ASDC
AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL
SIAM ACMA FADA

Skill India
कौशल भारत-कुशल भारत

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ANNUAL REPORT 2024-25

INNOVATE, SKILL, TRANSFORM

(Building India's Future-Ready Automotive Sector)

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PRESIDENT, ASDC

Mr. F.R. Singhvi
President, ASDC

The Indian automotive sector today stands at a critical crossroads. As global disruptions—from technological shifts to geopolitical realignments—reshape the industry, India has the opportunity not just to adapt, but to lead. To seize this moment, we must look beyond incremental progress and embrace a bold vision centered on innovation, advanced skilling, and transformation.

Our journey so far has been remarkable. India has emerged as one of the world's largest automotive hubs, with strong manufacturing capabilities and a vibrant domestic market. The sector contributes over 7.1% to India's GDP and supports more than 37 million direct and indirect jobs. These numbers reflect not only our manufacturing strength but also the immense potential we have to drive future growth. Yet, the challenges before us are unprecedented: the rise of electric mobility, connected and autonomous technologies, sustainability imperatives, supply chain uncertainties, and global competition are rewriting the rules of the game.

In this context, skilling alone is no longer enough. We need to change the very mindset with which we approach talent development, embedding innovation, research, and future readiness at every level. The workforce of tomorrow must be not only technically capable, but agile, creative, and entrepreneurial.

This transformation demands a collective effort. Industry, academia, and government must work together more closely than ever before. We need targeted policies, increased R&D investment, and a supportive ecosystem that enables experimentation, startups, and global collaborations. Importantly, we must ensure that our skilling programs are not confined to current needs but are continuously evolving to anticipate future demands.

The Automotive Skills Development Council (ASDC) has been at the forefront of this national mission. In FY 2024–25, we trained and certified over 2.5 lakh individuals across priority areas such as EVs, diagnostics, sales, and sustainability. What began with one CSR-led project in 2020–21 has expanded to 12 impactful initiatives this year—reaching candidates across diverse geographies and backgrounds.

We successfully delivered large-scale workforce development programs, assessed thousands of students through industry-academia collaborations, and executed vocational initiatives focused on women's employment and frontline sales readiness. Our partnerships have resulted in the affiliation of 28 new industry-based centres and 14 higher education institutions, significantly expanding our footprint. We also completed over 2 lakh apprenticeship contracts this year.

ASDC now plays a central role in **impacting over 4.5 lakh candidates annually,** through training, assessment, certification, and ecosystem facilitation. Our focus remains clear: **empowering women, promoting entrepreneurship, and driving India's mobility future** through inclusive and future-oriented skilling.

Internationally, ASDC formalised agreements with globally respected institutions to advance mobility-focused education and research. Domestically, we launched new initiatives such as the National Skill Olympiad and EV Hackathon—fostering early engagement and building innovation mindsets among youth.

A particularly meaningful milestone has been our ongoing focus on inclusion. Over 30,000 women have been trained or upskilled through ASDC in the last two years, creating pathways to economic independence and leadership within the automotive value chain.

As we look ahead, let us recommit to the spirit of "Innovate, Skill, Transform." With the right partnerships and a shared sense of purpose, we can ensure that India's automotive workforce remains not only relevant—but ready to lead the global transition towards smarter, greener, and more inclusive mobility.

CEO, ASDC

India's automotive industry is undergoing a significant transformation. With the rise of electric vehicles (EVs), digital technologies, and sustainable practices, the sector is poised for rapid evolution. I**n FY2025, EV sales in India reached approximately 1.96 million units, marking a 17% year-over-year increase.** This momentum presents a unique opportunity for India to lead globally, underpinned by a workforce that is skilled, adaptable, and forward-thinking.

At the Automotive Skills Development Council (ASDC), we recognize that embracing new technologies requires a fundamental shift in how we approach skill development. Our focus has been on building competencies in areas critical to the industry's future, such as **EV maintenance, battery management systems, and hybrid powertrain integration.** Simultaneously, we continue to strengthen foundational skills in traditional domains like assembly, fabrication, and maintenance.

Mr. Arindam Lahiri
CEO, ASDC

To meet the evolving demands of the industry, we've adopted innovative training methodologies. Blended learning models, modular courses, and simulation-driven assessments are now integral to our programs, ensuring that professionals are equipped with both technical expertise and the digital fluency required in modern automotive roles.

Recognizing the importance of inclusivity, ASDC has expanded its outreach to Tier 2 and Tier 3 cities through mobile labs, vernacular content, and digital platforms, facilitating upskilling without necessitating relocation. These initiatives are crucial in enabling broader participation in the future of mobility.

Moreover, we're committed to creating pathways for diverse groups, including youth, women, and micro-entrepreneurs, to engage with the evolving automotive sector. By fostering an environment that encourages innovation and continuous learning, we're not only preparing individuals for current roles but also empowering them to drive the industry's transformation.

Looking ahead, our objective is clear: to harness disruption as a catalyst for progress. Through strategic skilling initiatives, technology-enabled delivery, and forward-thinking programs, ASDC remains dedicated to ensuring that India's automotive workforce is not only ready for change but is also at the forefront of leading it.

Voices from our Stakeholders

The automotive sector is on the cusp of a transformative leap, and workforce development will define how successfully India navigates this change. At ASDC, we are committed to making skilling more responsive to industry dynamics—be it EVs, sustainability, or digital interfaces. As Vice President, I see firsthand how future-ready capabilities can unlock employment and entrepreneurship across regions. We're also advancing women's participation through targeted training in roles such as service technicians, sales advisors, and commercial drivers. We're investing in scalable training models and industry-integrated curricula to ensure our workforce isn't just productive but globally competitive. Our mission is not only to fill jobs but to shape leaders for a resilient, innovation-driven automotive ecosystem.

Vinkesh Gulati Vice President, ASDC

India's automotive growth is anchored in our ability to build a skilled and future-ready workforce. As the Ministry of Heavy Industries drives policies for electric mobility, sustainability, and manufacturing innovation, ASDC plays a strategic role in operationalizing these ambitions on the ground. Its training programs and partnerships with OEMs and component makers create a vital bridge between policy and practice. The Council's ability to adapt curricula to emerging needs like EVs and ADAS ensures that skilling remains relevant. ASDC exemplifies how government, industry, and institutions can collaborate to transform disruption into developmentASDC exemplifies how government, industry, and institutions can collaborate to transform disruption into development.

Dr. Hanif Qureshi Additional Secretary, Ministry of Heavy Industries

The auto component industry is undergoing a digital and technological redefinition, and workforce capability will determine our global competitiveness. ASDC's collaboration with ACMA has ensured that skilling is aligned with the latest advancements in design, manufacturing, and sustainability. Through joint certification programs and tailored curricula, we are equipping workers with skills in areas like automation, quality management, and green mobility. ASDC plays a pivotal role in bridging industry-academia gaps and promoting localized training interventions. It is not just about meeting demand but about building a workforce that adds value, embraces innovation, sustains excellence and is future- ready.

Mr. Vinnie Mehta **Director General, ACMA**

Voices from our Stakeholders

Skilling is not a peripheral need—it is a national priority. At ASDC, we are not merely training for today's jobs but preparing for tomorrow's innovation. My involvement in the Governing Council has reaffirmed my belief that we must cultivate talent with purpose, sustainability, and agility. From garage technicians to tech-savvy EV specialists, we are shaping a new generation of automotive professionals who can adapt and lead. This transformation demands cross-sector cooperation, and ASDC has proven to be a powerful enabler in this journey. Every skill imparted today is an investment in India's leadership in global mobility.

Mr. Rama Shankar Pandey Director (NED) Paracoat Products Ltd

I think at Anaamalais , signing up with the ASDC Step programme has been one of our best investments ever. Such privilege being part of this program as every batch has gone from strength to strength. The quality improves tremendously throughout the program. The program has also been updated and relevant to the requirements of the industry. In fact right now, we have three ASDC centres in our group. Kudos to the team working on this and looking forward to your support to take it to the next level.

Mr. C S Vigneshwar Managing director
ARC group of companies

The automotive industry's next leap forward hinges on how well we embed safety, sustainability, and skilling into our operational DNA. We believe the workforce in any organization is the strongest asset. ASDC's approach to building competencies in electric mobility, digital manufacturing, and after-sales service excellence aligns with the evolving requirements of OEMs. By empowering frontline workers and middle-level technicians alike, ASDC is making workforce transformation not just aspirational—but achievable.

Mr. Anupam Shrivastava Vice President, Bajaj Auto Ltd.

Our Governing Council

The Governing Council of the Automotive Skills Development Council (ASDC) is the apex leadership body responsible for steering the Council's strategic vision, operational effectiveness, and industry relevance. It plays a decisive role in aligning ASDC's efforts with national priorities and industry transformation goals, especially as India's automotive sector undergoes a significant shift driven by electric mobility, digital technologies, and sustainability imperatives.

Comprised of senior representatives from OEMs, component manufacturers, industry bodies, training partners, and government agencies, the Governing Council ensures that ASDC's skilling initiatives remain both current and forward-looking. It sets policy direction, reviews program effectiveness, and provides expert guidance to ensure that skilling frameworks reflect emerging trends across vehicle electrification, smart diagnostics, ADAS systems, and sustainable manufacturing.

In FY 2024–25, under the Council's leadership, ASDC expanded its reach across 28 states and union territories, launched new certification programs focused on EV powertrain servicing and mobility software, and deepened its work with NSDC and the Ministry of Skill Development & Entrepreneurship (MSDE) to harmonize national skill qualifications. The Council was instrumental in strengthening digital learning platforms, enabling the rollout of hybrid and simulation-based training models across ASDC-affiliated centers.

The Governing Council has also championed inclusivity as a core value, guiding ASDC to integrate women-focused training modules, promote skilling in underserved regions, and support micro-entrepreneurs in the aftermarket and service segments. These initiatives are not only enhancing workforce participation but also contributing to the creation of a more diverse and resilient talent pool for the automotive industry.

Through its active oversight, strategic foresight, and deep industry connect, the Governing Council ensures that ASDC remains true to its mission—bridging the skill gap, fostering innovation, and building a future-ready workforce that can power India's rise as a global mobility leader.

S. No.	Name of the GC Member	Designation in his/her Organization	Organization Name
1	Mr. F R Singhvi, President	Joint Managing Director	Sansera Engineering Ltd.
2	Mr. Vinkesh Gulati, Vice President	Director	United Automobiles
3	Mr Piyush Arora, Treasurer	Chairman, SIAM Skilling Group and Managing Director & CEO	Skoda Auto Volkswagen India Pvt Ltd
4	Mr. C S Vigneshwar	Dy. Managing Director	Anaamalais Toyota
5	Mr. Saharsh Damani	CEO	FADA
6	Ms Shradha Suri Marwah	CMD	Subros Ltd
7	Mr. Aditya Ganesh	President (Castings Division) | Strategy Head (Steering Division)	Rane Madras Ltd.
8	Mr. Rama Shankar Pandey	Director (NED)	Paracoat Products Ltd.
9	Mr. Vinnie Mehta	Director General	ACMA
10	Mr Anupam Shrivastava	Vice President	Bajaj Auto Ltd.
11	Mr Hardeep S Brar	Co-Chairman, SIAM Skilling Group and National Head - Sales & Marketing,	Kia Motors India
12	Mr Rajesh Menon	Director General	SIAM
13	Mr. Tilak Seth	Consultant (CEO Office)	NSDC
14	Mr. Ram Raj Meena	Deputy Secretary (Road Safety Cell)	Ministry of Road Transportation & Highway (MORTH)
15	Dr. Hanif Qureshi	Additional Secretary	Ministry of Heavy Industry (MHI)
16	Shri Rajnesh Singh	Director (Auto)	Ministry of Heavy Industry (MHI)
17	Shri Manish Kumar	Deputy Secretary	Ministry of Heavy Industry (MHI)

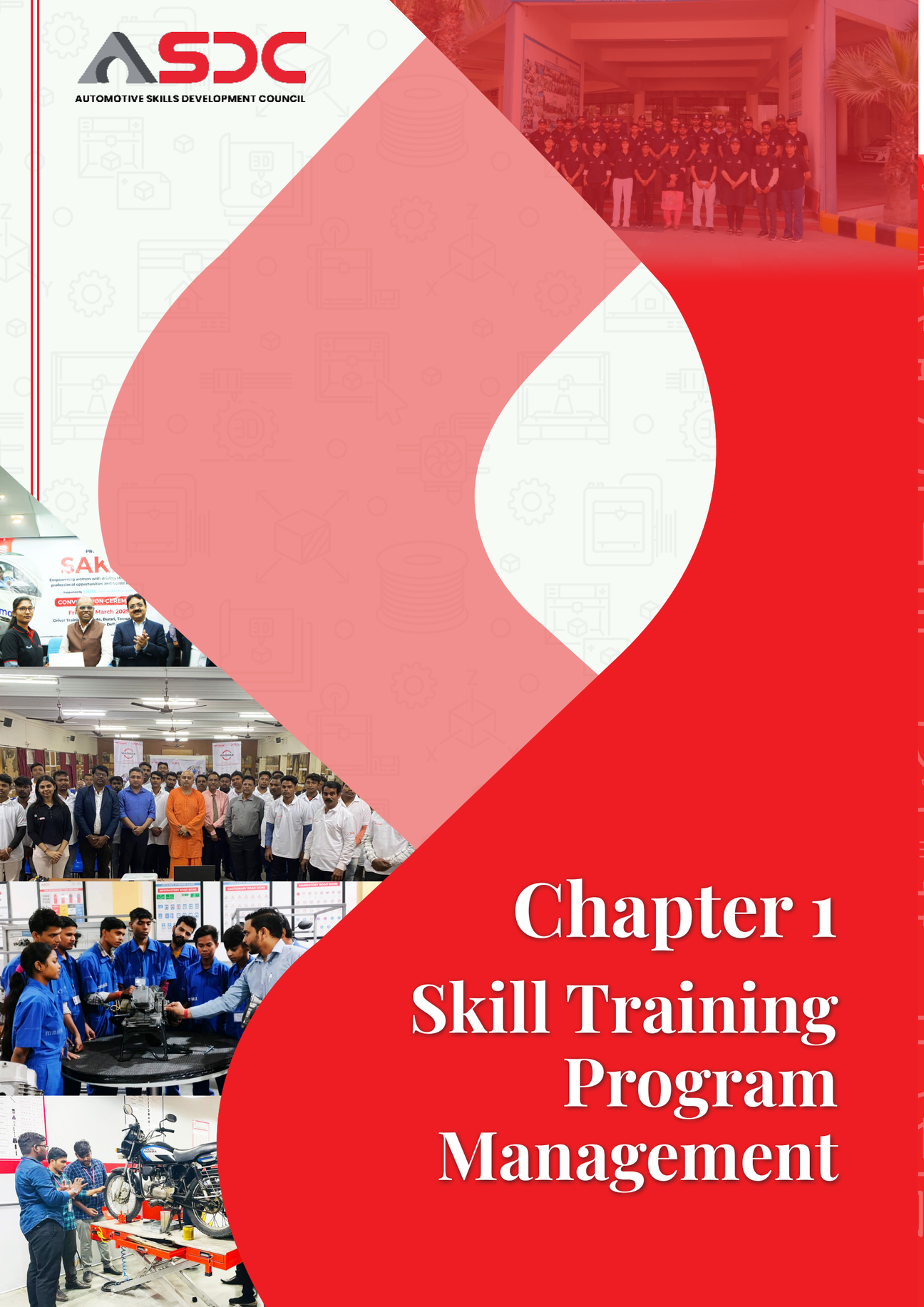
Vision & Mission

Visiono & Mission

- To continuously enhance and refine automotive skills, driving higher value additions that promote capital creation, stimulate economic activity, and generate additional employment opportunities.
- We aim to make skills aspirational and seamlessly integrated with academic pathways while honouring and celebrating achievements in skilling.

