of the employees is very important for the workers and the industry itself.

Unless the workforce is reskilled and upskilled, they will become irrelevant over the next few years, as modern technologies will take over the operations at different levels. This will not only result in a huge job crisis and economic slowdown in the country, but it will also impact the industry adversely through various means. There would be a severe shortage of employees. To make sure such a situation doesn't come, the entire industry needs to collaborate towards training the workforce with relevant technological know-how. ASDC is working relentlessly to develop and upgrade the automotive workforce in order to create a technologically advanced and sustainable automotive ecosystem in India.

MESSAGE FROM CEO MR. ARINDAM LAHIRI

Amid every crisis lies great opportunity. Opportunity to innovate, move forward to a new dimension, transform and adapt to new conditions. This not only helps a person or an organisation to survive during the crisis but make itself future proof as well. It also paves the way forward for others in the ecosystem to follow and grow as a whole. The Covid-19 pandemic is no different. The crisis has brought the auto industry in the face of a new dimension and a completely new future condition; where Industry 4.0 and digital applications will take over the conventional processes in different levels of the automotive industry from conceptualization to manufacturing, from sales to service. The pandemic has brought us all face to face with the harsh reality that it is time to accept the challenges, embrace new opportunities, and prepare ourselves for the future.

The auto industry has shown great resilience in turning around from the non-operational phase during the first wave of the Covid pandemic to introducing new products, new business models and bringing innovations in the manufacturing sector. Not only the auto industry itself is transforming but guiding other manufacturing sectors to follow the path. Being the first sector-specific skill council of India, the Automotive Skill Development Council is determined to assist the auto industry in this transformation.

Keeping a focus on that, ASDC too has modified itself and constantly innovated new ways to fit in the new normal brought by the pandemic. The organisation has introduced training programs for various levels of workers of the auto industry to make them ready for the future. Keeping a focus on the requirement of modern industry and future applications, digitalization has become a priority for the ASDC skill development programs.

Not just the words, but numbers testify ASDC's roles in skill development programs. In the last one year, ASDC has trained more than XXXX lakh candidates for RPL4, which is one of the greatest achievements of the sector-specific skill development organisation.

In the past few years, electric vehicles and connected vehicles have been witnessing a massive surge in demand and the OEMs are responding to that accordingly by introducing new products in both categories. At the same time, demands for skilled workers are increasing substantially across different levels of the industry ecosystem. The electric vehicle manufacturers require specially skilled workers for the zero-emission vehicle manufacturing process. For sales and servicing these battery electric vehicles, specially trained salespersons and technicians are in huge demand. On the



other hand, the connected vehicles too require distinctively skilled workers for manufacturing, sales and servicing operations. Hence, it is evident that the auto industry as a whole requires a lot of new generation workers across different roles of the ecosystem, not only for the present situation but for the long term future as well.

This is where ASDC is trying to emphasise continuously with its various programs and initiatives. The organisation has been doing so in collaboration with various stakeholders of the Indian automotive industry such as the government, training centres, OEMs, dealers, service stations etc. Also, besides focusing on the future-centric application-based training, ASDC is concerned about the overall health and safety management of the workers that have arisen in the wake of the Covid-19 pandemic.

The role of ASDC cannot be just defined as a training solution provider for the future workforce and auto industry stakeholders. The social impact of these training programs and initiatives too has to be acknowledged. The auto industry is one of the biggest growth drivers of the Indian economy and contributing a large sum to the overall GDP, plays a crucial role in job creation across different fronts, both directly and indirectly. Reskilling and upskilling a large number of workers to secure the present and future sustainably for the auto industry itself is a big task in the way of job creation and ensuring employment for a large number of people. ASDC has been doing that untiringly through its endeavours.

I must mention that, in this journey, we have always received continuous support from all our industry partners, experts from the industry, training partners, assessment agencies and all the partner organisations. I hope and believe that together we as an organisation, as an industry and as a country will rise and shine by scaling new heights.

I thank you all for being a part of this endeavour!

GOVERNING

COUNCIL 2020-21



An efficient way of functioning for ASDC will require a strong association with the industry, a harmonized relationship with the government, government bodies like NSDC and other partners in the skill development sector (training, assessment and other agencies). In the past 2 years some considerable advances have been made to smoothen out such imparities which include:

- Digitization of all internal processes, reaching out to people and encouraging them to join our e-learning portal along with their meticulous assessment
- Taking measures to keep up with the success of delivering more than One Lakh participants for RPL4, so that we can not only repeat this feat but achieve more.
- Augmenting the associations with the industry for leveraging experts for improving standards, training practices and placement opportunities
- Facilitating collaborations, partnerships and virtual events with an objective of honing skills of the Indian workforce that will ultimately lead us to make our industry and the country self reliant.

GOVERNING

COUNCIL MEMBER 2021-22

Name Association	Member Name	ASDC Designation	Organisation Name	Organisation Designation
SIAM	Mr Vinod Aggarwal	President	VE Commercial Vehicles Ltd.	Managing Director & CEO
ACMA	Mr. F R Singhvi	Vice President	Sansera Engineering Ltd.	Joint Managing Director
FADA	Mr. Vinkesh Gulati	Treasurer	United Automobiles	Director
FADA	Mr Manish Raj Singhania	Member	Ralas Motors	Director
FADA	Mr. Saharsh Damani	Member	FADA	CEO
ACMA	Mr. Sunjay J. Kapur	Member	Sona Comstar	Managing Director
ACMA	Mr. Manoj Kolhatkar	Member	Gabriel India Limited	Managing Director
ACMA	Mr. Rama Shankar Pandey	Member	Hella India Lighting Ltd.	Managing Director
ACMA	Mr. Vinnie Mehta	Member	ACMA	Director General
SIAM	Mr. R Anandakrishan	Member	ACMA	Associate Vice President (HR & Services)
SIAM	Mr Anupam Shrivastava	Member	Bajaj Auto Ltd.	Executive Director – Corporate Planning
SIAM	Mr G Shankar	Member	Toyota Kirloskar Motors Pvt. Ltd.	CIO & Head -CSR
SIAM	Mr Rajesh Menon	Member	SIAM	Director General
NSDC	Mr. Sachin Gupta	Member (NSDC Nominee)	NSDC	Company Secretary
MORTH	Mr. Piyush Jain	Member (Govt. Nominee)	MORTH	Director (MVL)
DHI, MOHI	Shri Amit Mehta	Member (Govt. Nominee)	Dept of Heavy Industry, MOHI	Joint Secretary (Auto)
DHI, MOHI	Shri Rajnesh Singh	Member (Govt. Nominee)	Dept of Heavy Industry, MOHI	Director (Auto)
DHI, MOHI	Shri R K Jaiswal	Member (Govt. Nominee)	Dept of Heavy Industry, MOHI	Development Officer (DO)



STAKE HOLDERS SPEAK



Vinkesh Gulati

President FADA and Managing Director United Automobiles

ASDC has achieved great heights in its endeavour to continuously reskill and upskill the automotive workforce for higher value addition. I am sure ASDC will rise and shine to the occasion and scale more heights with its innovative programs and initiatives to create a future workforce for the industry. They are surely going to create more success stories that will be the inspiration for the auto industry stakeholders.