To accomplish this, we will

- Foster the unwavering commitment of industry partners, including SIAM, ACMA, and FADA, who are already making significant contributions to skilling initiatives.
- Ensure the credibility, reliability, and robustness of the skill assessment process.
- Facilitate and support the organisation of skill competitions.



Chapter 1
Skill Training Program Management

1.1 Government-Funded Program

Driving Transformative Skilling Through Public Sector Partnerships

In FY 2024–25, the Automotive Skills Development Council (ASDC) played a pivotal role in mobilizing government-funded programs to build an automotive workforce that is not only job-ready, but future-ready. In alignment with the national skilling mission, ASDC implemented high-impact training initiatives under SANKALP, PMKVY 4.0, PMKUVA, and state-specific projects to support India's vision of a resilient, innovation-led mobility ecosystem.

From EV diagnostics to two-wheeler servicing and heavy commercial vehicle driving, these programs reflected a clear pivot toward skills of the future, delivered through scalable, technology-integrated models. In total, 20,522 individuals were trained, and over 15,000 assessments completed across India under these projects—underscoring ASDC's commitment to equity, access, and transformation.

Program	Trained	Certified	Assessed
Sankalp Jeevika	739	609	648
Sankalp Sarthi	541	477	486
PMKUVA	5620	5545	5288
PMKVY 4.0 – RPL	11335	7039	6190
Captive Placement	1606	1229	1229
WB SC/ST Phase-II	240	238	236
HPKVN	400	388	368
Shakti – Sankalp (BSDM)	350	350	339

1. Sankalp Jeevika

Bridging the Skill Gap in Two-Wheeler Preventive Maintenance

As India's two-wheeler segment evolves toward cleaner, more efficient mobility, the demand for professionally trained technicians is rising in both urban and semi-urban markets. In response, ASDC implemented the **Sankalp Jeevika** project under the Ministry of Skill Development and Entrepreneurship (MSDE) with the aim of developing a new generation of two-wheeler service professionals through targeted skilling interventions.

Spanning **nine cities**—including Ranchi, Bhubaneswar, Hajipur, Ghaziabad, Ahmedabad, Mumbai, Bhopal, Chennai, and Cochin—the project focused on the job role of **Two-Wheeler Preventive Maintenance and Repair Technician,** a critical service segment for the evolving mobility ecosystem. Delivered through a network of **Skill Development Centres (SDCs),** the program integrated domain-specific knowledge with hands-on practical learning to produce workforce-ready service professionals.

From January 2023 to March 2025, the program surpassed its initial training target, enrolling **739 participants** against a target of 720. Of these, **627 candidates successfully completed assessments,** and **470 candidates—over 70%—secured employment** with authorized dealerships, workshops, and service networks.

A noteworthy feature of the project was its focus on inclusion. With **94 women trained**, the program made strides in creating gender-balanced access to traditionally male-dominated technical roles. This aligns with ASDC's commitment to building an equitable and future-ready talent pipeline across the automotive value chain.

Metric	Target	Achieved
Participants Trained	720	739
Assessments Completed	648	627
Candidates Placed	486	470

2. Sankalp Sarthi

Driving Livelihoods and Safety Through Commercial Vehicle Skilling

The future of India's mobility landscape depends not only on electric and connected technologies but also on a trained and responsible workforce behind the wheel. With this vision, ASDC, in collaboration with the **Ministry of Skill Development and Entrepreneurship (MSDE)** and **Bridgestone India,** implemented the **Sankalp Sarthi** program—an initiative under SANKALP to professionalize and upskill **Heavy Commercial Vehicle (HMV) drivers.**

Covering **Seven cities across India,** including Kaithal, Railmagra, Chhindwara, Pune, Bangalore, Dharward, and Chhatia, the project addressed both the acute shortage of trained drivers and the broader goal of improving road safety and livelihood outcomes. With a strong on-ground delivery model and dedicated Driving Training Institutes (DTIs), the program ensured a blend of **practical driving instruction, road safety education, digital learning, and licensing support.**

By March 2025, the program had successfully trained **541 participants,** slightly exceeding its original target. Of these, 4**77 completed formal assessments,** and **370 drivers were placed,** registering a commendable **placement rate of 76%.** A remarkable achievement of the program was the inclusion of **25 women drivers,** marking a progressive step toward greater gender diversity in India's commercial driving workforce.

Metric	Target	Achieved
Participants Trained	540	541
Assessments Completed	486	477
Candidates Placed	378	370

3. Pramod Mahajan Kaushalya and Udyojakta Abhiyan (PMKUVA)Equipping

Maharashtra's Youth for Customer-Centric Automotive Roles

As part of its commitment to inclusive skilling and employment generation, ASDC implemented the ***Pramod Mahajan Kaushalya and Udyojakta Abhiyan (PMKUVA)*** in Maharashtra—a flagship initiative funded by the state government to empower unemployed youth from low-income families. This project focused on preparing fresh entrants for evolving customer-centric roles in the automotive sales domain.

Spanning 13 districts across Maharashtra, the program trained over **5,620 candidates** in four job roles: Automotive Customer Relationship Manager (L7), **Automotive Sales Assistant (L3), Automotive Telecaller (L4), and Automotive Sales Executive (L4).** These roles were specifically chosen to align with the transformation underway in India's mobility sector, where customer engagement is increasingly digital, data-driven, and experience-focused.

Delivered in collaboration with **Maharashtra State Skill Development Society (MSSDS) and Ascensive Educare Limited,** the program achieved key delivery milestones—batch commencements, assessment targets, and structured post-training tracking mechanisms.

While the project concluded just under its initial enrolment target, it successfully upheld high training and assessment completion rates. The curriculum, developed in close coordination with industry stakeholders, remained sharply aligned with the evolving expectations of the customer-focused automotive services sector.

PMKUVA stands out as a successful example of how state-driven skill development initiatives can contribute to **inclusive economic growth,** particularly in Tier 2 and Tier 3 regions. By integrating structured training in high-demand sales and customer service roles, and linking progress to defined post-training milestones, the program reinforced ASDC's broader mission to **Innovate, Skill, and Transform.**

Metric	Planned	Achieved
Districts Covered	13	13
Candidates Trained	5,980	5,620
Assessments Completed	5,620	5,545

4. PMKVY 4.0 – Recognition of Prior Learning (RPL)

Empowering Skilled Workers Through Industry-Recognised Certification

Under the PMKVY 4.0 framework, ASDC successfully implemented the **Recognition of Prior Learning (RPL)** program to formally certify skilled workers in the manufacturing and service domains. Delivered across **14 states,** this initiative aimed to recognise the expertise of workers who had acquired skills informally through years of hands-on experience.

Through strong collaboration with **MSDE, NSDC, industry partners, and third-party assessment agencies,** ASDC facilitated a seamless and industry-aligned certification process. A total of **11,865 workers were enrolled,** with **7,372 earning nationally recognised certifications**—enhancing their employability, mobility, and access to better livelihood opportunities.

The program played a pivotal role in uplifting the informal workforce by acknowledging their competencies and aligning them with industry standards. By integrating skilling with formal recognition, ASDC enabled workers to gain confidence, negotiate better wages, and access formal career paths without interrupting their livelihoods.

Job role wise trained numbers in PMKVY 4.0 RPL

S. No.	Job role Name	Total Training completed
1	Automotive Assembly Operator	1,283
2	Automotive Assembly Technician	324
3	Automotive CNC Machining Technician	621
4	Automotive Machining Assistant	438
5	Automotive Machining Operator	3,477
6	Automotive Sales Executive	231
7	Automotive Welding Machine Operator (Manual and Robotics)	201
8	Electric Vehicle Service Technician	2,400
9	Four-Wheeler Service Assistant	106
10	Four-Wheeler Service Technician	446
11	Two- Wheeler Service Assistant	94
12	Two-Wheeler Service Technician	2,244
Grand Total		**11,865**

5. Captive Placement – PMKVY 4.0

Creating Direct Employment Pathways through Demand-Driven Skilling

Under the PMKVY 4.0 framework, ASDC implemented a Captive Placement special project aimed at addressing workforce gaps in automotive manufacturing, sales, and service. This demand-led initiative was designed to ensure that training efforts were directly aligned with guaranteed employment opportunities, with employers committing to hire certified candidates upon completion.

The project was launched in two phases—February and November 2023—and executed across multiple locations nationwide. A total of **1,606 candidates were trained** against a sanctioned target of 2,740. While attrition impacted the overall completion rate, **100% of the certified candidates were successfully placed,** affirming the project's strong industry integration and job linkage strategy.

Metric	Target	Achieved
Participants Trained	2,740	1,606
Assessments Completed	1429	1,229
Placements	1181	1181

6. WB SC/ST Phase-II

Accelerating Inclusive EV Skilling in West Bengal

As India accelerates its transition toward sustainable mobility, ASDC, in collaboration with the West Bengal SC/ST Development Department and training partners, launched the **WB SC/ST Phase-II** project to skill fresh candidates in critical electric and four-wheeler service domains. This initiative was designed not only to build technical capacity but to create livelihood pathways for marginalized youth in Purulia and Baruipur—two key districts of West Bengal.

Launched in February 2024, the program focused on emerging job roles such as **Electric Vehicle Service Technician (2 & 3 Wheelers)** and **Four-Wheeler Service Technician,** both vital to India's growing EV ecosystem. The training model combined hands-on learning with industry-relevant content and strong post-training support to enhance employability.

By March 2025, **240 candidates were trained,** with **178 completing assessments,** reflecting high engagement and successful mobilization in target communities. The project is progressing toward a **70% placement goal,** reinforcing the state's efforts to link skilling with social equity.

The WB SC/ST Phase-II project exemplifies how ASDC is empowering youth from underserved backgrounds with future-ready skills, reaffirming its commitment to **inclusive, innovation-driven workforce transformation.**

7. HPKVN – ADB Funded Project

Skilling Youth in Himachal Pradesh for Automotive Careers

The HPKVN–ADB funded initiative, implemented by ASDC, was designed to provide high-quality skill training and placement opportunities for youth in Himachal Pradesh. Focused on bridging the employability gap in automotive service and sales domains, the project aimed to empower local candidates through structured, demand-driven training in both technical and retail job roles.

Conducted across **Bilaspur, Una, and Solan,** the program targeted three job roles: **Four-Wheeler Service Technician, Two-Wheeler Service Technician, and Automotive Sales Consultant.** With a sanctioned capacity of 400 candidates, the project successfully achieved 100% training completion, demonstrating strong mobilisation and training delivery.

A total of **368 candidates were certified,** and **263 were successfully placed,** achieving a notable **71% placement rate.** By enabling structured learning and formal certification for Himachali youth, the project reinforces ASDC's commitment to **inclusive, industry-aligned skilling models.** It stands as a successful example of how public-private collaboration can **transform regional talent** pools into future-ready automotive professionals.

Parameter	Planned	Achieved
Total Candidates	400	400 (100%)
Candidates Assessed	400	388 (97%)
Candidates Certified	388	368 (95%)
Candidates Placed	–	263 (71%)

8. Shakti – Sankalp (BSDM)

Empowering Women Through Electric Mobility in Bihar

The **Shakti – Sankalp** project, implemented by ASDC in partnership with the **Bihar Skill Development Mission (BSDM),** is a transformative initiative designed to empower women from low-income and marginalized communities by training them as professional **E-Rickshaw drivers (NSQF Level 4).**

Executed in **Patna, Bihar,** the project aims to enable **350 women** to enter the workforce in a sector traditionally dominated by men. By focusing on clean, last-mile electric mobility, this program not only promotes women's financial independence but also supports sustainable transport solutions in urban India.

The training program combined road safety education, practical vehicle handling, and soft skill development to ensure candidates were confident, competent, and ready for real-world application. By March 2025, **all 350 candidates** completed assessments, and **339** were successfully certified—achieving a 97% certification rate.

This project serves as a pioneering example of how targeted, gender-inclusive skilling models can drive both **social equity and green mobility.** It reflects ASDC's commitment to shaping a future-ready workforce through innovation, access, and empowerment.

Parameter	Planned	Achieved
Candidates Trained	350	350 (100%)
Candidates Certified	350	339 (97%)

1.2 Industry-Led CSR Initiatives

Driving Transformation Through Strategic Corporate Partnerships

ASDC's industry-led CSR initiatives in FY 2024–25 demonstrated how strategic partnerships with leading automotive and allied sector companies can meaningfully contribute to India's skilling landscape. These programs were not only designed to upskill and certify underserved workforce segments—such as garage mechanics, drivers, and roadside technicians—but also to support cleaner technologies like BS6 engines and electric mobility. Each CSR project was structured with an outcome-driven approach, offering hands-on training, formal certification, and pathways to sustainable livelihoods.

These initiatives also reinforced inclusivity, with focused efforts on women's participation, rural outreach, and last-mile delivery using mobile units like Kaushal Rath. Through these engagements, ASDC continues to strengthen the national skilling ecosystem and catalyse future readiness across job roles, domains, and regions.

Program	Trained	Assessed	Certified
Sarthi – Phase II	401	383	314
Nayi Udaan	27	21	21
Nayi Raah	256	223	218
Bohler Spark	65	55	55
Bosch	700	629	618
Vahaan	35	35	35

1. Sarthi – Phase II

Partner: **Bridgestone India**
Duration: **15 August 2024 – 31 March 2025**

Sarthi Phase II is a high-impact CSR initiative by Bridgestone India, implemented in partnership with ASDC to train Heavy Commercial Vehicle (HCV) drivers, with a strong emphasis on women's participation. Conducted across seven Driver Training Insti A total of 401 candidates were trained, surpassing the original target of 340. This included 200 youth and 140 women, breaking gender barriers in a traditionally male-dominated field. The training covered driving techniques, traffic safety, compliance protocols, and behavioural aspects.

Sarthi Phase II demonstrates how targeted CSR investments can align with both livelihood generation and social empowerment. By equipping drivers—especially women—with formal training and certification, the program contributes meaningfully to safer roads and a more inclusive mobility ecosystem.

Parameter	Planned	Achieved
Total Candidates Trained	340	401
Youth Participants	200	321
Women Participants	140	80

2. Nayi Udaan: Empowering Youth for Manufacturing Careers

Nayi Udaan, an impactful **Industry-Led CSR Initiative**, is a collaborative effort between **JSW Foundation** and the **Automotive Skills Development Council (ASDC).** This program empowers youth from economically weaker sections by providing high-impact, industry-aligned skills for the manufacturing sector.

The initiative aims to train **53 candidates** through a hands-on model that includes practical training, On-the-Job Training (OJT), and a curriculum reflecting real-time industry demands. Training encompasses **theoretical knowledge of manufacturing processes,** practical use of **industry-grade tools and machinery,** and essential **soft skills development** (communication, financial literacy, personal grooming) and **workplace readiness** (discipline, punctuality, safety protocols).

Training is conducted at industry centers like Rucha Engineers Pvt. Ltd. and Victora Industries Pvt. Ltd., simulating real manufacturing environments. This partnership leverages JSW's vision for equitable growth and ASDC's national training expertise, creating a scalable model for workforce readiness in low-income communities.