The pandemic might have brought us various challenges, but at the same time, it also paved new opportunities to transform the operational applications keeping an eye on future courses. ASDC has righteously charted its way forward through various digital initiatives. It

is taking the initiative to make the workforce future-ready by introducing different programs that are very relevant to the current time.

The way ASDC is preparing the future workforce across different levels and work roles of the industry ecosystem is really commendable. This is a testament to how the organisation is resolutely helping the auto industry to overcome the challenges and disruptions smoothly. The need for transformation in dealership operations has been rightly pointed and addressed by ASDC.

As a stakeholder, FADA wishes ASDC all the success and will always remain there for any kind of assistance in skill development.



Sunjay J Kapur

President ACMA and Chairman, SONA Comstar

We are living in challenging yet interesting times. Whist the worst seems to be over for us, however we continue to face multi-dimensional headwinds. Amidst all the challenges that pandemic has created in the industry ecosystem, there are bright spots as well. ASDC not only anticipated, but also increased implementation of digitalization, artificial intelligence, machine learning and other Industry 4.0 technology applications. It also started to proactively train the future workforce that will shape the course for our industry.

The auto component industry, one of the key stakeholders of ASDC, is undergoing a rapid transformation to stay relevant to the changing needs of its customers. The Covid-19 pandemic has indeed accelerated the pace of new technology absorption in the component manufacturing industry. This is leading to an increased demand for a skilled workforce that is capable of applying the new standards and technologies. I thank ASDC for understanding this need and working tirelessly to address it.

I believe with all the stakeholders working in tandem, we will be able to achieve the goal of becoming an 'Atma-nirbhar' or self-reliant global automotive manufacturing hub in not too distant a future. ACMA will continue to extend its full support to ASDC in this endeavour.

STAKE HOLDERS SPEAK



Mr. Vipin Sondhi

Vice President SIAM and MD & CEO Ashok Leyland Ltd

With a significant contribution of 6.4% of India's GDP and 35% contribution to Manufacturing GDP, the Indian Automotive Industry has been a key player in shaping the Indian economy.

The Industry has also created an employment for 3.75 million people, across the value chain.

This is where ASDC has been playing a major role in moulding these workers for a future-ready industry.

Going forward, abundance of 'Automotive Skills' would be major attribute towards attracting investment and build sustainable competitive advantage in the Indian Automobile Industry. There would be a major requirement to drive capabilities for Artificial Intelligence &

Machine Learning, Battery Technologies, Hydrogen Fuel Cell Technologies, Embedded systems design, Semi-conductors & Electronic components, Alternate Materials and Composites.

From training the future workforce across various levels of the industry ecosystem to generating innovations through different initiatives and programs, helping the stakeholders of the industry to take the operational efficiency to next level – ASDC has been playing a crucial role in all that. It is playing a vital role in shaping the industry's future by making it ready for the next industrial revolution and competitiveness.

I congratulate ASDC for taking such initiatives and providing the much-needed boost to skill development through its initiatives. I wish the organisation the very best in all its endeavours in reskilling and upskilling automotive India. SIAM will always be happily ready to provide support to ASDC for continued success.





VISION AND 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 updated Auto Industry Value Chain aligned job roles
- Skill competitions



FUTURE SKILLS

The rapid pace of technological advancement is fundamentally changing the type of skills needed for future jobs. With the onset of the Fourth Industrial Revolution, better known as Industry 4.0, and the movement towards the notion of 'green mobility', India is expected to encounter a number of challenges related to the skill level of its workforce. The skills which seem to be essential today will be replaced by a new set and the workforce will be expected to be conversant in it. In the scenario where new technologies are being widely adopted, ASDC has undertaken the initiative to promote skill development to equip today's youth with the essential skills and experience.



Industry 4.0

Smart Manufacturing

- Fully-integrated, Collaborative Manufacturing Systems That Respond In Real Time To Meet Changing Demands And Conditions In The Smart Factory, In The Supply Network, And In Customer Needs.
- Smart Manufacturing is a synonym for **Industry4.0**.

Industry4.0 Adaption With IIOT

- Technology that enables us to connect devices ("things") to the Internet and talk to each other. They can exchange information between them and transmit data to other devices and systems.
- Industrial Internet of Things (IIOT) is an excellent example of the integration of Operational Technology(OT) and Information Technology (IT).

What is 'Industry 4.0'?

- Commonly referred to as the fourth industrial revolution, it is a name given to the current trend of automation, interconnectivity and data exchange in manufacturing technologies to increase productivity.
- Industry 4.0 is a complex Cyber-Physical Systems which synergizes production with digital technologies, the Internet of Things, Artificial Intelligence, Additive Manufacturing, Big Data & Analytics, Machine Learning and Cloud Computing.

QP Development-INDUSTRY4.0 Technologies

- Automotive Additive Manufacturing Operator
- Automotive Additive Manufacturing Operator Technician
- Automotive IIoT Application Engineer
- Automotive IIoT Application Technician



Electric Vehicle

“The global electric vehicle market size is projected to grow from 4,093 units in 2021 to 34,756 units by 2030, at a CAGR of 26.8%. India has already shown its keen interest to be a major part of this automotive paradigm shift. Adding to that, India has already put forward the desire to become the biggest hub for electric vehicles in the future.

Market led courses related to Electric Vehicle

Electric Vehicle Design and Development(EVDD)
Electric Vehicle Architecture and Component(EVAC)
High Voltage Electric Vehicle Safety Expert - Level II
Specialization Program in Electric Vehicle Engineering
Battery Modelling and Simulation
e-Bus System Planning and Optimisation
E-Truck Systems Integration - Pure Electric & Fuel Cell
Electric Vehicle Systems Engineering
EVs Performance Planning for e-Commerce & Freight Delivery



EV Adoption (India 2021)

- Overall EV adoption at 1.6%
- 2.3 lakh of 1.39 crore registered vehicle were EVs

Until September 2021, electric two-wheeler sales stood at 58,264 units and three-wheelers at 59,808 units as per data compiled by policy body, Centre for Energy Finance at Council on Energy, Environment and Water at Centre for Energy Finance (CEEW-CEF).

"Incentives and various initiatives have aided growth as we continue to see a hockey stick kind of a growth going forward," says Naveen Munjal, MD, Hero Electric.

Tata Motors continues to see traction for its EVs in personal mobility - Nexon and Tigor.

In the EV segment, the company for the second month in succession crossed the 1,000 unit milestone to register its highest ever monthly and quarterly sales of 1,078 units and 2,704 units respectively. "EV sales recorded nearly three-fold growth," said Shailesh Chandra, President, PVB, Tata Motors.

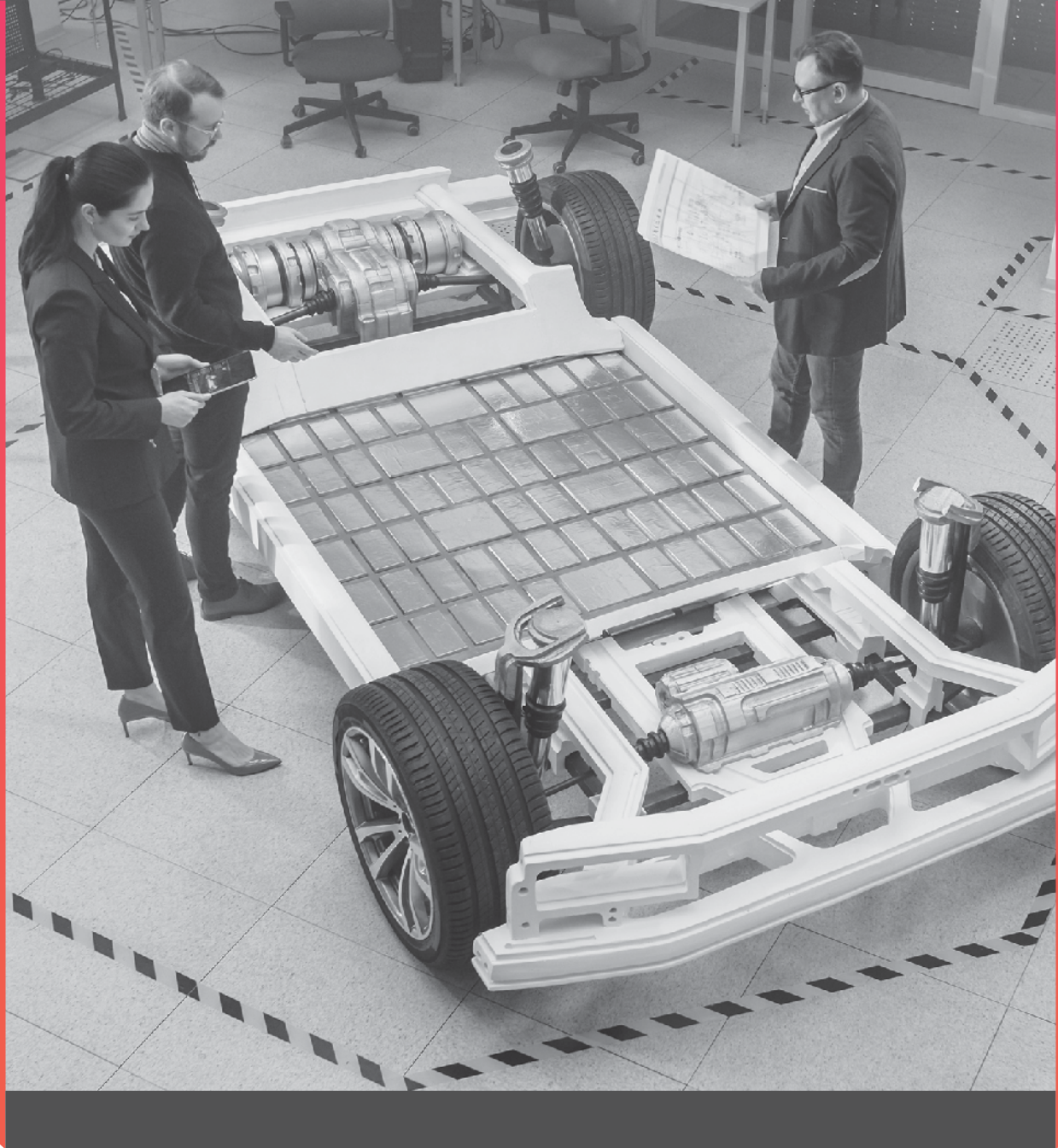
This rise in demand for electric vehicles also contributes to the increase in demand for the aftermarket for servicing and repair. And since electric and hybrid vehicles are different from traditional petrol and diesel cars, they do require additional skills and precautions to

naturally-aspirated engines. Interestingly, electric vehicle maintenance is far simpler than that of traditional petrol and diesel vehicles, and has much less to worry about since they have fewer moving parts.

"Financial incentives by the central and state government are attracting new EV buyers whereas rising fuel costs are increasing the operational expenditure for ICE vehicle owners", said Rishabh Jain, Programme Lead, CEEW- Centre for Energy Finance.

EV infrastructure is being built across cities through public-private collaboration. State and central government incentives have helped bring down on-road EV prices. Electric two-wheelers are expected to show faster penetration with a number of players like Ola Electric entering the space, building a complete ecosystem.





QUALITY ASSURANCE AND STANDARDS

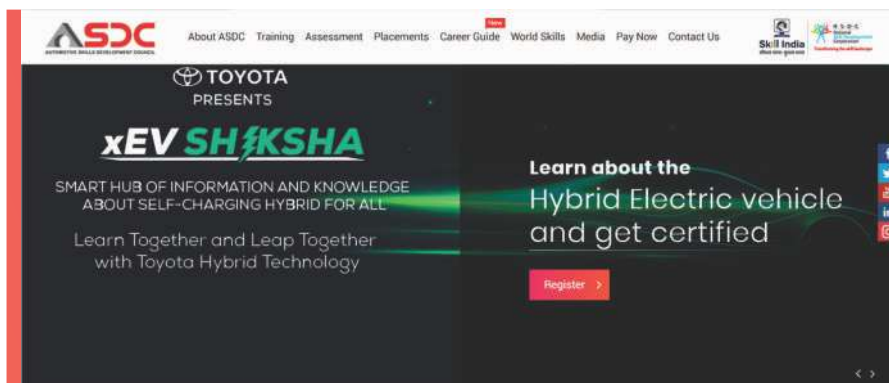
TECHNOLOGY ENABLEMENT

- a. E-Learning at Home
- b. Assessment
- c. Certification

E-Learning at Home

xEV Shiksha - Toyota Kirloskar Motors and ASDC Partnership

With the focus fast shifting to electric vehicles, the need for industry professionals to have the correct know-how is imperative. Toyota Kirloskar Motors has partnered with ASDC for their e-learning program, xEV Shiksha. It will help auto professionals and students to keep updated with the latest in self-charging Hybrid Electric Vehicles.



This eLearning program is available free of cost to all the knowledge seeker group.
Register Now

Total No. of Registration as of now: 23832

Completion and Certificate Generated as of now: 7061

(Above numbers are as on 31st March 2021)

Learn at Home - Digital eLearning courses

Keeping in mind Covid situation, ASDC launched Learn at Home "digital eLearning courses" in partnership with TCS in their TCS iON platform. With the help of these courses, students or professional can build and enhance their skills from the place of their comfort.

As of now we have created 16 e-learning courses comprises of different job-roles and more than 22000 participants have registered for these courses and taking benefits of this initiative.

E-learning course on TCS-iON Automotive Skill Hub

S. No.	QP Name	QP Number	Resource Provider	No. of User Registered (Till 31 st March 2021)
1.	Sales Executive - Dealership (NSQF Level 3)	ASC/Q1010	TCS-ion	7119
2.	Auto Service Technician (Two Wheelers) (NSQF Level 4)	ASC/Q1411	TCS-ion	2809
3.	Auto Service Technician (Four Wheelers) (NSQF Level 4)	ASC/Q1402	TCS-ion	4016
4.	Tele-caller - Auto Dealership	ASC/Q1105	TCS-ion	1564
5.	CNC Operator Machining Technician - (NSQF Level 3)	ASC/Q3501	TCS-ion	1582
6.	CNC Operator Machining Technician - (NSQF Level 3) Hindi	ASC/Q3501	TCS-ion	844
7.	Showroom Hostess/Host - Auto Dealership	ASC/Q1103	TCS-ion	717
8.	Commercial Vehicle Driver (NSQF Level 4)	ASC/Q9703	TCS-ion	436
9.	Taxi Driver	ASC/Q9705	TCS-ion	346
10.	Welding Technician (NSQF Level 3)	ASC/Q3102	TCS-ion	335
11.	Welding Technician (NSQF Level 3) - Hindi	ASC/Q3102	TCS-ion	236
12.	Auto Component Assembly Fitter (NSQF Level 4)	ASC/Q3701	TCS-ion	435
13.	Auto Component Assembly Fitter (NSQF Level 4) - Hindi	ASC/Q3701	TCS-ion	376
14.	Taxi Driver - Hindi	ASC/Q9705	TCS-ion	171
15.	Profitability of the Business		TCS-ion	496
16.	Stock Analysis and Parts Ordering		TCS-ion	599

Assessment

FUTURE/WAY FORWARD:PMKVY 3.0 & Non PMKVY Short term training assessments: ASDC has successfully started PMKVY 3.0 assessments to move forward in the Skill system. To Test technical and Non technical skill of candidate. It adds value to candidates and industry to get skilled and competent manpower to grow industry as well as country growth.