3.1 Project Nayi Raah: Empowering EV Service Technicians for Green Mobility

Project Nayi Raah, an impactful **Industry-Led CSR** Initiative spearheaded by **SIDBI (Small Industries Development Bank of India**) in collaboration with the **Automotive Skills Development Council (ASDC)**, is actively addressing the escalating demand for skilled professionals in India's rapidly expanding electric vehicle (EV) sector. This transformative program aims to bridge the skill gap by empowering individuals from low-income families to become proficient Electric Vehicle Service Technicians.

Electrifying India's Workforce: Skill by Skill

With India's accelerated transition towards green mobility, "Nayi Raah" is designed to equip beneficiaries with future-ready expertise essential for the EV market. The comprehensive curriculum focuses on practical and industry-relevant skills, including:

- **Battery and charging system diagnostics:** Crucial for understanding and troubleshooting EV power systems.
- E**lectric vehicle maintenance:** Covering routine service and complex repairs specific to EVs.
- E**V-specific safety and servicing protocols:** Ensuring adherence to high safety standards in a high-voltage environment.
- **Hands-on repair training:** Provided in real-world settings to build practical proficiency.

This tailored approach ensures that participants gain both technical mastery and a deep understanding of industry best practices, directly aligning with India's ambitious green industrial goals.

Commitment to Inclusivity

A strategic pillar of Project Nayi Raah is its strong focus on **gender inclusivity.** The initiative actively recruits and supports women trainees, with targeted outreach campaigns and mentorship opportunities designed to encourage and facilitate female participation in EV technology roles. This commitment makes a powerful statement for equality within a historically male-dominated sector.

Project Snapshot
Here are the key facts about Project Nayi Raah:

Detail	Description
Category	Industry-Led CSR Initiative
Funding Partner	SIDBI (Small Industries Development Bank of India)
Implementation Partner	Automotive Skills Development Council (ASDC)
Total Beneficiaries	250 candidates
Female Participation	Minimum 20% women
Training Focus	EV maintenance, diagnostics, and repair; EV-specific safety & servicing protocols; Battery & charging system diagnostics; Hands-on repair.
Job Role	Electric Vehicle Service Technician

Sustainability Meets Livelihood

By seamlessly integrating environmental responsibility with economic empowerment, Project Nayi Raah makes a dual contribution:

- **Advancing India's net-zero ambitions:** By training a workforce for the EV ecosystem, it supports sustainable transportation.
- **Reducing youth unemployment:** Providing demand-driven skills creates concrete job opportunities.
- **Promoting social equity:** Inclusive skilling ensures that individuals from disadvantaged backgrounds can participate in the new green economy.

This initiative stands as a testament to the fact that green jobs can indeed be inclusive, offering stability and future-readiness to those who stand to benefit the most.

4. The Bosch & ASDC Livelihood Skilling Initiative

The Bosch & ASDC Livelihood Skilling Initiative is a collaborative effort between the Automotive Skills Development Council (ASDC) and Bosch Ltd., aimed at enhancing the employability of Indian youth through industry-relevant technical training. The program targets the skilling of 700 young individuals in Two-Wheeler and Four-Wheeler Technician trades, equipping them with practical, hands-on experience and industry-aligned knowledge.

By fostering technical competence and improving job readiness, the initiative supports the larger goal of empowering youth and promoting inclusive growth within the automotive sector

Project Highlights at a Glance

- **Target Achieved: 700 Candidates Trained and 502 (81%) candidates placed**
- **Strategic Coverage Across PAN India.**
- **Industry-Relevant Curriculum Aligned with ASDC Standards**
- **Focus Areas: Technical Training, OJT at Dealerships, Soft Skills & Customer Interaction**
- **Successful Completion with Placement Support & Certification**

Curriculum Built for Real-World Readiness

The training content was designed with precision—merging technical knowledge with practical application. Candidates were trained in:

- **Automotive Engine and Transmission Systems**
- **Automotive Electrical and Electronics Systems**
- **Use of Tools and Equipment**
- **Preventive and Corrective Maintenance**
- **Soft Skills and Employability**

The initiative has successfully demonstrated the power of industry-driven, outcome-oriented vocational training, making significant strides in empowering youth with employable skills.

The programme not only supported individuals in achieving financial independence but also contributed meaningfully to the broader goal of reducing the skill gap in India's automotive sector.

5. Project Vahaan

In a nation where mobility fuels opportunity, **Project Vahaan** emerges as a beacon of hope. Spearheaded by **Michelin India** under its CSR mandate and executed in collaboration with the **Automotive Skills Development Council (ASDC),** this initiative is **empowering individuals from low-income families** with professional driving skills—transforming lives through the power of the wheel.

By bridging critical skill gaps and building confidence, this program prepares candidates for d**ignified employment in the transportation and logistics sectors—**industries with consistent demand and upward mobility potential.

Project Snapshot

- **Total Beneficiaries:** 35
- **Training Focus:** Light Motor Vehicle & Commercial Vehicle Driver Driving, license creation, Road safety and employability skills
- **Target Group:** Economically low income group individuals seeking livelihood access

More Than Just a License

Project Vahaan doesn't stop at skill acquisition. It fosters:

- **Family upliftment through reliable income**
- **Safer driving practices on India's roads**
- **Job linkages with logistics firms, taxi services and fleet operators**

This **holistic approach** ensures participants aren't just trained—they're **empowered for long-term success.**

CSR in Action: Michelin's Commitment to Community

Michelin India, through this initiative, exemplifies **CSR done right**—strategic, inclusive, and impactful. In tandem with ASDC, it ensures that the **economic engine of the transportation sector** becomes a **ladder for social mobility.**

6. The Bohler Spark Scholars Initiative

This initiative goes beyond traditional training, serving as a bridge between academic learning and the dynamic needs of the manufacturing industry. It is a shining example of how **corporate social responsibility can be a catalyst for economic empowerment,** community development, and industrial innovation.

Welding Skills for the Workforce of Tomorrow

The **Bohler Spark Scholars program** was designed with precision and purpose—to upskill **aspiring youth** in **modern welding techniques** while nurturing the essential soft skills required to thrive in professional environments.

The training was delivered by certified instructors at state-of-the-art facilities, ensuring that each candidate gained both technical competence and real-world confidence.

A Measurable Impact: Training with Tangible Outcomes

With a clear target to train and place **65 candidates**, the initiative proudly met and exceeded expectations:

- **65 youth trained**
- **100% placement in relevant automotive roles**

Each graduate of the program now contributes actively to India's evolving manufacturing and automotive sectors—an achievement that underscores the effectiveness of **industry collaboration** and CSR-driven skilling models.

Metric	Outcome
Youth Trained	65
Placement Rate	100%
Roles Achieved	Relevant automotive roles
Implementing Bodies	voestalpine Welding India Pvt. Ltd. (CSR), ASDC
Focus Sectors	Welding, Automotive

1.3 Upskilling & Certification Programs

Building a Future-Ready Workforce through Structured Skill Development

As the Indian automotive industry undergoes a profound transformation driven by automation, digitization, stricter emission norms, and electrification, the need for continuous upskilling and re-skilling has never been more urgent. A significant portion of the workforce entering this sector lacks formal educational qualifications, yet possesses strong experiential knowledge. ASDC's Upskilling & Certification Programs bridge this gap by delivering structured training and industry-recognised certifications that validate their competencies and increase employability.

These programs are tailored across three primary domains:

Manufacturing:

Workers are trained in advanced practices across component industries such as transmissions, braking systems, electrical assemblies, and engine parts. The training focuses on machine operation, quality assurance, and lean manufacturing principles to meet the exacting standards of Tier-1 and Tier-2 suppliers.

Service:

With the shift from BS-IV to BS-VI and the growing adoption of EVs, technicians are trained in emission control systems, digital diagnostics (OBD-II), battery safety, and EV servicing protocols. These re-skilling programs are vital for ensuring safe, compliant, and efficient vehicle maintenance in line with modern regulatory frameworks.

Sales:

As the buying experience becomes more digital, upskilling in CRM tools, customer relationship management, financing options, and product knowledge—especially for EVs—helps candidates deliver a high-quality, consultative sales experience, whether in physical dealerships or online platforms.

Beyond technical training, these programs also promote soft skills, hygiene practices, and workplace ethics, making trainees well-rounded professionals. Upskilling thus benefits not only individuals but also the wider industry and society by reducing unemployment, supporting career progression, and building a certified, mobile, and modern automotive workforce.

Program	Trained	Assessed	Certified
CARE/CSR/RPL	450	436	436
TIMKEN	201	201	188
VEEDOL KARIGARI	1500	1500	1500

1. CARE/CSR/RPL

Duration: **15 April 2024 - 31 June 2024**

The CARE_CSR_RPL project was a focused upskilling initiative designed to train and certify experienced roadside mechanics in BS6 technology, while also integrating modules on health and hygiene awareness—a critical need in post-pandemic occupational environments.

Conducted in Hyderabad (Telangana), the project targeted 450 service technicians specializing in 2-wheeler and 4-wheeler repairs. Delivered through ASDC's certified training partners, the program followed the Recognition of Prior Learning (RPL) format and ensured all participants received short-term technical refreshers, safety briefings, and soft-skill enhancement.

All 450 candidates successfully completed training, receiving formal ASDC certification that enhanced their credibility in the job market. The initiative stands out for validating informal skills through structured certification and fostering safe, responsible servicing practices among self-employed technicians.

2. Project TIMKEN: Upskilling Heavy Vehicle Mechanics

Duration: **July 2024 - March 2025**

Project TIMKEN, an **Industry-Led CSR Initiative** by **TIMKEN India** in collaboration with the **Automotive Skills Development Council (ASDC)**, is enhancing the skills of 2**00 heavy commercial vehicle service technicians.** This program recognizes the existing informal knowledge of roadside mechanics and aims to transform their experience into certified expertise.

The initiative focuses on providing:

- **Hands-on practical sessions**
- Familiarization with **BSVI engines**
- Training in **modern diagnostics and maintenance protocols**
- Instruction on **5S methodology** and **safety measures**
- Guidance on **personal hygiene**

By blending practical training with contemporary automotive advancements, Project TIMKEN ensures that these essential technicians not only gain formal validation for their skills but are also updated with industry-relevant practices. Training is conducted at on-ground service hubs and authorized centers, making learning accessible, relevant, and immediately applicable to their daily work. This collaborative effort reinforces the dignity of work for India's vital blue-collar workforce, supporting the backbone of the nation's transport sector.

3. Project VEEDOL KARIGARI

Partner: **Tide Water Oil Company (India) Limited**
Duration: **13 Sept 2024 – 31 March 2025**

Project **VEEDOL KARIGARI** was launched as a CSR initiative by **Tide Water Oil Company (India)** Limited in collaboration with ASDC to upskill grassroots automotive technicians with the latest knowledge on **Bharat Stage-6 (BS-6) emission norms and engine systems.** The program specifically targeted independent mechanics and small garage owners—many of whom had never received formal training but played a critical role in India's aftermarket service sector.

Conducted in **39 cities** across East, West, North, and South India, the project reached **1,500 mechanics,** comprising 1**,260 two-wheeler and 240 four-wheeler technicians.** Each participant underwent a **6-hour training module** that combined theoretical concepts with practical demonstrations on BS-6 compliant engines, diagnostics, and emission standards.

In addition to technical training, the program also enhanced the dignity of labour by providing **certificates, branded T-shirts, and accidental insurance coverage** to participants. The sessions were delivered in local languages and supported by ASDC's certified training partners, ensuring accessibility and regional impact.

Project KARIGARI stands out as a model of how CSR can be purposefully aligned with regulatory transitions—like BS-6—while enabling small entrepreneurs to upgrade their skills, retain relevance, and contribute to a greener automotive ecosystem.

Parameter	Planned	Achieved
Total Candidates Trained	1,500	1,500 (100%)

S. No.	Job Role	No. of Candidates trained
1	Two-Wheeler Service Telchnician	1260
2	Four-Wheeler Service Telchnician	240
	Grand Total	**1500**

1.4 ASDC Certificate Program

Empowering Job-Ready Talent through Standardized Certification

In a time of accelerating technological disruption, the automotive and manufacturing industries increasingly demand professionals who are not only skilled but also certified to industry standards. Recognizing this need, ASDC's Certificate Program is designed to provide formal, recognized validation of technical capabilities for learners across domains such as manufacturing, mechatronics, diagnostics, and robotics.

The certification framework ensures that learners gain credible, industry-endorsed credentials, bridging the gap between academic instruction and on-ground expectations. Unlike conventional examinations, ASDC's assessments emphasize hands-on proficiency, real-world simulation, and role-specific evaluation, ensuring that certified individuals are workplace-ready from day one.
By working closely with OEMs, academic institutions, and domain experts, ASDC ensures its certifications are continuously aligned with evolving occupational standards, making them both future-proof and employer-trusted.

Assessment & Certification Highlights

Building a Future-Ready Workforce for India's Automotive Sector

The **Assessment & Certification Division** at ASDC plays a pivotal role in **bridging the skills gap** and empowering the workforce with **industry-relevant certifications.** Our efforts are driven by a **robust, transparent framework** aligned with national standards, ensuring unbiased assessments and strong industry alignment.

In FY 2024–25, ASDC strengthened partnerships with **leading automotive companies,** reinforcing its commitment to supporting the sector's skill development needs.

Key Achievements in FY 2024–25

1,76,907 assessments conducted across India

- A significant milestone demonstrating ASDC's operational efficiency, scalability, and impact in India's skilling ecosystem.

Scheme-wise Achievements

- Short-Term Training (STT): 77,138 assessments
- Recognition of Prior Learning (RPL): 12,303 assessments
- National Apprenticeship Promotion Scheme (NAPS): 6,020 assessments
- School Assessments: 81,446 assessments

ASDC's Industry Collaboration and Assessment Initiatives

ASDC's collaboration with a diverse network of industry partners—including OEMs, manufacturers, dealerships, and skill development centers—continues to play a transformative role in shaping the future of the automotive workforce. Through strong partnerships with over 7**0+ leading Industry organizations** such as **Caparo Maruti Limited, UNO Minda Limited, Honda Motorcycles & Scooters India Pvt. Ltd, Munjal Showa Limited and SYRMA SGS Technology Limited,** ASDC has expanded opportunities for upskilling, certification, and career advancement across the industry.

These strategic partnerships reflect our shared commitment to upskilling and certifying industry professionals, thereby empowering the workforce with relevant skills and certifications. By working closely with industry stakeholders, ASDC continues to play a pivotal role in building a skilled and future-ready workforce for the automotive sector.

Some of Key industry partners include:

OEMs			
Maruti Suzuki India Ltd.	Hero MotoCorp Limited	Toyota Kirloskar Motor Pvt. Ltd.	Bajaj Auto Limited
Ashok Leyland Limited	Mahindra & Mahindra	Honda Motorcycles & Scooters India Pvt. Ltd.	Tata Motors Limited (Pant Nagar)
Other Industry			
MINDA KOSEI ALUMINUM WHEEL PVT. LTD.	Victora Automotive (P) Ltd.	WANFENG ALUMINIUM WHEEL INDIA PVT. LTD.	Prospira India Automotive Products Ltd.
Revent Precision Engineering Limited	Subros Pvt. Ltd	Mega Rubber Technologies Pvt. Ltd.	Technico Industries Limited
TBK India Pvt. Ltd.	SGS TEKNIKS MANUFACTURING PVT. LTD.	UNO MINDA / UNO MINDA LIMITED	SKH Metals Ltd.
Caparo Maruti Limited	Syrma SGS Technology Limited	Munjal Showa Limited	Palak Plastic Pvt. Ltd.

These collaborations reflect ASDC's deep industry integration, ensuring that assessments are tailored to real-world, sector-specific needs.