ASDC focus on the concern area for assessments

- 1.Focus on job-specific skills. With Ideal testing methods
- 2.Personalize each skills assessment
- 3.Offer your employees testing resources

Short Term Training Assessments	Candidate Enrolled	Candidate assessed	Candidate certified
FY 20-21	27,932	25,901	23,318

Major Job role	Candidate Enrolled	Candidate assessed	Candidate certified
Automotive Service Technician (Two and Three Wheelers)	10,528	7,952	6,875
Automotive Service Technician L4	1204	844	745
Vehicle Assembly Fitter/ Technician	1,590	833	772
Automotive Service Technician L3	4,415	3,259	2,982



Certification

ASDC recognises automotive skills achievement at scale with Certif-ID

Collaboration

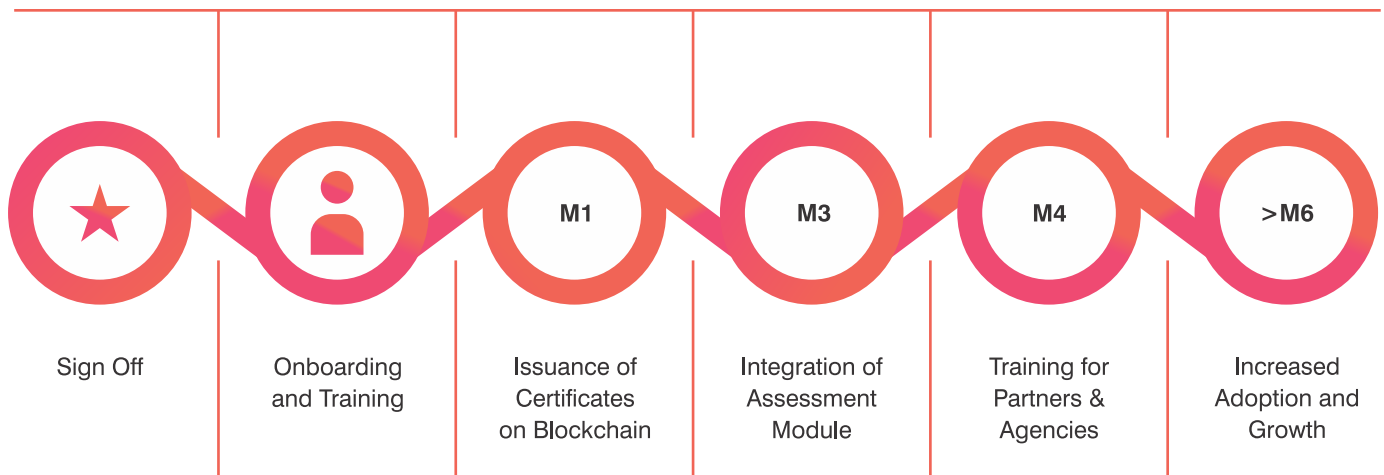
ASDC aims to skill and certify 25 million youth in the next 10 years, equipping professionals with skills.

To meet their goals ASDC opted Certif-ID's end-to-end solution to manage the entire training, assessment & certification journey for students by

- Issuing Tamper-proof Blockchain Digital Certificates
- Access to Certif-ID SkillPass with one- click verification to showcase skills.

Why Block Chain

- Increase Security with tamper proof verifiable certificates
- Improve efficiency of management without middle men to send & verify Provide Ownership to recipients to own and access them any where
- Promote Brand Awareness with easy certificate sharing
- Gather Insights & Reports on shares, issues, verifications to see ongoing trends



SUCCESS HIGHLIGHTS	METRICS & FUTURE
Brand Protection ASDC protects their brand against counterfeit certificates with blockchain technology.	400 Assessment Agencies and Training Providers to use the platform
Increased Operational Efficiency Replaces time-consuming manual processes for certificate issuing with automated, secure digital certification processes.	+ Certificates issued per year using Certif-ID while saving man hours
Rich Data Analytics	% Time savings compared to earlier operational methods

A single view of student info to fill gaps in learning and heap streamline education

Future Growth

To scale this project across all sectors and training providers to make it a whole system.



CAPACITY BUILDING

Train the trainers and assessors (ToT & ToA)

In the financial year, 2020-2021 ASDC has conducted 15 TOT batches with a total participation of 124 Trainers, among which 62 Trainers were certified across 19 job roles in domains like sales, service driving and manufacturing. Similarly, there were 2 batches for training the Master Trainers with a total participation of 8 Master Trainers, of which 7 were certified across two job roles in sales and service domains.

There were 17 batches for training the Assessors, where 317 Assessors participated. Among them 138 candidates were certified across 20 job roles in domains such as sales, service, driving and manufacturing. Similarly, in the two batches of training for Master Assessors, 9 Master Assessors were trained and among them 7 candidates were certified for job roles in sales and service.

Training of Trainer (ToT)

Trained	Certified	Job role	Domain	ToT program
124	62	19	Sales, Service, Driving and Manufacturing	15

Training of Master Trainer (ToMT)

Trained	Certified	Domain	ToMT program
8	7	Sales and Service	2

Training of Assessor (ToA)

Trained	Certified	Job role	Domain	ToT program
317	138	20	Sales, Service, Driving and Manufacturing	17

Training of Master Assessor (ToMA)

Trained	Certified	Domain	ToMT program
9	7	Sales and Service	2

Domain Skills: Sector-specific skills, technical knowledge, and know-how to perform a specific job accurately

Platform Skills: Presentation behaviors that a trainer uses to transmit content effectively. Trainers must demonstrate excellent platform skills to get their messages across.

Assessor: who are directly involved in evaluating candidates on various parameters. They also undergo a ToA program conducted by the SSC that aligns them with the assessment requirements in the skill ecosystem. **Trainer:** Training of Trainers (ToT) is a program for the development of training delivery skills of those who wish to become trainers in the sector of their preference and aligns them with the National Skill Qualification Framework (NSQF)

Master Trainer/Assessor: Training of Master Trainer / Assessor programme is designed to provide opportunities to Master Trainer / assessor (who are domain experts with rich industrial/sectoral experience) for the development of training delivery skills. The Program focuses on enhancement of training delivery skills to facilitate, create and manage a learner based environment. Training of Master Trainer / assessor to provide advanced facilitation skills towards the end to end training as per the qualification pack.

Master Trainer / Assessor both can train trainer/assessor in ToT / ToA program. However, a master assessor can assess a trainer as well as assessor.



DELIVERY MECHANISM

a. Recognition of Prior Learning

b. Apprenticeship (NAPS)

c. Placement Support

Recognition of Prior Learning

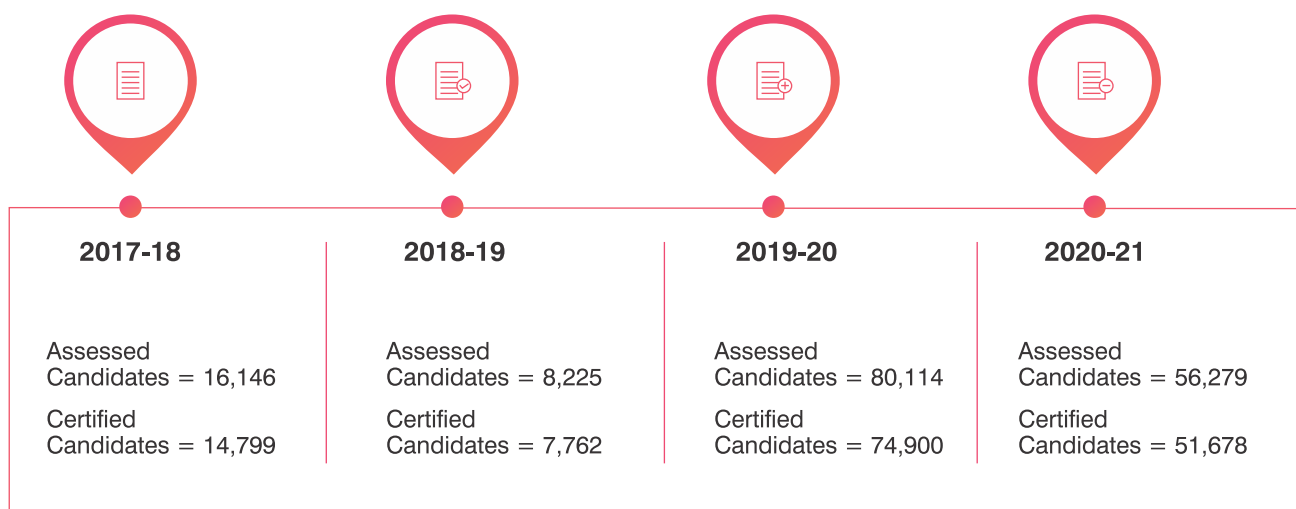
Recognize Skills Training Acquired through Informal Channels

Recognition of Prior Learning (RPL) is defined as the process of recognizing previous/ prior learning, often experiential, towards gaining a qualification. It is estimated that only 4.69% of the total workforce in India has undergone formal skill training as compared to 68% in the UK, 75% in Germany, 52% in the USA, 80% in Japan and 96% in South Korea.

While there is an urgent need for skill training across the country, the absence of sufficient training avenues prevents the people from acquiring skill training and certification through formal channels. As a result, most of the skill acquisition takes place through informal channels such as family occupation, on-the-job training under master craftsman, etc.

These skills go unrecognized as they are not acquired through formal means and are never formally recognized. This prevents some sections of the skilled workforce from accessing formal employment opportunities, utilizing their experience to further taking up educational courses and benefitting from other career progression opportunities available through the formal training system.

ASDC has worked closely with the Ministry of Skill Development and Entrepreneurship (MSDE) and National Skill Development Corporation (NSDC) to implement RPL projects with Diff-2 Stakeholders.



New Initiatives:-

a. Adarsh Gram Camp Project:

Hon'ble Prime Minister of India has launched Azadi Ka Amrit Mahotsav on 12th March 2021 involving a series of events that will be organised by the Government of India to commemorate the 75th Anniversary of India's Independence (<https://amritmahotsav.nic.in/>). Under this initiative, MSDE under SANKALP plans to undertake RPL certification of 1400+ workers in identified Selected Grams across 5 States and 25 villages.

- Assam
- Odisha
- Rajasthan
- Telangana
- Uttar Pradesh

The purpose of this project is to create an institutional framework for linking skilling and employment to identified services at the gram panchayat/ Adarsh Gram level, creating awareness of the relevance and importance of skill certification. Recognition of Prior Learning (RPL) will be a suitable training module to certify an Existing workforce for mainstreaming their skill acquisition and improving productivity and output produced by such skilled workers.

b. Castrol RPL Project:

Project overview:- Castrol India Limited assigned 3 training partners to conduct training and certification of 20,000+ auto service technicians engaged in repairing and routine servicing and maintenance of two wheelers in unorganized sector and upgradation of skill on latest technology, entrepreneurship skills, work safety, digital and financial literacy through digital mode.

Geography: Punjab, Maharashtra, Chhattisgarh, Tamil Nadu

Target segment: Road-side independent 2-wheeler auto mechanics working in the informal sector having accessibility to digital tools and internet. The program will be open for all roadside independent 2-wheeler auto mechanics working in informal sector pan-India who wish to join the program.

Training plan with hours/day wise:- Training will be conducted 3.5 hrs per day for 21 days.