Strategic Partnerships for Bajaj BEST Centers

- MoUs signed by Bajaj with PES University, Sastra University and Symbiosis Institute of Technology
- Infrastructure setup underway; batches to commence in FY 2025–26.

Capacity Expansion

- 2 new assessment agencies onboarded, expanding ASDC's national network to 11 agencies. (2 additional regional agencies)

Commitment to Quality & Integrity

- Strict adherence to national standards, unbiased assessments, and a 48-hour grievance redressal system to ensure transparency and trust.

Impact at a Glance

Impact Area	Achievement – FY 2024–25
Total Assessments Conducted	1,76,907
STT Assessments	77,138
RPL Assessments	12,303
NAPS Assessments	6,020
School Assessments	81,446
Industry Partners Engaged for Assessments	Maruti Suzuki, Hero MotoCorp, Toyota, Bajaj, etc.
New Assessment Agencies Onboarded	2 (Total: 11 agencies)
MoUs for Bajaj BEST Centers	3 Universities onboarded

Bajaj Engineering Skills Training (BEST) Program
A Model for Future-Ready Engineering Certification

The Bajaj Engineering Skills Training (BEST) program, a pioneering initiative by Bajaj Auto Ltd. in collaboration with Automotive Skills Development Council, continues to set benchmarks in engineering skills development. A cornerstone of this program is the comprehensive Assessment & Certification framework that validates and recognizes the employability of young engineering talent.

Key Highlights of Assessment & Certification:

- **Hands-on Evaluation:**
  Assessments prioritize practical skills across Mechatronics, IIoT, Robotics, and Industry 4.0 technologies.
- **Standardized Certification:**
  Certifications are mapped to ASDC National Standards, ensuring credibility and consistency.
- **Joint Recognition:**
  Certificates jointly issued by ASDC, Bajaj Auto Ltd., and the host university highlight the program's commitment to quality and industry relevance.

FY 2024–25 Impact: Certified Excellence
A total of 401 students have successfully completed the program and earned their certifications this year, reflecting the program's reach and impact across leading academic institutions.

University	Students Certified
Symbiosis Institute of Technology, Pune	209
People's Education Society, Bengaluru	87
SASTRA University, Thanjavur	105
Total	**401**

Looking Ahead: Expansion in FY 2025–26
The coming year will see the rollout of the program's certification processes to additional institutions.

ASDC's Role in Certification Quality Assurance:

- **Integrity of Assessment:** Ensuring rigorous, unbiased evaluations through structured processes.
- **Industry-Based Assessments:** Practical assessments conducted in real-world, industry-standard environments to ensure relevance and applicability.
- **Industry Expert Assessors:** Involvement of industry professionals as assessors to bring authentic insights and ensure assessments meet real job requirements.
- **Certification Audits:** Periodic audits to uphold the highest standards and credibility of certifications.
- **Alignment with Industry Needs:** Continuous updates to skill standards, ensuring certifications remain future-ready.

Conclusion
The ASDC Assessment & Certification framework is not just a credential—it's a validation of job-ready skills, recognized and respected by industry. Through this robust framework, ASDC is paving the way for a skilled, confident, and empowered workforce ready to lead India's smart manufacturing revolution.

Chapter 2
Generating Livelihood Opportunities

2 Generating Livelihood Opportunities

As India accelerates towards becoming a global automotive hub, the Automotive Skills Development Council (ASDC) stands as a key enabler in driving skilling, employability, and workforce transformation. ASDC, the first Sector Skill Council of India and an NCVET-recognized awarding body, continues to facilitate structured livelihood creation across the value chain through innovative, industry-aligned engagement models.

Promoted by apex bodies such as SIAM, ACMA, FADA, and supported by MSDE, MoRTH, and MHI, ASDC ensures that its programs are aligned with national workforce priorities and international standards. ASDC also holds CSR implementation accreditation under the Ministry of Corporate Affairs.

Industry Engagement Models

To address workforce challenges like attrition, absenteeism, diversity, and retention, ASDC enables multiple engagement formats:

- Cluster Training Centres & Industry-Led Centres: Supported through end-to-end handholding.
- Recruit-Train-Deploy (RTD) and Train & Place models: Designed for workforce readiness.
- Apprenticeship & Pre-Apprenticeship Integration: Fostering continuity from training to employment.

Comprehensive, end-to-end support provided by ASDC for establishing skill training centers within industry premises.

Building a Future-Ready Workforce for India's Automotive Sector

The **Assessment & Certification Division** at ASDC plays a pivotal role in **bridging the skills gap** and empowering the workforce with **industry-relevant certifications.** Our efforts are driven by a **robust, transparent framework** aligned with national standards, ensuring unbiased assessments and strong industry alignment.

In FY 2024–25, ASDC strengthened partnerships with **leading automotive companies,** reinforcing its commitment to supporting the sector's skill development needs.

Cluster Training Centre

Engage with Trainng & Academic Institution

Industry Training Centre

RECRUIT - TRAIN - DEPLOY
TRAIN - PLACE (Pre-apprenticeship Training)

Training Options for Industry

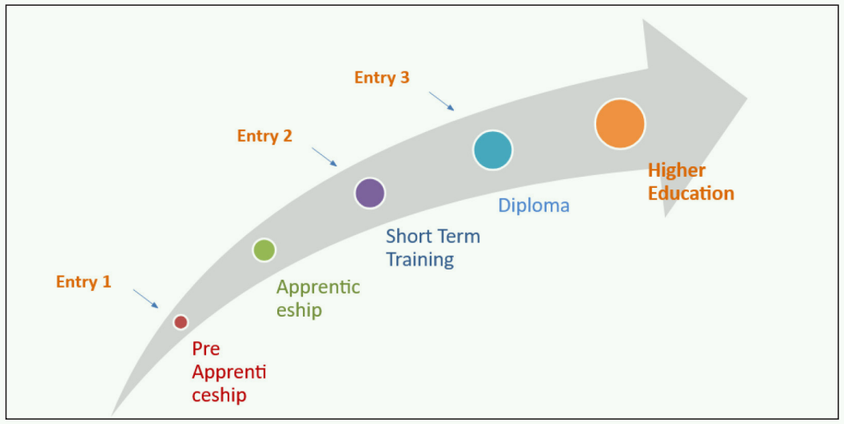
Training Type	Duration	Target Group	Outcome
Short-Term Training	300–600 hrs	Freshers	Employability through OJT or placement
Apprenticeship (NAPS)	6–12 months	Trained Freshers	On-the-job skill application
Micro-Credentials	1–5 days	Existing Workers	Quick upskilling for productivity
NCVET Diploma	2 or 3 years	Class 10 pass-outs	Industry-integrated academic pathway

Value Delivered

- Curriculum & Certification: Government-approved, ASDC-developed content; NCVET certificates aligned to the National Credit Framework (NCrF).
- DigiLocker & Academic Bank of Credit: Ensuring accessibility and academic mobility.
- Industry Support: ASDC manages engagement with MSDE and supports smooth integration of skilling into CSR, donor-funded, and government-sponsored programs.
- Hands-on Training: Emphasizing real-world exposure to reduce attrition and enhance retention.

Candidate Growth Framework

ASDC enables clear career progression from Entry-level training to Apprenticeship, and onto Diploma and higher education—ensuring long-term skilling pathways.



2.1 Industry-Led Training Centers

Catalyzing Industry-Owned Skilling Models Across the Automotive Ecosystem

The Automotive Skills Development Council (ASDC) has reinforced its commitment to industry-driven skilling through its **Industry Engagement Initiative,** designed to embed sustainable, company-led training systems across India's automotive landscape. In FY 2024–25, this initiative focused on **direct engagement with ACMA member companies,** OEMs, and dealer networks to promote the creation of **Skill Centers** within existing infrastructure such as **Dojo centers**.

These centers act as training and certification hubs for both **entry-level aspirants and existing blue-collar workers,** facilitating upskilling and formal recognition of competencies. ASDC offers **end-to-end handholding**—from curriculum support to certification and alignment with CSR and NCVET guidelines.

Strategic Industry Engagement Highlights (FY 2024–25)

- **70+ ACMA companies reached** via direct outreach
- 25+ **one-on-one leadership engagements** conducted
- Encouraged companies to:
- Convert Dojo centers into Skill Centers
- Integrate structured skilling with CSR programs
- Certify in-house workforce under ASDC frameworks

Diploma in Manufacturing: A Major Milestone

In collaboration with NCVET, ASDC launched a 2–3 year Diploma in Manufacturing that combines:

- **20% classroom instruction** (theoretical learning)
- **80% on-the-job training** (inside the company)

This work-integrated model ensures learners are job-ready and familiar with real-world production environments, improving placement outcomes and retention. It also helps industries groom custom-fit talent from the ground up.

Industry Association Growth

Partner Type	FY 2023–24	FY 2024–25
OEMs	28	7
Component Manufacturers	41	7
Dealers	16	12
Total	**85**	**26**

Core Benefits of Industry-Led Training Centers

For Students & Trainees	For Students & Trainees	For Government & Policy
Work-integrated diploma programs	Custom-trained workforce	Public-private scalable model
Certification mapped to National Credit Framework	Reduced attrition, increased productivity	Boost to Make-in-India through certified talent
Access to CSR-funded learning	CSR alignment and regulatory support via ASDC	Alignment with NCVET and NCrF standards
Clear career pathways in manufacturing	Improved morale and formalization of workforce	Inclusive, community-driven employment generation

By enabling industries to lead the skilling agenda within their facilities, ASDC is not only bridging the skill gap—but also ensuring that India's automotive sector remains globally competitive and socially inclusive.

2.1.1 Component Centers

ASDC has expanded its outreach by partnering with leading automotive component manufacturers to establish training centers within their production facilities. These centers serve as critical nodes for practical skilling, upskilling, and certification of both fresh entrants and existing workers.

Aligned with India's goal of becoming a global auto manufacturing hub, this initiative ensures that the shopfloor workforce remains equipped with cutting-edge technical skills—from machining and quality control to robotic welding, CNC operations, and assembly.

These centers also serve as certification points for Recognition of Prior Learning (RPL) and structured short-term training programs. In FY 2024–25, ASDC facilitated skill development through over 50 such centers, located across 10+ states, creating accessible training pathways for blue-collar workers near industrial clusters.

Training Centers in Auto Component Industry (FY 2024–25)

S. No	Training Center Name	Key Job Roles	Location
1	Accurate Engineering Company (P) Ltd	Automotive Quality Control Assistant	Pune, Maharashtra
2–3	Adinath Forging Pvt. Ltd	Automotive Machining Operator	Rohtak, Haryana
4	Belden India Pvt. Ltd	Automotive Assembly Operator	Pune, Maharashtra
5	Dabad Automotive Pvt. Ltd	Tool Room Technician, Plastic Moulding Technician	Alwar, Rajasthan
7	skon Industries	Automotive Machining Operator	Gurugram, Haryana
8	Four Front India Pvt. Ltd	Assembly Technician, CNC Machining Technician	Pune, Maharashtra
9	Hosur CNC Applications Pvt. Ltd	Machining Operator, Assembly Technician	Krishnagiri, Tamil Nadu
10	JBJ Technologies Ltd	Automotive Assembly Technician	Gautam Buddha Nagar, UP
11	JNS Instruments Ltd	Automotive Machining Operator	Gurugram, Haryana
13	AGNA Automotive India Pvt. Ltd	Assembly Operator, Welding Assistant, QC Assistant, Press Shop Tech.	Pune, Maharashtra
14–15	Metalman Auto Pvt. Ltd	Assembly, Machining, Welding, QC Inspector	Aurangabad & Indore, MP
16	Micro-Tech CNC Pvt. Ltd	Machining Operator, Assembly Technician	Krishnagiri, Tamil Nadu
17–18	Mitsuba India, Modern Automotive Ltd	Machining Operator, Assembly Operator	Gurugram, Haryana

Training Centers in Auto Component Industry (FY 2024–25)

S. No	Training Center Name	Key Job Roles	Location
19	Prospira India Automotive Products	Machining Assistant, Operator	Gurugram, Haryana
20	RSB Transmission Ltd	Assembly, Machining Operator	Pune, Maharashtra & Gurugram, HR
22–24	Sansera Engineering Ltd	Machinist, CNC Tech, Assembly Technician	Gurugram & Bidadi, Karnataka
25–26	Sinclar CNC Applications	Welding Operator (Manual/Robotic), Assembly Technician	Krishnagiri, Tamil Nadu
27	Song Chaun Automotive Parts	Assembly Technician, Welding Operator	Pune, Maharashtra & Krishnagiri
28–29	Sree Lakshmi Precision Tools, Sunshine Ind.	CNC Tech, Machining Operator	Krishnagiri, Tamil Nadu
31	Subros Limited	Assembly Technician, Material Handling, Assembly Master Tech	Gurgaon, Haryana
32	Sun Rays Engineering Pvt. Ltd	Automotive Machining Operator	Gurugram, Haryana
33	TE Connectivity India Pvt. Ltd.	Automotive Assembly Technician	Satara, Maharashtra
34–35	Technico Industries Ltd	Assembly Operator/ Technician	Surendranagar & Gurugram
36–38	Umamaheswari, Universal Tech, Vertex Engg	Welding & CNC Technicians	Krishnagiri, Tamil Nadu
39–44	Victora Automotive Group	Machining Asst/ Operator, QC Inspector	Gurugram, Faridabad & Haridwar
45	Vishal Industries	Machining Assistant	Kanpur, Uttar Pradesh
46	Wanfeng Aluminum Wheel (India)	Automotive Machining Operator	Bawal, Haryana
47	Sansera Engineering Ltd	Machining Operator	Bangalore Urban, Karnataka
48	Revent Precision Engineering Ltd	Welding/CNC Operator	Haryana
49	Rucha Engineers Pvt. Ltd	Press Shop Asst, Casting Operator	Aurangabad, Maharashtra
50	Abilities India Pistons & Rings Ltd	QC Assistant, Machining Trainer	Ghaziabad, Uttar Pradesh
51	Varroc Engineering Ltd	Assembly Operator	Aurangabad, Maharashtra

Impact Summary

- Total Active Centers: 50+
- Job Roles Offered: 20+ (Machining, Assembly, CNC, QC, Welding, Press Shop, etc.)
- Coverage: Across 10 states including Maharashtra, Haryana, Tamil Nadu, Karnataka, MP, UP
- Focus Areas: Practical shopfloor training, blue-collar RPL, entry-level STT, and CSR-based skilling

These centers not only address current skill shortages in Tier 1 and Tier 2 automotive suppliers but also act as a model of sustainable industry-led skilling. The ASDC framework ensures each candidate trained receives an NCVET-aligned certificate, adding credibility to skills acquired in real production settings.

2.1.2 Manufacturing Centers

Advancing India's Automotive Manufacturing Capabilities Through Integrated Skilling

In FY 2024–25, ASDC made significant progress in enhancing workforce capacity in automotive manufacturing by expanding its network of training centers, strengthening industry engagement, and accelerating the development of content and standards aligned with the evolving demands of modern manufacturing.

These efforts were critical in reinforcing ASDC's role as a catalyst for driving India's transformation into a future-ready manufacturing powerhouse.

A. Industry Engagement and Partnerships

ASDC engaged multiple organizations to build manufacturing-focused training ecosystems. Five new partnerships were initiated or formalized, including:Additionally, ASDC coordinated Expert Group Meetings (EGMs) on Manufacturing and R&D and EV & Future Technologies. These forums facilitate collaborative ideation with academia, industry, and experts to ensure curriculum, assessments, and delivery mechanisms remain cutting-edge.

B. Capacity Building Initiatives

ASDC has ramped up its efforts to build a robust cadre of trainers and assessors in the manufacturing domain.