Training partners:- Learnet Skills Ltd., Empower Pragati, Fuel India

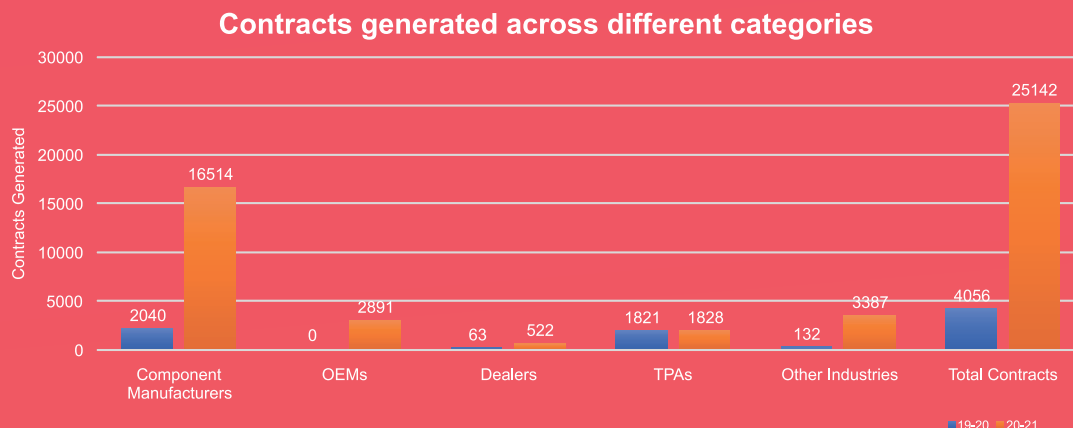
Status of the project:-

Head	20-21
Total assessment completed	4010

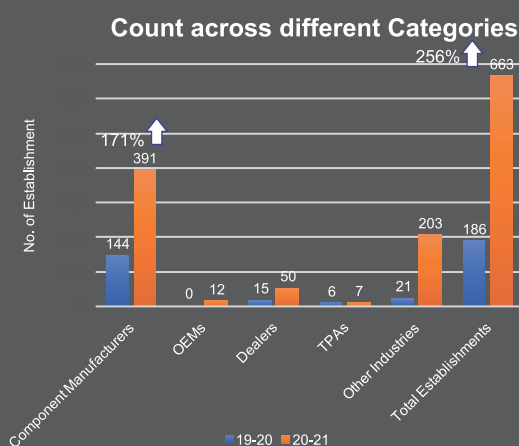


Apprenticeship NAPS

1. NAPS Overview – Automotive sector



2. Opportunity generated – Establishment



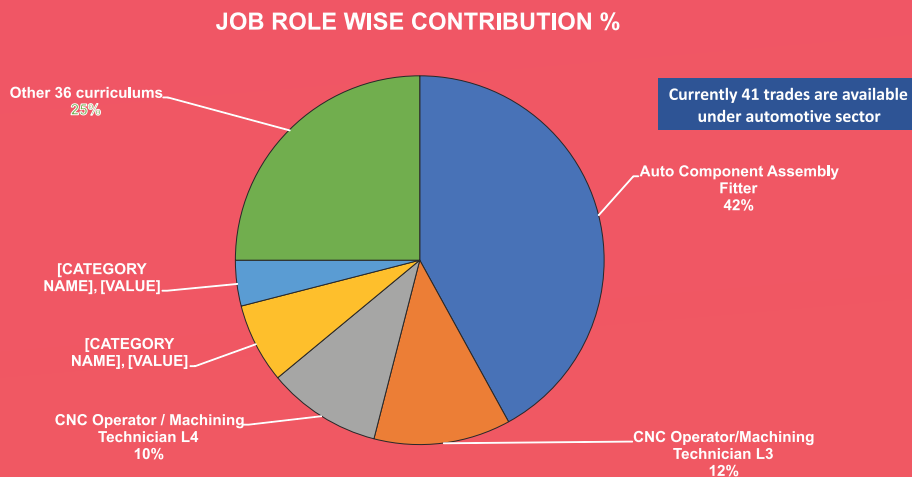
Top 10 establishments in FY 20-21 based # of contracts

S. N.	Establishment Name	Contracts Generated	TPA	Employer Category
1	Royal Enfield (Unit of Eicher Motors Limited)	897		OEM
2	YASHASWI ACADEMY FOR SKILLS	826		TPA
3	Teamlease Services Limited	783		TPA
4	Endurance Technologies Ltd	709	SHRI SEVA COMPUTERS	Component manufacturer
5	RENAULT NISSAN AUTOMOTIVE INDIA PRIVATE LIMITED	664		OEM
6	Daimler India Commercial Vehicles Private Limited	597	BSA	OEM
7	EXEDY Clutch India Private Limited	593	ISEE	Component manufacturer
8	BAJAJ MOTORS LIMITED	538	Eduvantage/ YuvaShakti	Component manufacturer
9	MYOUNG SHIN INDIA AUTOMOTIVE PRIVATE LIMITED	409	Yashaswi	Component manufacturer
10	MINDA CORPORATION LTD	358	YuvaShakti	Component manufacturer

3. Industry engaged under NAPS

OEMs	ROYAL ENFIELD HONDA DAIMLER Mahindra TATA
Component manufacturers	ANAND AIP BR JBM LUMAX SAVIERA SHIROKI
Dealers	J.S. Powertrain Motors Pvt. Ltd. AMAR Popular Vehicles & Services Pramukh MALIK CARS
TPAs	YASHASWI ZCOMS BSA
Other industries	TDK FORBES KOHLER sodexo

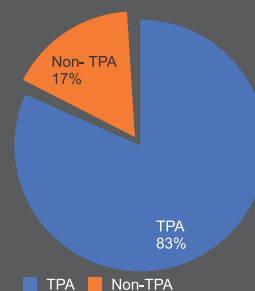
5. Distribution across different trades



6. TPAs in the automotive sector

- 31 out of 61 TPAs work in the automotive sector
- 7 TPAs (Teamlease, Yashaswi, BSA, Allied, etc) engaged apprentices on their payroll.
- Top 15 TPAs contribute to 79% of total contracts. List of 15 TPAs in next slide
- MoU signed with 2 TPAs – 2 Coms and EduVantage
- Non-commercial MoUs/ Understanding-
 - Working with Teamlease to develop Degree Apprenticeship Curriculum
 - Yashaswi want to release their advt. in our promotional materials
- Active consultants/ Non-TPAs- Minerva, Focus Engineering, Iwill, Mr. Sanjay Sahu
- Target TPAs in FY 21-22 - YuvaShakti, ISEEE, Prerna Group

TPA Contribution FY 20-21



Sr. No.	Category	Contracts
1	TPA	20842
2	Non- TPA	4300
Total		25142

7. NAPS @ Dealership network

Partnership with OEMs and Dealers

MG Motors

- Creating customized program to skill the workforce, especially women, across the dealership network
- Phase 1- 120 apprentices – Delhi-NCR and Hyderabad
- Phase 2 (Scale Up)- 2000 apprentices- pan-India

Ashok Leyland

- 2 Service Training Centre (STCs) – North and South zone were identified for basic training
- 20 AL dealerships identified for providing OJT under NAPS

Kia Motors

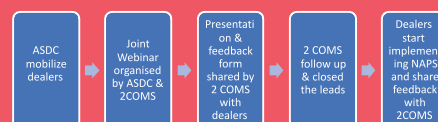
- Service planning team identified 8 Kia dealerships covering 4 zones across India
- 100 apprentices will be engaged in the dealerships

Yamaha Motors

- Earlier they were offering 9 months of BTP and 2 months - OJT.
- Restructuring of YTS program for NAPS- 6 months of BTP and 6 months of OJT.
- Currently 4 YTS has registered on the apprenticeship portal.

Pilot study with dealership directly

- ❖ To sensitize the dealership network about the benefits of NAPS, ASDC collaborated with 2COMS (Third Party Aggregator-TPA), to organise webinars.
- ❖ 5 such webinars have been organised and were attended by more than 20 automotive dealers.
- ❖ The process regarding the same is as follows:



Data based on recent webinar

No. of webinar	Total dealers participated	No. of establishment engaged	Contracts generated
5	20	5	220

Discussion: OEMs are often keen on collaborating for the project. However, the dealers are often not keen on piloting the project through TPAs and otherwise.

Placement Support

RECRUITMENT DRIVES CONDUCTED & PLACEMENT

ASDC Successfully conducted and participated in 17 Recruitment Drives Pan India and have placed 20000+ candidates.

DISTRICTS & STATES:

North Parganas, Howrah-West Bengal, Dibrugarh, Guwahati & Tinsukia-Assam, Thane & Mumbai- Maharashtra, Surat-Gujarat, Jaipur- Rajasthan, Greater Noida & Lucknow- UP, Bihar, Shillong- Meghalaya, Trivandrum & Ernakulam- Kerala, Chennai- TN, Bengaluru, Cuttack, Jharsuguda-Odisha, etc.

PREVALENT JOB ROLES:

Auto-component Assembly Fitter, Automotive Welder, Automotive Machining Technician, Automotive Service Technicians 2 Wheeler, Automotive Service Technician 4 Wheeler, Automotive Electricians, Automotive Sales Consultant, Automotive Telecaller, Taxi Driver, LMV Driver, HMV Driver

DEMAND

From June 2021-July 2021 ASDC received 16000+ manpower requirement across Indian states

Virtual Exhibitions ASDC successfully participated at 6 virtual exhibitions, where not only the importance of skilling and reskilling in the auto sector was displayed, we connected to major OEMs and component manufactures working towards imparting and employing a skilled workforce.

FUTURE/WAY FORWARD

VIRTUAL RECRUITMENT DRIVES ASDC has successfully started organizing virtual recruitment drives to enable industry receives candidates not only trained but looking for jobs.

JOB LISTING PORTAL

Access to Job ASDC will work towards onboarding its potential employers in using digital platform for hiring digitally assessed and certified candidates, enabling smooth and transparent operation

<https://iur.ls/JobListingPlatform>

CERTIFIED CANDIDATES DATA ON ASDC WEBSITE ASDC has created a pool of certified candidates details available on the website for potential employers to recruit skilled candidates.

LOCATION: Under placement tab, ASDC has created Certified Candidates section and link is mentioned for ref: <https://www.asdc.org.in/candidate/certified-candidates>

BENEFITS: ASDC successfully have uploaded 100000+ candidates' details on its website for employers to get skilled workforce as per their requirements.





STAKEHOLDER OUTREACH

- a. Career Guide
- b. Industry Outreach
- c. Communication Advocacy



Career Guide

Career Counseling

OBJECTIVE: To provide insights about the auto industry and its career progression through various skill level training to the candidates. It covers broad two parts 1- Target audience get right guidance and training 2- Industry receives focused skilled manpower



Industry Outreach

ToT under SANKALP (MSDE/World Bank Project)

- **Program objective:** Project aims to create a pool of highly skilled trainers for automotive sector in manufacturing domain
- **Focused candidates:** Industry experts to be trained as trainers for the skilling ecosystem
- **Training location:** The implementation of the project will be in Aurangabad as it is an automotive cluster identified. It is one of the biggest clusters with more than 3000 industries supporting the auto OEMs all over India and manufacturing auto components
- **Number of candidates:** 3 batches of 25 candidates each are proposed for the pilot
- **Job roles:** There are 3 courses identified



a) CNC Programming and Operations b) Advanced Welding Technologies c) Robotic Technology and Operations

CNC Programming and Operations

- Workshop with participation from industry, institute, experienced experts in the domain was conducted
- Online entry gate assessment
- Batch planned to start from 4th July
- Online sessions started from 24th May
- Mr. Daniel Meyer – CNC German Expert
- Mr. Avanindra Nath Bartaria – CNC Master Trainer



Promotions



World Bank iSTAR Program

School to Employment / Apprenticeship in Automotive Sector Based Research Study

Purpose

ASDC would conduct research study to assess impact on candidates who would acquire skills in the futuristic job roles from a center of excellence and are placed either as an Apprentice or as a fulltime employee in the Automotive Industry.

Focused Candidates: Women and Persons with Disabilities

Shortlisted States: Maharashtra and Rajasthan

Job Role and Eligibility Criteria

S. No.	Course Name	Education Qualification	For Women	For PWDs
1.	Additive Manufacturing (3D Printing)	10th Pass	✓	✗
2.	Social Media Marketing for Auto Dealership	10th Pass	✓	✗
3.	EV service Technician	10th Pass	✓	✗

Job Role Name	Additive Manufacturing (3D Printing)	Social Media Marketing for Auto Dealership	EV Service Technician
Domain	Manufacturing	Sales	Service
Batch Size	20	20	20
No. of Batches	2	2	2
Candidate per Course	40	40	40
Total Candidates		120	
Overall Female & PwD composition (target)	PwD= Minimum 10% of 80 candidates or 8 Candidates Females= Minimum 70% of 120 candidates or 84 Candidates		

Project Status- Candidate Enrollment

Sr. No	Training Partner Name	Additive Manufacturing (3D Printing Operator)	Social Media Marketing for Auto Dealership	EV service Technician
1	Symbiosis Skill University –Pune	26	19	22
2	Aadharshila (JS4Wheel – Dealership) Alwar		17	
3	Learnet Skills Ltd- Ajmer (formerly known as IL&FS)	20		20
	Total (Actual)	46	36	42

Sr. No	Candidate Category	Candidate Actual Count	Min. Target
1	Female	88	84
2	Male	35	28
3	PwD	1	8
	Total	124	120

Mobilization Activity



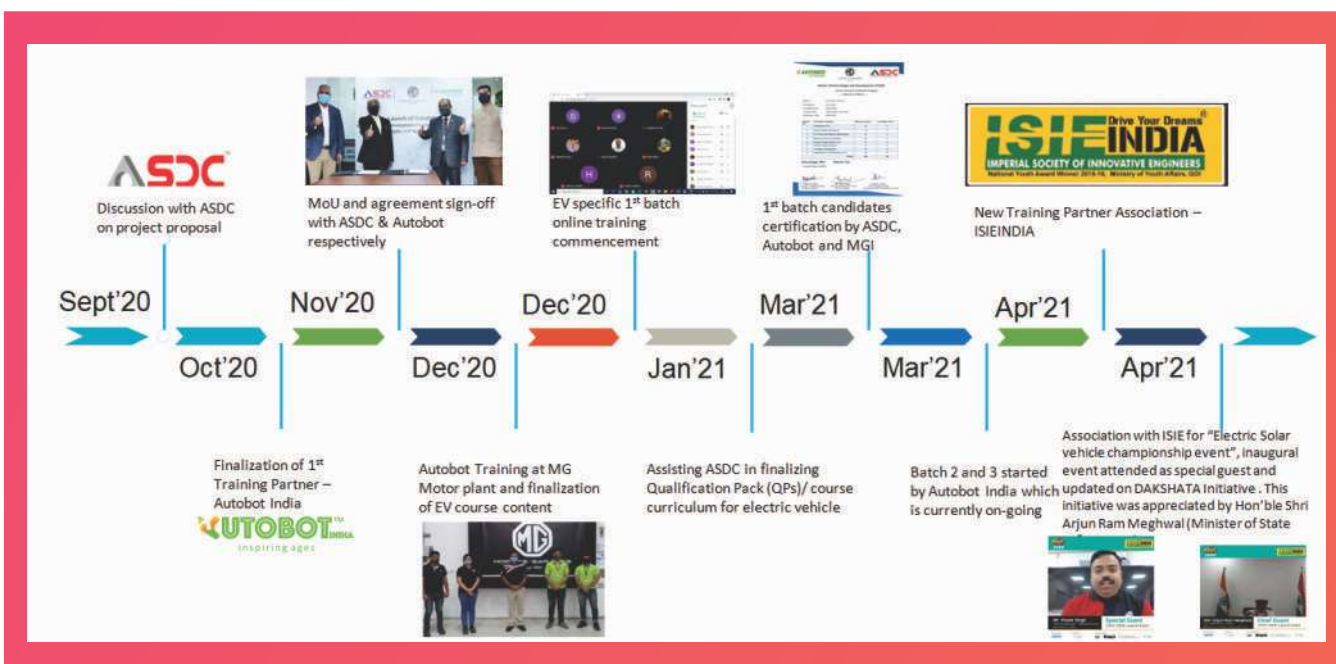
Assessment Glimpse



Videos: Showcasing different perspective from the Stakeholders



Project Status Updates | MG Motor Dakshata Program



Market Led Program based training

Training Partner Name	Course Name	Candidate Trained
Autobot Academy	Electric Vehicle Design and Development (EVDD) Electric Vehicle - Architecture & Component (EVAC)	69
Haritha Techlogix	High Voltage Vehicle Safety - Level II	21
pManifold Business Solutions Pvt. Ltd.	Battery Modelling and Simulation e-Bus System Planning and Optimization Electric Vehicle Systems Engineering	120
Skyy Rider Institution	Advance Four Wheeler Technology Advance Two Wheeler Technology	249
Varmech Mobility Private Limited	Fundamentals of Automobiles	10
Total		469

- Many international and working professionals are enrolling for training in EV courses by pManifold
- Autobot Academy is delivering EV course under an initiative of MG Motors and ASDC
- New courses of Imperial Society of Innovative Engineers (ISIEINDIA) & DIY Guru is currently being promoted on all social media channel of ASDC and TP.