In FY 2024–25, ASDC significantly advanced its capacity-building efforts, reinforcing its pivotal role in shaping the nation's automotive skilling ecosystem. Strategic initiatives were undertaken to certify trainers and assessors, expand the network of accredited training centres, and deepen collaboration with industry partners. These measures were aimed at enhancing training quality, aligning skill development with evolving industry needs, and ensuring workforce readiness for emerging automotive technologies.

Industry Affiliations

Total of 26 new industry members were affiliated under ASDC in FY 2024-25,

- **OEMs: 7**
- **Component Manufacturers: 7**
- **Dealerships: 12**

S. no	Training Partner Name	TC Name	Job Role Name	State	DISTRICT	Industry Centre Type
1	Mahindra and Mahindra Limited	GURUKUL TRAINING CENTRE OF M&M LTD – FD NAGPUR PLANT	Automotive Assembly Technicin, Automotive Body Painting Operator Automotive, Welding Machine Operator (Manual and Robotics)	Maharashtra	Nagpur	OEM

S. no	Training Partner Name	TC Name	Job Role Name	State	DISTRICT	Industry Centre Type
2	Mahindra and Mahindra Limited	PRISM TRAINING CENTRE OF M&M LTD – FD KANDIVALI PLANT	Automotive CNC Machining Technician	Maharashtra	Mumbai	OEM
3	Mahindra and Mahindra Limited	SAKSHAM TRAINING CENTRE OF M&M LTD – FD JAIPUR PLANT	Automotive Assembly Technician	Rajasthan	Dudu	OEM
4	Mahindra and Mahindra Limited	TAKSHASHILA TRAINING CENTRE OF M&M LTD – FD ZAHEERABAD PLANT	Automotive Assembly Technician	Telangana	Sangareddy	OEM
5	Mahindra and Mahindra Limited	IRALAYA TRAINING CENTRE OF M&M LTD – FD RUDRAPUR PLANT	Automotive Assembly Technician	Uttrakhand	Udam Singh Nagar	OEM
6	Toyota Kirloskar Motor Private Limited	Gangotri institute of paramedical sciences and skill development	Automotive Sales Executive	Uttar Pradesh	Raebareli	OEM
7	Toyota Kirloskar Motor Private Limited	AISECT Azamgarh	Automotive Sales Executive	Automotive Sales Executive	Uttar Pradesh	OEM
8	Sansera Engineering Li Limited	SANSERA ENGINEERING LIMITE	Automotive Machining Operator	Automotive Machining Operator	Karnataka	Component Manufacturers
9	REVENT PRECISION ENGINEERING LIMITED	REVENT PRECISION ENGINEERING LIMITED	Automotive Welding Machine Technician	Automotive Welding Machine Technician	Haryana	Component Manufacturers
10	LUCAS INDIAN SERVICE LIMITED	LUCAS INDIAN SERVICE LIMITED	Auto Electrical	Auto Electrical	Tamil Nadu	Component Manufacturers

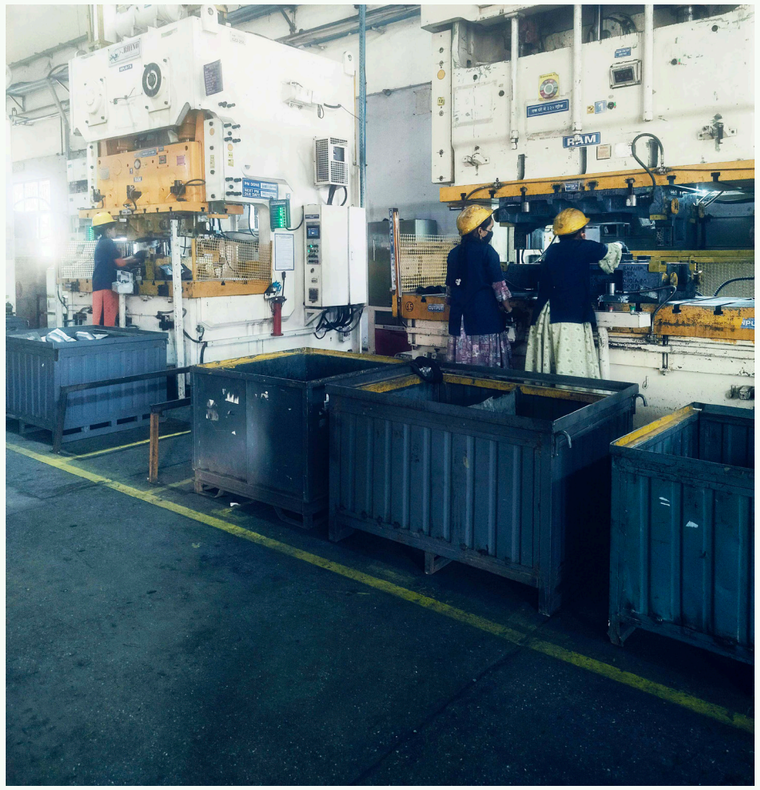
S. no	Training Partner Name	TC Name	Job Role Name	State	DISTRICT	Industry Centre Type
11	Rucha Engineers Pvt Ltd	Rucha Skill Academy	Automotive Welding Machine Operator (Manual and Robotics)	Maharashtra	Aurangabad	Component Manufacturers
12	Abilities India Pistons and Rings Ltd	Abilities India Pistons and Rings Ltd	Automotive Quality Control Assistant	Uttar Pradesh	Ghaziabad	Component Manufacturers
13	Varroc Engineering Limited	Varroc Academy	Automotive Assembly Operator	Maharashtra	Aurangabad	Component Manufacturers
14	JBM AUTO LIMITED,	JBM AUTO LIMITED, SKILL DEVELOPMENT CENTER FARIDABAD	Automotive Welding Machine Technician	Haryana	Faridabad	Component Manufacturers
15	VVC MOTORS PRIVATE LIMITED	V2C Skill Development centre	Four Wheeler Service Assistant & Automotive Sales Executive	Telangana	Telangana	Dealership
16	Sakshi Enterprises	Sakshi Enterprises_ Honda Motorcycle & Scooters India Pvt.	Two wheeler service Technician	Karnataka	Ramanagar	Dealership
17	GARGYA AUTOCITY PVT LTD	Gargya Institute of Professional Studies.	Automotive Sales Executive & Four Wheeler Service Technician	Assam	Kamrup Metro	Dealership
18	Skill Tech Sai Service Foundation	Sai Service Skill Tech Academy (SaiSTA)	Automotive Telecaller & Automotive Sales Executive	Maharashtra	Pune	Dealership
19	TRICHY ANAAMALAIS TRAINING CENTRE (TATC)	TRICHY ANAAMALAIS TRAINING CENTRE (TATC)	Four wheeler service Technician	Tamil Nadu	Trichy	Dealership

S. no	Training Partner Name	TC Name	Job Role Name	State	DISTRICT	Industry Centre Type
20	LANSON MOTORS PVT LIMITED	LANSON MANPOWER EXCELLENCE CENTER	Four Wheeler Service Technician and Automotive Body Painting Technician Four wheeler service Technician	Tamil Nadu	Chennai	Dealership
21	SAKSHI ENTERPRISES	SAKSHI ENTERPRISES (Tata Motors, Bijjargi)	Four-Wheeler Service Technician	Karnataka	Vijayapur	Dealership
22	Saraswati Autotech	Saraswati Autotech-Bokaro	Four Wheeler Service Technician	Jharkhand	Bokaro	Dealership
23	MITHILA MOTORS PVT LTD	MITHILA MOTORS PVT LTD	Four Wheeler Service Technician	Jharkhand	Jamshedpur	Dealership
24	SPARSH AUTOTECH PVT LTD	Satyam Centre of Professional Excellence	Four Wheeler Service Technician	Delhi	Delhi	Dealership
25	ANAMALLAIS AGENCIES (STADIUM)	ANAMALLAIS AGENCIES (STADIUM)	Heavy Commercial Vehicle (HCV) Service Technician	Tamil Nadu	Coimbatore	Dealership
26	Go Auto	Go Auto Consultants Pvt. Ltd	Four Wheeler Service Technician & Automotive Sales Exe	Delhi	South Delhi	Dealership

ASDC affiliated Industry Member Centres under leading automotive companies:

Mahindra & Mahindra Limited – Farm Division:

1. GURUKUL TRAINING CENTRE OF M&M LTD – FD, Nagpur Plant
2. PRISM TRAINING CENTRE OF M&M LTD – FD, Kandivali Plant
3. SAKSHAM TRAINING CENTRE OF M&M LTD – FD, Jaipur Plant
4. TAKSHASHILA TRAINING CENTRE OF M&M LTD – FD, Zaheerabad Plant
5. IRALAYA TRAINING CENTRE OF M&M LTD – FD, Rudrapur Plant



Sansera Engineering Ltd:

- **SANSERA ENGI**NEER**ING LIMITED – Bangalore**

STEP Centre Affiliated

Under the partnership with Toyota Kirloskar Motor Pvt. Ltd (TKM), 4 STEP Centres were affiliated for Service and sales job roles. These centres have been designated to deliver high-quality training for Service and Sales job roles, aligned with the evolving needs of the hybrid and electric vehicle segments. This collaboration aims to foster a skilled workforce equipped with industry-relevant competencies and enhance employability in the automotive retail and aftersales sectors.

1. ANAMALLAIS AGENCIES (STADIUM)
2. LANSON MOTORS PVT LIMITED
3. TRICHY ANAMALLAIS AGENCIES PVT LTD
4. GARGYA TOYOTA

Industry Supported Centres (ISC) – TKM SHIKSHA Initiative

Under the SHIKSHA initiative by Toyota Kirloskar Motor Pvt. Ltd. (TKM), three Industry Supported Centres (ISCs) were established in Uttar Pradesh during FY 2024–25. These centres are dedicated to delivering specialized training for Sales job roles in the automotive sector. This initiative aims to bridge the skill gap in rural and semi-urban regions by providing industry-aligned training and enhancing employment opportunities for youth across the state.

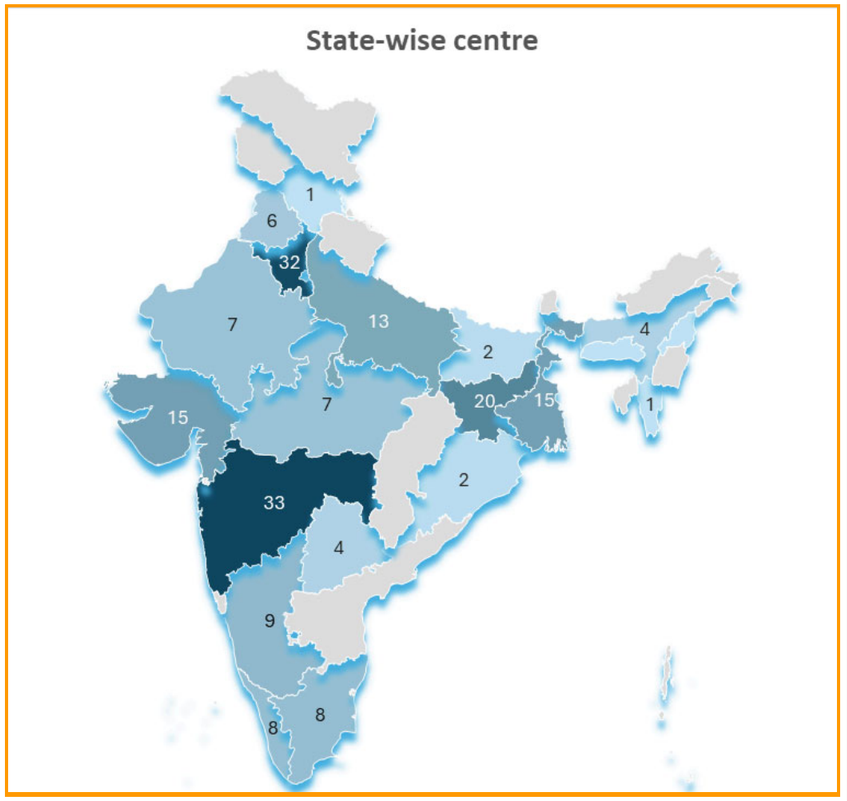
Program Overview:

100-day training program for the **Hybrid Electric Vehicle Sales Executive.**

-10 days of training at the Training Centre, followed by 90 days of OJT at the Tehsil level

Skill Development Centres (SDC)

- Total Training Centres affiliated with ASDC: 202



Training of Trainers and Assessors (ToT and ToA)

Certification Summary – FY 2024–25

- Trainers Certified: 292
- Assessors Certified: 247
- Master Trainers & Assessors Certified: 20

- **GCVT (Gujarat Council of Vocational Training): 60 Assessors trained**

C. Standards and Curriculum Development

The Automotive Skills Development Council (ASDC) has received NCVET approval for 33 new courses, bringing the total number of approved courses to 140 for the financial year 2024–25.

ASDC now offers two NCVET-approved Diploma Programs, catering to the Manufacturing and Service domains respectively. In alignment with the National Education Policy (NEP) 2020, ASDC has also developed 19 National Occupational Standards (NOS)-based courses, each designed as a 2-credit program, for seamless integration with Higher Education Institutions (HEIs) to promote skill-based education and industry readiness.

Domain	No of Qualifications
Manufacturing	59
R&D	28
Road Transportation	11
Sales	8
Service	34
Grand Total	**140**

D. Strategic Project Support

ASDC extended operational and academic support to high-impact industry projects:

Partner	Project	Support Type
Bajaj Auto Ltd.	Project BEST	Non-NSQF Assessment, Blueprint, and Center Inspection
PES University	Skilling Program	Non-NSQF Blueprint and Assessment Design

2.1.3 Dealership Centers

Empowering Sales & Driver Roles for India's Evolving Mobility Ecosystem

As India's automotive sector undergoes rapid digitalisation and electrification, ASDC continues to drive structured capacity building in sales, customer service, and road transportation through certified training centers across the country. These initiatives bridge the gap between consumer expectations and workforce preparedness—key to enhancing customer satisfaction, road safety, and last-mile mobility services.

A. Dealership (Sales) Training Centers

1. Capacity Building & Training Centers

S.no	Description	As the end of 24-25	2025-26					Remarks
			Target			Actual		
			FY	YTD	APR	APR	YTD	
1	**Affiliated Training Centres**							Sales Domain 1. Auric Motors Pvt Ltd.
A	Active Existing	33						
B	New		8	1	1	1	1	
2	**Certified Trainers**							All profiles under Saksham
A	Active Existing	133						
B	New		90	9	9	8	8	
3	**Certified Assessors**							Profile under Saksham
A	Active Existing	25						
B	New		20	2	2	1	1	

Job Role-Wise Capacity

S. No	Job Role	NSQF	Trainers	Assessors
1	Work-integrated Automotive Sales Assistant	3	5	2
2	Automotive Sales Consultant	5	12	1
3	Automotive Customer Relationship Manager	7	5	0
4	Automotive Sales Executive	4	41	7
5	Automotive Showroom Host	3	28	7
6	Automotive Telecaller	4	45	8
7	Automotive Sales Trainer	5	0	0
8	Automotive Sales Leader	6	2	0
	Total	**–**	**138**	**25**

B. Road Transportation (RT) Training Centers

1. Capacity Building & Trainers/Assessors

S.no	Description	As the end of 24-25	2025-26					Remarks
			Target			Actual		
			FY	YTD	APR	APR	YTD	
1	**Affiliated Training Centres**							Road Transportation 1. Tej Singh Multi Services Pvt. Ltd
A	Existing	10						
B	New		8	1	1	0	0	
2	**Certified Trainers**							
A	Existing	72						
B	New		30	3	3	0	0	
3	**Certified Assessors**							
A	Existing	84						
B	New		10	1	1	0	0	

2. Standards and Qualifications – RT Domain

S. No	Job Role	NSQF	Trainers	Assessors
1	E-rickshaw Driver	2.5	3	11
2	Commercial Vehicle Driver	3	15	37
3	Light Motor Vehicle Driver	2.5	15	17
4	Driving Trainer – LMV	4.5	2	0
5	Taxi Driver	3	8	12
6	Chauffeur	4	1	7
	Total	**–**	**44**	**84**

Notably, the "E-Rickshaw Driver" qualification was approved in February 2025, advancing electric mobility skills.

C. Key Projects in Sales & RT Domains

Project Name	Job Role	Type	Target	Status (as of April 2025)
Sakhi - Burari	Taxi Driver (EV)	STT	250	Enrolled – 127, Certified – 93 (Ongoing)
BSDM – Patna	E-Rickshaw Driver	STT	350	Under discussion with Rapido & Mahindra LMM

D. Industry Engagement

Expert Group Meetings were planned for both Sales and Road Transportation domains; however, participation needs improvement.

Next Sales EGM is scheduled for **9th June 2025** and Road Transportation on **23rd June 2025**.

2.2 Apprenticeship Programs

Manesar Naps workshop

CSN Naps Workshop

Bhiwadi Naps workshop

Bhiwadi Naps workshop

The Apprenticeship Program continues to be a cornerstone in ASDC's strategy to build a future-ready workforce. This initiative, under the National Apprenticeship Promotion Scheme (NAPS), bridges the gap between academic knowledge and practical industry requirements. It enables hands-on exposure for fresh candidates and promotes continuous learning and employment readiness.

In FY 2024–25, ASDC achieved significant growth in apprenticeship engagement, recording **2,14,141 new apprenticeship contracts**— an increase from **1,90,448 contracts** in FY 2023–24. Additionally, **6,020 candidates underwent formal assessments,** reinforcing the council's commitment to quality and skill validation.

Cumulative Apprenticeship Progress (2022–2025)

Metric	Count
Total Contracts Generated	**6,10,456**
Active Contracts	**2,13,959**
Completed Contracts	**1,35,140**
Total Assessments	**10,915**

NAPS Workshops: Industry Awareness and Outreach

To bolster engagement and industry participation, ASDC conducted several high-impact NAPS workshops in FY 2024–25:

Honda Skill Centre, Gurugram (26th July 2024) – in partnership with Distil Education.

Hotel Raviraj, Chhtrapati sambhaji nagar (CSN) (27th Dec 2024) – supported by Distil Education and NIPM, CSN Chapter.

BMA House, Bhiwadi (12th March 2025)– for Delhi-NCR establishments, supported by NSDC.

MSME Technology Centre, Bhiwadi (26th March 2025) – attended by over 230 students from local colleges and ITIs.

Additionally, ASDC marked its presence through grassroots outreach at events like the Bharatpur Kaushal Mahotsav, Bijnor Kaushal Mahotsav, and Manesar Apprenticeship Workshop, amplifying awareness among students, industry, and stakeholders alike.

2.3 Job Fairs & Career Events

Bridging Talent with Industry through Skilling-Linked Job Platforms

ASDC continues to play a pivotal role in expanding employment opportunities by actively participating in nationwide career fairs and skill-driven job events. These platforms serve as critical touchpoints to connect youth with potential employers while highlighting the value of certified skilling in enhancing employability.

In FY 2024–25, ASDC partnered with National Skill Development Corporation (NSDC) and the Ministry of Skill Development and Entrepreneurship (MSDE) to support major **Kaushal Mahotsavs,** aimed at driving last-mile access to employment in underserved regions.

bharatpur kaushal mahotsav

Bharatpur Kaushal Mahotsav– November 19, 2024

Held under the aegis of MSDE and NSDC, the **Bharatpur Kaushal Mahotsav** marked a major employment mobilization event, where over **2,400 job offers** were extended to skilled youth.

Key Highlights:

- **3,500+ registrations** on Skill India Digital Hub (SIDH)
- **5-day job readiness program** with role-specific training (e.g., Assembly Line Ops, Customer Care)
- **Industry participation across sectors**, with employers hiring for local and regional roles
- **Presence of Hon'ble Minister Jayant Chaudhary,** who distributed offer letters and emphasized lifelong learning

This initiative exemplified community-centric skilling and employment delivery, transforming state-level investment dialogues into actionable outcomes for youth.

Bijnor Kaushal Mahotsav

BIJNOR KAUSHAL MAHOTSAV – FY 2024–25

Bijnor witnessed similar success, with focused outreach culminating in robust placement outcomes.

Key Highlights:

- **13,500+ youth registered** on SIDH
- **4,800 candidates trained,** with a strong turnout of 6,000 participants at the fair
- **900 on-the-spot job offers,** reinforcing real-time employer engagement
- Customized career counselling and short-term skilling in collaboration with training partners

These events demonstrated the strength of public-private coordination in accelerating job linkages, especially in Tier 2 and Tier 3 districts.

Impact at a Glance

Location	Registrations	Trained	Job Offers	Event Footfall
Bharatpur	3,500+	3,500+	2,400+	5,000+
Bijnor	13,500+	4,800	900+	6,000

These engagements affirm ASDC's role not just in delivering skilling interventions, but in closing the loop with tangible job outcomes. By supporting mobilization, pre-placement training, and on-ground coordination, ASDC ensures skilling translates into sustainable livelihoods.

2.4 Placement Support Services

Driving Employability Through Structured Industry Linkages

ASDC continues to work as a vital bridge between skilled talent and industry employers—focusing on both domestic and international employment opportunities. Placement support has become an integral part of every ASDC-led training initiative, ensuring skilling translates into livelihood.

2.4.1 Domestic

In line with its mission to convert skilling into sustainable livelihoods, ASDC has actively facilitated job placements through industry-led programs, employer linkages, and focused candidate engagement. In FY 2024–25, the Council strengthened its domestic placement ecosystem by working closely with training providers, sector-specific employers, and project partners.

The focus remained on increasing placement conversion through job-readiness programs, direct recruiter interaction, and project-based tracking. Notably, the Council placed special emphasis on empowering women through placement-linked skills, especially under projects like Sakhi and Saksham.

Key Highlights: FY 2024–25

- 1,660+ candidates placed under Saksham – Hero MotoCorp project.
- Nearly 50% placement rate achieved for certified women under Sakhi (SIDBI).
- 5 new employers & training partners onboarded to widen the hiring base.
- Placement drives conducted in collaboration with industry TPs in states like Uttar Pradesh, Haryana, and Rajasthan.
- Direct coordination with recruiters like Rosmerta, Sungiri Autos, and The Hiring Company is ongoing to bridge demand-supply gaps.
- Customized support and tracking initiated to boost placement conversion for certified youth.

Project-Wise Placement Summary

Project Name	Candidates Certified	Candidates Placed	Placement %
Sakhi (SIDBI)	97	53	55%
Saksham (Hero MotoCorp)	3,555	1,700	48%

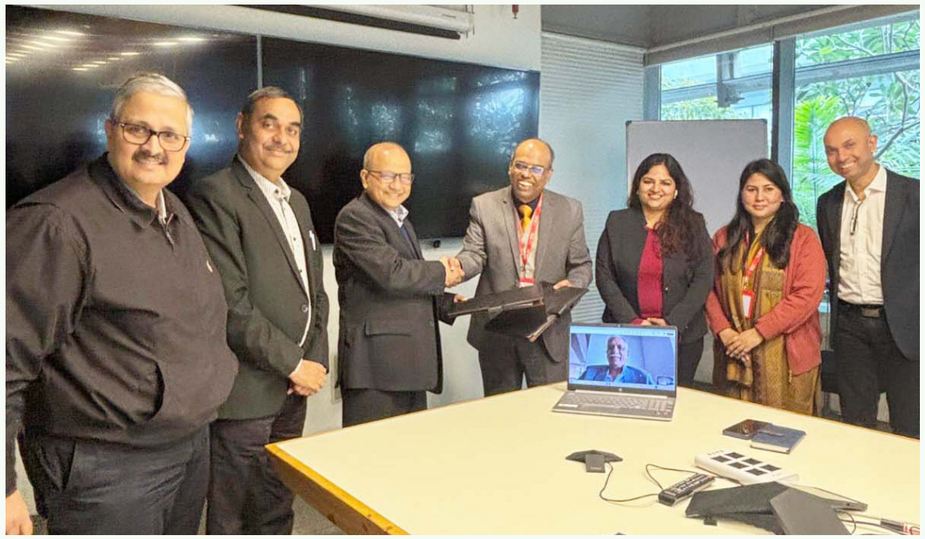
2.4.2 International

In a groundbreaking initiative to expand global employment opportunities for Indian automotive talent, ASDC partnered with the Volvo Group and Volvo Eicher Commercial Vehicles (VECV) to launch an international technician placement program. This strategic collaboration aims to deploy highly skilled Indian technicians to workshops across the UK, Germany, Denmark, Norway, and Australia—addressing the critical technician shortage faced by the global commercial vehicle sector.

Through this tripartite initiative, ASDC plays a pivotal role in candidate selection, technical training, and administrative coordination, while VECV provides hands-on training facilities and Volvo ensures alignment with global standards and local requirements in receiving countries.
Implementation Highlights

Impact and Vision

This initiative opens a new frontier for global career mobility in the Indian automotive skilling ecosystem. It affirms ASDC's capability to deliver high-quality, globally certified manpower and highlights India's potential as a hub for exporting skilled talent to address worldwide automotive service gaps. With strong institutional support, streamlined processes, and global partnerships, this program stands as a blueprint for scalable international workforce mobility in the automotive sector.



Chapter 3
Academic Partnerships

3.1 School-Level Engagements

Building Future-Ready Skills from the Classroom

The evolution of India's education system through the National Education Policy (NEP) 2020 has brought practical, skill-based learning to the forefront of school education. ASDC, as a Sector Skill Council, has played an active role in integrating vocational learning into the school curriculum to make students future-ready, with a focus on innovation, inclusivity, and industry relevance.

By collaborating with central and state education bodies—including the Delhi Board of Secondary Education (DBSE), Central Board of Secondary Education (CBSE), and through the Samagra Shiksha Abhiyan (SSA)—ASDC has extended its skilling outreach across grades 9 to 12. The aim is to help students explore real-world technologies, develop core technical skills, and align early education with emerging industry needs such as automation, mechatronics, and electric mobility.

The National Education Policy (NEP) 2020 is a landmark reform in India's education landscape, focused on preparing students not only for academic achievement but also for real-world challenges. Grounded in the principles of Access, Equity, Quality, Affordability, and Accountability, the policy is aligned with the UN's 2030 Agenda for Sustainable Development, aiming to nurture learners who are creative, multidisciplinary, and lifelong problem-solvers.

At its core, NEP 2020 advocates a flexible and holistic learning model that includes vocational education as an integral component from the foundational years. This marks a departure from the earlier NEP 1986, which focused primarily on theoretical knowledge without formally embedding skills into early-stage schooling.

ASDC's Role in Implementing NEP 2020

In direct alignment with NEP 2020, ASDC has initiated a wide range of school-level interventions focused on making education practical, relevant, and industry-linked. The Council has actively contributed to:

- **Curriculum updates that reflect current and emerging automotive technologies**
- **Promotion of hands-on learning via school-based automotive labs and live projects**
- **Internships and immersion programs that offer students experiential learning**
- **Training of educators and Specialised Resource Persons (SRPs) to deliver skill-based content in classrooms**
- **Assessment and certification mapped to real-world job roles**

These efforts help enhance student engagement, improve academic retention, and ultimately lead to greater employability at an early age.

Bringing NEP 2020 to Life

Aligned with the vision of NEP 2020, ASDC's school programs embed short-term certificate courses and hands-on learning into the academic curriculum. These interventions introduce students to real-world technologies early, building both confidence and career readiness.

Key Benefits for Students:

- Practical learning through labs, live projects, and internships
- Exposure to Mechatronics, Robotics, EVs and emerging automotive technologies
- Early-stage skill development to boost academic and career profiles
- Credit-based progression to vocational and higher education
- Direct interaction with industry mentors and experts
- Participation in industry visits and immersive experiences

Focus Area	Activities
Awareness & Outreach	Career talks, Olympiads, and skilling events to generate interest
Infrastructure Setup	Establishing in-school auto labs; linking others to ASDC centres
Faculty Training	ToT programs for schoolteachers and SRPs to deliver skill content effectively
Course Design	15-hour modules covering core and emerging domains like EV technology
Industry Exposure	Facilitating student visits and short internships at automotive facilities
Assessment & Certification	Skill evaluations followed by certification to validate learning outcomes

3.1.2 Collaboration with DBSE

In alignment with NEP 2020 and the vision of integrating vocational education into mainstream schooling, ASDC partnered with the **Delhi Board of Secondary Education (DBSE)** to deliver hands-on, industry-relevant technical education to students of Grades 9 to 12. The objective was to bridge the gap between academic learning and evolving technological demands by introducing students to foundational concepts in **PLC Automation and Mechatronics**.

This collaboration has helped set up model learning environments and experiential teaching methods that inspire interest in the mobility sector from an early age.

Program Objectives

- **Introduce school students to automation, logic programming, and industrial systems**
- **Promote experiential learning through lab-based education**
- **Provide early exposure to automotive and smart manufacturing technologies**
- **Build faculty capacity through specialized Training of Trainers (ToT) programs**
- **Facilitate industry immersion via visits and real-time demos**

Component	Details
Curriculum Development	Designed modules on PLC automation, sensors, and mechatronic systems
Lab Infrastructure Setup	Electro-Mechanical Practice (EMP) Labs set up at • ASOSE Lajpat Nagar • ASOSE Narela
Robotic Arm Installation	Installed in both EMP labs for hands-on training in automation
Trainer Deployment	Subject Resource Persons (SRPs) deployed with industry and academic expertise
Training of Trainers (ToT)	Conducted at NSIC Okhla to build educator capacity in teaching emerging tech
Industry Exposure	60 students and teachers participated in the Bharat Mobility Global Expo
Skill Immersion	Students visited innovation exhibits by ASDC, BYD, and leading mobility brands

Outcomes & Impact

- Enhanced student interest in engineering and automotive careers
- Schools became early adopters of NEP 2020's vocational education model
- Labs function as innovation hubs, exposing students to future technologies
- Strengthened teacher capabilities in delivering hands-on technical content

This partnership exemplifies how school education when guided by industry standards, can become a launchpad for future-ready skills and innovative thinking—transforming students into creators, not just learners.

S. No	Class	SOSE		SOAL	
		Number of Schools	Number of Students	Number of Schools	Number of Students
1	9th	11	869	11	1470
2	10th	11	1087	11	2000
3	11th	3	33	-	-
4	12th	2	21	-	-
Total			**2010**		**3470**

Collaboration with CBSE

In pursuit of integrating vocational education across India's school system, ASDC has worked closely with the Central Board of Secondary Education (CBSE) to promote awareness about automotive careers and upskill educators in line with industry needs. This collaboration aligns with NEP 2020's goal of introducing skill development at the foundational level and making students future-ready through practical, hands-on learning.

Through participation in national events and specialized training programs, ASDC has helped bring the automotive sector closer to young learners, while supporting teachers in delivering high-quality vocational content.