CNG KIT FITMENT TECHNICIAN PROJECT (CSR)

AIM

To develop a CNG Kit Fitment Technical Skill Program for Green Gas Limited.

To provide captive placement to the unemployed youth by imparting training on CNG kit fitment and bringing them to mainstream.

OBJECTIVE

To provide skill training for optimum solution to CNG auto industry facing unskilled manpower in Uttar Pradesh region.

Target lower income group segment those using Vikram (3 Wheeler), auto with CNG and personal vehicle (Taxi etc.)



PROCESS FLOW



ASDC Signed MoU with GGL on 26th March 2021

- Green Gas Limited (GGL) is a joint venture of GAIL (India) Ltd. and Indian Oil Corporation Ltd.

- GGL is incorporated on 7th October 2005 as a limited company under the Companies Act, 1956 with the objective of taking up city gas distribution.

- GGL Business Segment: Domestic, Industrial, Commercial

Conclusion

- ASDC will be able to provide training and employment to unskilled youth and provide certification.

- Improved per capita income of the household of the placed trainee with at minimum wages resulting in socio-economic empowerment of the youth in the proposed district.

- This pilot project will create a cadre of skilled workforce and conduit the skilled manpower needs of the industry based within in the district and state.

Castrol Project

Project overview: Castrol India Limited assigned 3 training partners to conduct training and certification of 20000+ auto service technicians engaged in repairing and routine servicing and maintenance of two wheelers in unorganized sector and upgradation of skill on latest technology, entrepreneurship skills, work safety, digital and financial literacy through digital mode.

Geography: Punjab, Maharashtra, Chhattisgarh, Tamil Nadu.

Target segment: Road-side independent two-wheeler auto mechanics working in informal sector having accessibility to digital tools and internet. The program will be open for all roadside independent two-wheeler auto mechanics working in informal sector pan-India who wish to join the program.

Training plan with hours/day wise: Training will be conducted 3.5 hrs per day for 21 days.

Training partners: Learnnet Skills Ltd., Empower Pragati, Fuel India

Status of the project:

Head	FY 2020-21	FY 2021-22
Total target	4359	7600
Assessments completed	4010	448
Training partner involved	Learnnet Skills Ltd	Learnnet Skills Ltd., Empower Pragati, FuelIndia

Communication Advocacy

ASDC is committed towards shaping the future of all its stakeholders. However, in order to stay relevant in the constantly evolving automotive sector, one needs to stay on top of the skills game with proper reskilling and up-skilling from time to time. In addition to training the future workforce of one of the fastest growing industries of the world here are the glimpse of the various initiatives taken by ASDC last year.

With a view to communicate effectively with the target audience and attract more talent under its fold ASDC hired Adfactors PR as the Digital Marketing Agency. The agency has a task cut out to promote ASDC and its initiatives and engage with the ecosystem by suitably using online promotions and platforms like Facebook, Twitter, LinkedIn, Instagram and YouTube.



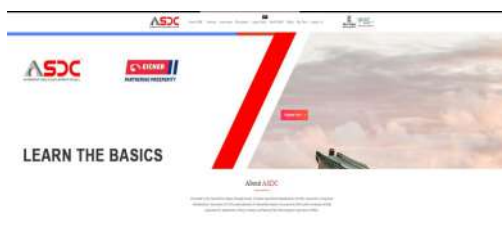
Interactive Bees Pvt. Ltd. was hired to develop a purposeful, integrated and content-rich website. The website is LIVE now and this has surely impacted the way the stakeholders communicate with the council.



SOCIAL MEDIA

Social Media Handle		Followers	Activity
	https://www.facebook.com/AutomotiveSkillsDevelopmentCouncil	6,240	Posts: 408
	https://twitter.com/SkillsASDC	3,990	Posts: 402
	https://www.linkedin.com/in/asdcindia/	4,610	Tweets: 489
	https://www.instagram.com/asdc_india/	1,082	Post: 314
	https://www.youtube.com/channel/UCHEukIRdNjFO6d73wfM8l8w	921	Videos: 106

Website <https://www.asdc.org.in/>



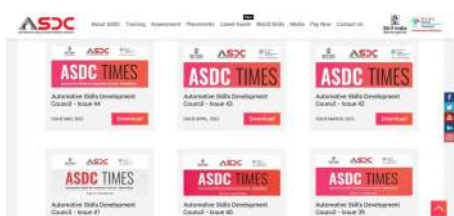
Videos



Press Release



Newsletter



Blogs



SNAPSHOTS FROM VIDEOS



GROW WITH GOOGLE

#GrowWithGoogle– A partnership with Google & FADA

A scaled digitisation initiative aimed at educating and upskilling frontline employees of auto dealerships on digital marketing and to help you stay ahead of your digital first customer.

Course

There are 6 modules to explore, all created by Google trainers, packed full of practical exercises and real-world examples to help you turn knowledge into action.



MEDIA HIGHLIGHTS



HEADLINES

COVID 2.0 AND ITS IMPACT ON THE
MOTOWNSECTOR A NEERAJ THAKKAR
& NIKUNJ SANGHI TO ET NOW

ASDC, Hero MotoCorp join hands
to bridge digital skill gap at auto
dealerships

Upping the employability

ASDC bags silver SKOCH award for skilling young India

Skill development of the young
talent pool will act as a serious
pedal of economic growth:
Experts

ASDC partners with ISIE India,
MG Motor for EV sector skill
development and research

With the Launch of XUV700, Mahindra will Seize the
Production of the XUV500

Lockdown Restrictions in 6 States
to Hit retail car sales by 30%:
Experts

To Provide Career Counselling

ASDC, Hero MotoCorp join hands to bridge digital skill
gap at auto dealerships

Two wheeler segment: Facing tremendous challenges due to localised
lockdowns

ASDC and Apna join forces to provide career counselling
and job opportunities

India Auto Inc needs to speedily upskill workforce to
Industry 4.0 standards: ASDC president

As two-wheeler sales take a hit, ASDC's Nikunj
Sanghi expects situation to worsen

The 'image' of the mechanic needs resurrection: Nikunj Sanghi,
chairman, ASDC

How Technical And Vocational Education And
Training Can Benefit Unemployed Youth



Automotive Skills Development Council

ACMA

Automotive Component Manufacturers Association

SIAM

Society of Indian Automobile Manufacturers



Federation of Automobile Dealers Association

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