Program Objectives

- Promote vocational learning pathways in automotive technologies among school students
- Showcase modern automotive tools and emerging mobility solutions through real-time exposure
- Build capacity of school educators to deliver industry-relevant skill training
- Strengthen the link between industry standards and academic instruction in classrooms

Initiative	Details
CBSE Skill Expo Participation	ASDC showcased live demonstrations of automotive systems, EV tools, and diagnostics equipment to generate student interest and awareness
Training of Trainers (ToT)	Conducted in-industry training sessions for CBSE-affiliated school teachers; focused on the latest industry practices, tools, and teaching methods
Awareness & Engagement	Teachers exposed to real workshop environments, helping them align curriculum delivery with actual job roles and technologies
Student Outreach	Events helped bridge the gap between classroom learning and real-world skills, making automotive careers aspirational for students

Impact Summary

- Enabled educators to deliver automotive skill content with greater confidence and clarity
- Generated strong student interest in future mobility careers and EV technologies
- Established ASDC as a trusted industry partner in India's national school education landscape

By linking academic learning with automotive industry practices, ASDC's collaboration with CBSE represents a significant step in preparing both students and educators for the demands of tomorrow's mobility ecosystem.

3.1.3 Samagra Shiksha Programs

The Samagra Shiksha Abhiyan (SSA) is the Government of India's flagship program for universalizing school education from pre-primary to senior secondary levels. It emphasizes access, equity, and quality in education while promoting inclusive and skill-based learning. Aligned with this mission, ASDC has partnered with state governments across the country to implement vocational education initiatives that equip school students with practical, industry-relevant skills.

In FY 2024–25, ASDC significantly expanded its reach under SSA, conducting one of its largest school-level assessment drives—bridging the gap between classroom learning and real-world employability.

Objectives

- **Deliver skill-based education to students from Grades 9–12**
- **Strengthen student employability and career awareness at the school level**
- **Support states in implementing NEP 2020's vocational education mandate**
- **Facilitate certification and tracking of foundational job-role competencies**

National Reach & Impact (FY 2024–25)

Metric	Value
States/UTs Covered	23
Schools Reached	2,800+
Students Assessed	80,000+

Top 5 States by Assessments Conducted

State	Students Assessed
Rajasthan	12,000+
Odisha	10,000+
Andhra Pradesh	10,000+
Maharashtra	10,000+
Jharkhand	6,000+

Notable Stories of Progress

- In **Assam**, over 3,000 students across 152 schools were assessed under the Four-Wheeler Service Assistant job role—empowering youth in remote districts.
- **Nagaland** achieved a milestone by conducting MSFC assessments in private schools for the first time.
- **Punjab & Kerala** successfully ran dual programs in Four-Wheeler Technician and EV Technician roles—demonstrating a strong link between green mobility and academic innovation.

ASDC's implementation under Samagra Shiksha has reinforced the power of early skill exposure to transform academic pathways into employable futures. By embedding skill development into India's formal school structure, ASDC continues to drive inclusion, innovation, and transformation—one student, one school, and one state at a time.

3.2 Higher Education Engagements

ASDC's Higher Education Engagements aim to integrate industry-relevant skill development into mainstream academia. In alignment with the **National Education Policy (NEP)** 2020, ASDC has collaborated with academic institutions across India to deliver hands-on, credit-based programs in emerging automotive technologies. The goal is to bridge the gap between theoretical education and practical industry needs, making students more employable and innovation-ready.

3.2.1 Partner Colleges

ASDC has partnered with leading Higher Education Institutions (HEIs) through MoUs to implement credit-based, industry-aligned skill courses under the NEP framework.

Objectives:

- Enable credit-based skill qualifications as electives.
- Collaborate for skill-based curriculum delivery aligned with NEP 2020.
- Promote industry-academia integration via internships, expert lectures, and labs.

List of Partner Colleges (MoUs Signed in 2024):

S.No	Institution Name	Location
1	Debra Thana Sahid Kshudiram Smriti Mahavidyalaya College	Kolkata
2	Nutan College of Engineering and Research & NMIET	Pune
3	Zeal College of Engineering	Pune
4	Sri Venkateswara College of Technology	Coimbatore
5	Sri Ramakrishna Engineering College	Coimbatore
6	Saveetha Institute of Medical and Technical Sciences	Chennai
7	Madanapalle Institute of Technology & Science (MITS)	Andhra Pradesh
8	Kerala Knowledge Economy Mission (KKEM)	Kerala
9	Government Polytechnic, Angul	Bhubaneswar
10	Jamia Hamdard University	Delhi
11	Galgotias University	Greater Noida, Uttar Pradesh
12	Scope Global Skill University	Bhopal
13	National Automotive Test Tracks (NATRAX)	Indore
14	Birla Vishvakarma Mahavidyalaya	Anand, Gujarat
15	Mahatma Gandhi University	Sikkim
16	Sikkim Skill University	Sikkim

3.2.2 Bachelor of Vocation (B.Voc) Programs

ASDC has launched B.Voc programs in multiple institutions to offer industry-integrated, practical training in line with AICTE guidelines and the National Credit Framework (NCrF). These programs empower students with workplace-ready skills and provide them with options for academic progression through minor degrees and apprenticeship models.

Key Highlights:

- **Industry Collaboration:** Courses designed with input from automotive industry partners.
- **Domains Covered:**
  - Automotive Service
  - Electric Vehicles (EV)
  - Manufacturing
  - Mechatronics
  - Product & Vehicle Design
- **Student Participation:**
  - In 2024, **246+ students** trained and assessed across specializations.
- **As per NEP 2020:**
  - Programs aligned with **Apprenticeship Embedded Degree Models**.
  - Academic credits awarded for skill-based learning modules.
  - Courses match **NSQF** levels for national portability.

Program Features:

- Modular structure with exit options.
- Real-time exposure through labs and internships.
- Industry certification and placement assistance.

3. NEP Credit-Based Certificate Courses

As part of NEP 2020 implementation, ASDC introduced **60-hour, credit-based short-term skill qualifications** to be offered as electives by HEIs.

Benefits for HEIs and Students:

- Stay ahead with future technologies
- Acquire employer-valued practical skills
- Enhance qualifications and employability
- Increase job market competitiveness
- Earn academic credits (aligned with NCRF)
- Learn directly from industry experts
- Gain real-world experience via internships and industry visits

Focus Area:

Implementation of NEP 2020 in higher education through:

- Multidisciplinary, holistic learning
- Skill integration with academics
- Credit-based, short-term courses in emerging technologies

Target Audience:

- **Third-year UG** students preparing for either higher studies or the workforce
- Students seeking elective, skill-based learning that improves job readiness

Eligibility Criteria for Institutions:

- Must be recognized under **Section 2(f) of the UGC Act, 1956**
- Required internal approvals (Governing Body, Council, or Board)
- Must have infrastructure and training capacity to deliver technical skill courses

Course Structure:

Parameter	Description
Duration	60 Hours
Mode	Certificate-based, credit-linked
Max Intake	60 students
Faculty: Student Ratio	Minimum 1:30
Assessment	Industry-aligned evaluation and certification

Additional Highlights:

- Courses based on detailed **skill gap analysis** and **industry demand**
- Delivery supported by industry professionals and subject matter experts
- Institutions encouraged to establish **Centers for Skill Development**
- Each center must publish course details, eligibility, and placement outcomes online

List of Credit-Based Job Roles Offered by ASDC

NSQF level - 5 and 5.5

Duration - 60 hours

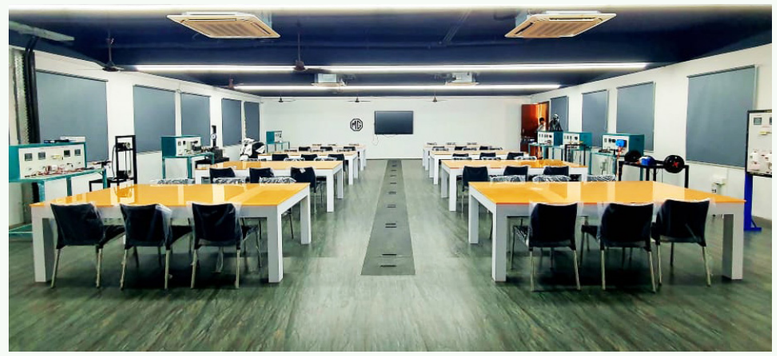
S. No	Occupation	Program Name
1	Automotive Product Designing	Computer Aided Product Design
2	Automotive Product Designing	Product Reverse Engineering
3	Automotive Product Development	Industrial Robotic System Planning
4	Automotive Product Development	Industrial Robotic System Integration
5	Production Engineering	Advanced Data Analysis (Mfg)
6	Production Engineering	Foundation Data Analysis (Mfg)
7	Production Engineering	IIOT in Cyber Security
8	Production Engineering	IIOT in Predictive Maintenance
9	Production Engineering	Low-Cost Automation
10	Product Designing	Automotive Functional Safety
11	Product Designing	Connected Vehicle (V2X)
12	Product Designing	EV Battery Pack Design
13	Product Designing	EV Powertrain Design
14	Product Designing	Flex Fuel Engine Design
15	Vehicle Sales	Automotive Loans and Financing
16	Vehicle Sales	Automotive Loans and Financing

3.2.3 Skill Labs

ASDC has facilitated the establishment of **EV Skill Labs** within academic campuses to enable **hands-on experiential learning**. These labs are equipped with state-of-the-art tools and simulation kits that replicate real-world industrial settings.

Purpose of Skill Labs:

- Promote experiential learning for automotive and EV technologies.
- Provide students with real-time diagnostics and hands-on practice.
- Serve as practical training zones for both short-term courses and B.Voc programs.



Institutions with Skill Labs Established:

S.No	Institution Name	City
1	Birla Vishvakarma Mahavidyalaya (BVM) Engineering College	Vadodara
2	Government Polytechnic, Angul	Bhubaneswar
3	Saveetha University	Chennai

These labs are fully functional with diagnostic kits, EV component simulators, and safety gear, enabling students to learn through guided practical sessions.

3.2.4 International Partnerships

ASDC's international collaborations reflect a strong commitment to globalizing automotive education and skilling. These partnerships enable Indian students to gain **international exposure,** access **advanced curriculum models,** and participate in cross-**border industrial experiences**—all of which align closely with the vision of the **National Education Policy (NEP) 2020.**

1+1 Master's Program in Business Engineering (MBE)

In a strategic partnership with **Steinbeis University, Germany,** ASDC launched a **1+1 Master's in Business Engineering (MBE)** program to nurture globally competent talent in the fields of engineering and business innovation.

Program Structure:

Year	Location	Focus
Year 1	India	Core and foundational modules delivered by Indian institutions, following a multidisciplinary and applied learning approach
Year 2	Germany	Project-based learning and real-time industrial exposure at Steinbeis University, with access to Germany's renowned Mittelstand enterprises

Program Highlights:

- Combines **technical education** with **business innovation and engineering leadership**
- Curriculum aligned with **international quality standards**
- Opportunity for students to work on **live projects** with global industries
- Promotes cross-cultural learning, critical thinking, and problem-solving

Participating Indian Institutions:

The following institutions have signed MoUs under the ASDC–Steinbeis collaboration:

S.No	Institution Name	City
1	Sathyabama University	Chennai
2	PERI Institute of Technology	Chennai
3	Karpagam Academy of Higher Education	Coimbatore
4	Sri Eshwar College of Engineering	Coimbatore
5	Galgotias University	Greater Noida

These institutions will act as the delivery hubs for the **Year 1 curriculum** of the MBE program and coordinate directly with Steinbeis University for smooth student transitions to Germany in Year 2.

Strategic Significance:

- Supports **global mobility** and academic credit transfer under the **National Credit Framework (NCrF)**
- Establishes a **framework for future exchange programs, joint certifications,** and **dual degrees**
- Reflects NEP 2020's focus on **internationalization of higher education and industry-academia collaboration**

This initiative marks a milestone in integrating global best practices into India's skilling ecosystem, offering Indian students a competitive edge in international automotive and engineering domains.

Other Engagements

Strategic Collaboration with AICTE

In a landmark move to strengthen the link between technical education and industry needs, ASDC signed a Memorandum of Understanding (MoU) with the All India Council for Technical Education (AICTE) in 2024. This national-level partnership is set to transform automotive education across thousands of technical institutions in India.

Key Objectives

- Bridge the skill gap between academia and the evolving mobility sector.
- Enable credit-based, industry-relevant curricula across AICTE-approved institutions.
- Enhance faculty and student development aligned with real-world automotive demands.
- Promote research, innovation, and knowledge sharing between academia and industry.

Scope of Collaboration

- Joint development of curriculum and short-term skill modules in emerging automotive technologies.
- Creation of Centers of Excellence and Skill Labs within partner institutions.
- Regular faculty development programs, workshops, and student training sessions.
- Inclusion of ASDC job roles and qualifications under AICTE's academic framework.

Strategic Significance

This collaboration aligns with the National Education Policy (NEP) 2020 and supports the National Credit Framework (NCrF) by embedding skill-based learning into formal technical education. It also lays the foundation for long-term academic-industry synergy in the Indian automotive sector.

Chapter 4
Celebrating Skills & Innovation

4.1 Participation in WorldSkills & IndiaSkills

As the automotive sector evolves rapidly with the emergence of electric vehicles, sustainability, and digital transformation, ASDC continues to nurture innovation, creativity, and skill excellence among India's youth. Through national competitions and academic partnerships, ASDC fosters a culture of future-readiness and problem-solving at both school and university levels. Below are three key initiatives that highlight ASDC's commitment to igniting young minds.

WorldSkills International (WSI), founded in 1950, is the world's largest vocational skills competition with 89 member countries. Held every two years, it showcases top young talents in 62 skill categories, ranging from Robot System Integration to Welding.

IndiaSkills, the country's biggest skill competition, is designed to demonstrate the highest standards of skilling and offers a platform to young people to showcase their talent at national and international levels. IndiaSkills Competition is held every two years with the support of Sector Skills councils, state governments and industry.

ASDC's Role in IndiaSkills & WorldSkills 2024

Automotive Skills Development Council (ASDC) was responsible for conducting Track 2, Pre-National, and National competitions, managing venues, logistics, and jury selection. It trains state-level trainers and jury members, mobilizes industry and academic partnerships, ensures resource support, and drives awareness and capacity building through outreach, expert engagement, and collaboration with key stakeholders.

IndiaSkills & WorldSkills 2024 Report

In alignment with ASDC's mission to strengthen India's automotive skilling ecosystem, the council successfully managed 9 skill categories for IndiaSkills 2024 and WorldSkills Lyon 2024. These efforts not only fostered national participation but also elevated India's standing at the global level.

Skill Categories Handled by ASDC

The following 9 WorldSkills skill categories were coordinated and implemented by ASDC:

1. **Additive Manufacturing**
2. **Autobody Repair**
3. **Automobile Technology**
4. **Car Painting**
5. **Industrial Control**
6. **Industry 4.0**
7. **Manufacturing Team Challenge**
8. **Robot System Integration**
9. **Welding**

Skill Participation & Outreach

- **February 2024:**

  A total of 15,460 candidates registered nationally across ASDC-handled skill categories, reflecting strong interest and increasing youth engagement in the automotive and advanced manufacturing sectors.

Competition Execution and Support

- **March – April 2024:**
  - ASDC conducted District and State-level competitions under Track 2 for the above skill categories.
  - Provided support to 4 states for organizing Track 1 competitions, ensuring inclusive skill development at grassroots levels.

- **May 2024:**
  - Organized a Boot Camp and conducted IndiaSkills National Competition for all 9 skill categories.
  - Out of these, 6 skills were conducted onsite and 3 skills were conducted offsite, adhering to industry and WorldSkills standard infrastructure and evaluation practices.

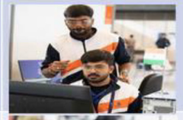
WorldSkills Lyon 2024 Preparation

- **June – September 2024:**
  - Intensive, specialized training programs were arranged for 13 competitors, selected through the national competition, to represent India at WorldSkills Lyon 2024.
  - The training included domain-specific skill refinement, exposure to international training, expert mentorship, and soft skill development.

Achievements at WorldSkills Lyon 2024

- **September 2024:**
  - Indian competitors trained under ASDC achieved commendable success:
    - 1 Bronze Medal won
    - 3 Medallions for Excellence awarded
  - This performance reinforced India's competitiveness and commitment to global skill excellence.

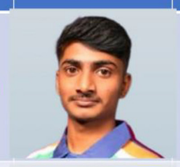
Achievements in WorldSkills Lyon 2024

#	Glimpses	Skill Category	Achievement
1		Industry 4.0	Bronze Medal
2		Additive Manufacturing	Medallion for Excellence
3		Automobile Technology	Medallion for Excellence
4		Car Painting	Medallion for Excellence

Winners of Industry 4.0 in WorldSkills Lyon 2024

#	Photo	Competitor & Expert	Achievement
1		Dhrumilkumar Dhirendrakumar Gandhi (Competitor)	Bronze Medal 
2		Sathyajith Balakrishnan (Competitor)	
3		Dishank Sureshchandra Upadhyay (Expert)	

Winner of Additive Manufacturing in WorldSkills Lyon 2024

#	Photo	Competitor & Expert	Achievement
1		Prem Vasanth Kumar (Competitor)	Medallion for Excellence 
2		Prasanth Kumar Arepalli (Chief Expert)	

Winner of Car Painting in WorldSkills Lyon 2024

#	Photo	Competitor & Expert	Achievement
1		Vikash (Competitor)	Medallion for Excellence 
2		Ajay Ram (Expert)	

Winner of Automobile Technology in WorldSkills Lyon 2024

#	Photo	Competitor & Expert	Achievement
1		Praful Ankush Pendhari (Competitor)	Medallion for Excellence 
2		Prasanna Prakash Samel (Expert)	

INDUSTRY & ACADEMIA PARTNERS

MARUTI SUZUKI · TOYOTA · Hero · NAMTECH · LINCOLN ELECTRIC THE WELDING EXPERTS · FANUC · Life is On Schneider Electric · NTTF · SYNOPTIC SKILLS STUDIO · Phillips EDUCATION · AUTODESK · CAR-O-LINER · WÜRTH · Glasurit · AXALTA · FESTO · METAFAB · C.V. Raman Global University ODISHA BHUBANESWAR INDIA

Conclusion

Through strategic planning, industry & academia collaboration, and expert-driven training, ASDC has effectively bridged the gap between national talent and global standards. The success of Indian competitors at WorldSkills Lyon 2024 is a testament to ASDC's impactful role in preparing a future-ready workforce across critical automotive and advanced manufacturing domains.

4.2 National Automobile Olympiad (NAO) in Partnership with CBSE

In an era of rapidly evolving technologies and industries, developing curiosity, critical thinking, and problem-solving abilities at a young age has become essential. With this vision, the **Automotive Skills Development Council (ASDC),** in collaboration with the **Central Board of Secondary Education (CBSE),** launched the **National Automobile Olympiad (NAO)**—a pioneering initiative designed to bridge the gap between school education and industry-oriented learning.

NAO is not just a competition; it is a national platform that encourages students from classes 6th to 12th across all education boards to explore the dynamic world of automobiles. Conducted in three stages—two online rounds followed by an in-person final round hosted at a university or industry venue—the Olympiad invites students to demonstrate their **creativity, innovation, analytical thinking,** and **teamwork** in a structured and inspiring environment.

Key Highlights of NAO 2024

- **30,000+ Students** from **500+ schools** across India participated
- Open to all students from **Class 6 to 12**
- Bilingual medium: **Hindi and English**
- Multi-stage format: **2 online rounds + 1 final onsite competition**
- Final stage hosted at **industry or academic institution**

Why NAO Matters

The Olympiad provides early exposure to real-world automotive concepts—fostering technical curiosity, sharpening problem-solving skills, and building confidence. Students engage in simulations, case studies, and competitions that mirror challenges in the auto sector. These experiences help them:

- Understand and apply fundamental automotive principles
- Discover career opportunities within the sector early
- Spark long-term interest in STEM and engineering disciplines
- Build leadership, collaboration, and decision-making skills

Long-Term Impact

For schools, NAO represents a valuable opportunity to enhance their academic offerings through industry-aligned exposure. For students, it is a chance to shape their future in one of India's fastest-growing and most innovative industries.

NAO reflects ASDC's larger mission—to ignite talent, empower youth, and create a future-ready generation. Because skills have no age or gender; they only need the right spark to grow.

4.3 BYD EV Innovate-a-thon

In line with the vision of a greener and technologically advanced future, the BYD EV Innovate-a-thon was launched as a collaborative initiative between BYD, a global leader in electric mobility, and the Automotive Skills Development Council (ASDC). This national-level innovation competition aims to spark creativity, inspire problem-solving, and build sustainable solutions in the field of electric vehicles (EVs) among India's top engineering minds.

The BYD EV Innovate-a-thon is more than just a competition—it is a mission to engage the next generation of engineers in addressing real-world EV challenges. Participants are encouraged to conceptualize and build future-ready innovations that support clean mobility and address the evolving needs of the automotive ecosystem.

The competition aligns closely with national goals around sustainability, innovation, and self-reliance, and provides a launchpad for aspiring engineers to contribute meaningfully to India's electric mobility transformation.

Eligibility & Participation

- Open to students from Top 100 NAAC-accredited institutions, including IITs, NITs, IIITs, etc.
- Applicable to all engineering disciplines and academic years
- No restriction on year of study – from freshers to final-year students
- Team-based structure: Teams of 4 students post online screening
- Each team must have a mentor (internal/external professor)
- Open to all engineering streams (Mechanical, Electrical, Computer Science, etc.)

Key Highlights

- National platform for innovation in EV technology
- Collaboration between industry leaders and academia
- Designed to identify, mentor, and recognize breakthrough ideas
- Fosters an environment of hands-on learning, entrepreneurship, and sustainable thinking

Impact & Vision

This initiative not only builds awareness about EV technology but also accelerates skill-building and innovation among youth. It nurtures talent that can lead India's EV revolution and ensures industry-readiness for high-demand future roles. Students get the chance to work on cutting-edge solutions, connect with industry experts, and gain visibility for their ideas.

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

The BYD EV Innovate-a-thon proves that innovation knows no boundaries—and the future of mobility begins with an idea.

AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL

Chapter 5
Strengthening Capacity

5.1 Course Development & Curriculum Design

The Automotive Skills Development Council (ASDC), India's pioneering sector skill council for the automotive industry, plays a central role in building a future-ready workforce. One of ASDC's most critical functions is designing world-class, industry-aligned courses and curricula that meet the dynamic needs of the automotive ecosystem—from internal combustion engines (ICE) to electric vehicles (EVs), from traditional workshops to digital manufacturing units.

ASDC's curriculum development approach is rooted in deep industry engagement, robust occupational standards, and a vision aligned with India's national skilling goals under Skill India and Make in India initiatives. ASDC bridges the skills gap by creating job-role based courses that are practical, scalable, and adaptable to both traditional and emerging automotive technologies.

Industry-Led Curriculum and Content

ASDC works with Original Equipment Manufacturers (OEMs), Tier-1 suppliers, training partners, academic institutions, and policymakers to map job roles across the automotive value chain. Each course is tailored to National Occupation Standards (NOS) and Qualification Packs (QPs), ensuring learners gain hands-on, employable skills across domains such as-

- **Manufacturing**
- **Research and Development**
- **Service**
- **Sales**
- **Road Transportatio**n

ASDC curriculums and content allows learners to progressively build competencies. This structure supports lifelong learning and makes it easier to upskill and reskill across domains and across technologies such as

- **Electric and Hybrid Vehicle Technology**
- **Industry 4.0**
- **Sustainable and inclusive Jobs**
- **Battery technology**
- **Vehicle diagnostics**
- **IIOT and AI integrated manufacturing.**

Quality, Validation, and Continuous Upgradation

ASDC follows a rigorous process for curriculum development and validation, including industry consultation, curriculum drafting by subject matter experts and integration with digital delivery. Curriculum and content is updated regularly to reflect technological advances and changes that happen in the Automotive Ecosystem .

Partnerships for Impact

ASDC collaborates with Skill India Mission, global automotive leaders, academic institutions, and international bodies to ensure global relevance and industry validation of all ASDC-designed content.

Conclusion: Shaping India's Skilled Mobility Workforce

ASDC's curriculum design expertise is foundational to India's vision of becoming a global hub for automotive manufacturing and mobility innovation. By delivering high-quality, industry-responsive, and scalable training programs, ASDC empowers learners and supports employers in building a competent, agile, and digitally enabled workforce.

5.2 E learning Initiatives

Automotive Skills Development Council (ASDC), India's first sector skill council for the automobile industry, has taken a significant leap forward in making quality skill development more accessible and scalable through its innovative e-learning programs. In response to the evolving needs of the automotive sector and the increasing demand for flexible, industry-relevant training, ASDC's e-learning platform offers an inclusive, interactive, and outcome-oriented digital education ecosystem. These programs aim to bridge the skills gap across various levels of the workforce, from entry-level technicians to experienced professionals seeking to upskill or reskill.

The Indian automotive industry is undergoing a rapid transformation driven by advancements in electric mobility, digitization, Industry 4.0, and sustainable technologies. In such a dynamic environment, continuous learning and agility have become essential for staying competitive. ASDC's e-learning initiatives are designed to empower learners with industry-aligned knowledge and practical competencies, delivered through cutting-edge digital content, immersive simulations, and certified assessments. The flexibility of learning anytime, anywhere ensures that students, working professionals, and entrepreneurs alike can tailor their educational journey to suit their individual goals.

Scope of ASDC E-Learning Programs

ASDC's e-learning platform offers a diverse portfolio of courses covering a broad spectrum of the automotive value chain, including manufacturing, service and repair, sales, electric vehicles, logistics, and safety protocols. These courses are developed in collaboration with leading automotive OEMs, component manufacturers, and training institutions to ensure alignment with industry standards and emerging technologies.
Key areas covered under the e-learning programs include:

- **Vehicle Service and Maintenance**
- **Electric and Hybrid Vehicles**
- **Automobile Sales and Customer Relations**
- **Automotive Manufacturing Processes**
- **Auto Electronics and Diagnostics**
- **Soft Skills and Communication**
- **Workplace Safety and Environmental Practices**

The programs are structured to suit varying levels of experience, from basic foundation courses for freshers to advanced modules for supervisors and engineers. ASDC also offers specialized certification tracks that are recognized by the industry, enhancing the employability and credibility of learners.

Benefits of ASDC E-Learning Programs

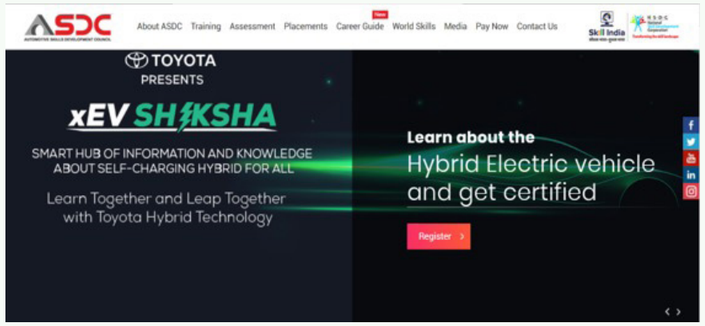
1. **Accessibility and Flexibility**
   ASDC's E- Learning programs breaks geographical and time barriers, allowing learners to access high-quality training at their convenience. This flexibility is particularly beneficial for working professionals and students in remote or underserved regions.

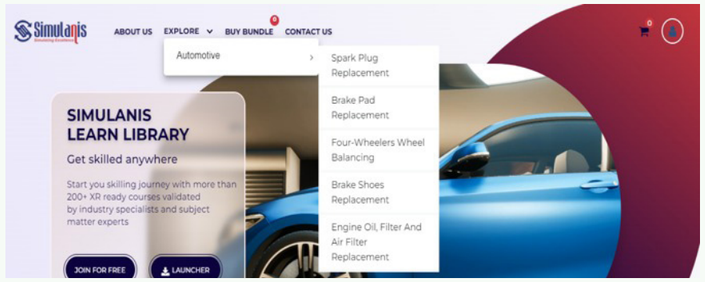
2. **Industry-Relevant Curriculum**
   The course content is designed in partnership with industry leaders, ensuring that learners are equipped with the latest trends, tools, and technologies demanded by employers. The curriculum is regularly updated to keep pace with innovations such as electric mobility, autonomous systems, and digital manufacturing.

3. **Certification and Recognition**
   Upon successful completion, learners receive ASDC certificates that are widely recognized by employers across the automotive sector. These certificates serve as a testament to the learner's competence and commitment to professional growth.

4. **Career Advancement Opportunities**
   By acquiring up-to-date skills and knowledge, learners are better positioned for promotions, job changes, or entrepreneurial ventures. For employers, ASDC-trained staff contribute to improved productivity, safety, and innovation.

ASDC's e-learning programs represent a transformative approach to vocational education and skill development in the automotive sector. By embracing technology and industry collaboration, ASDC is creating a robust digital learning ecosystem that fosters lifelong learning, enhances employability, and supports India's vision of becoming a global automotive hub. Whether you are a student aspiring to enter the industry, a technician seeking to upgrade your skills, or an employer looking to train your workforce, ASDC's e-learning offerings provide a future-ready pathway to growth and success.

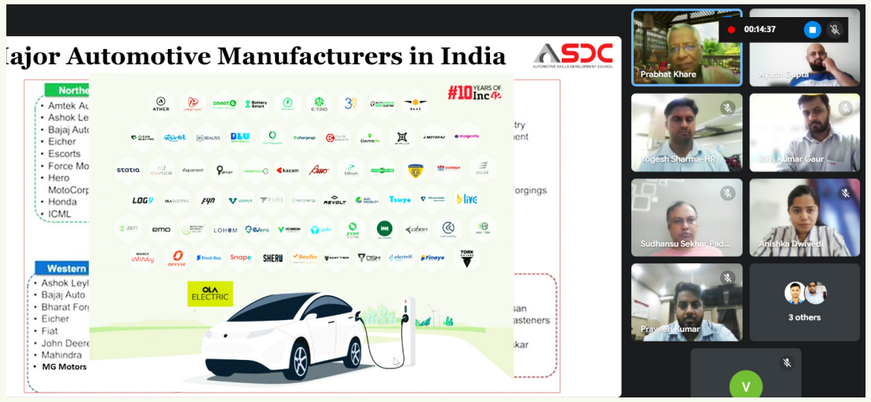




5.3 Training of Trainers (ToT) & Assessors (ToA)

Field	Details
Programme Dates	20th July to 28th July, 2024
Programme Type	Training of Assessor (TOA) / Training of Trainer (TOT)
Job Role(s)	1. Electric Vehicle Service technician- L-4 & 2. Electric Vehicle Service Assistant L-3
Total Assessor participant	29
Total Trainer Participant	2
Training Center Name	Autograd Academy Pvt Ltd
Training Center Location	Gurgaon, Haryana
Participants by Job Role	Electric Vehicle Service technician- L-4 : 29 Participants & Electric Vehicle Service Assistant L-3 : 28 Participants

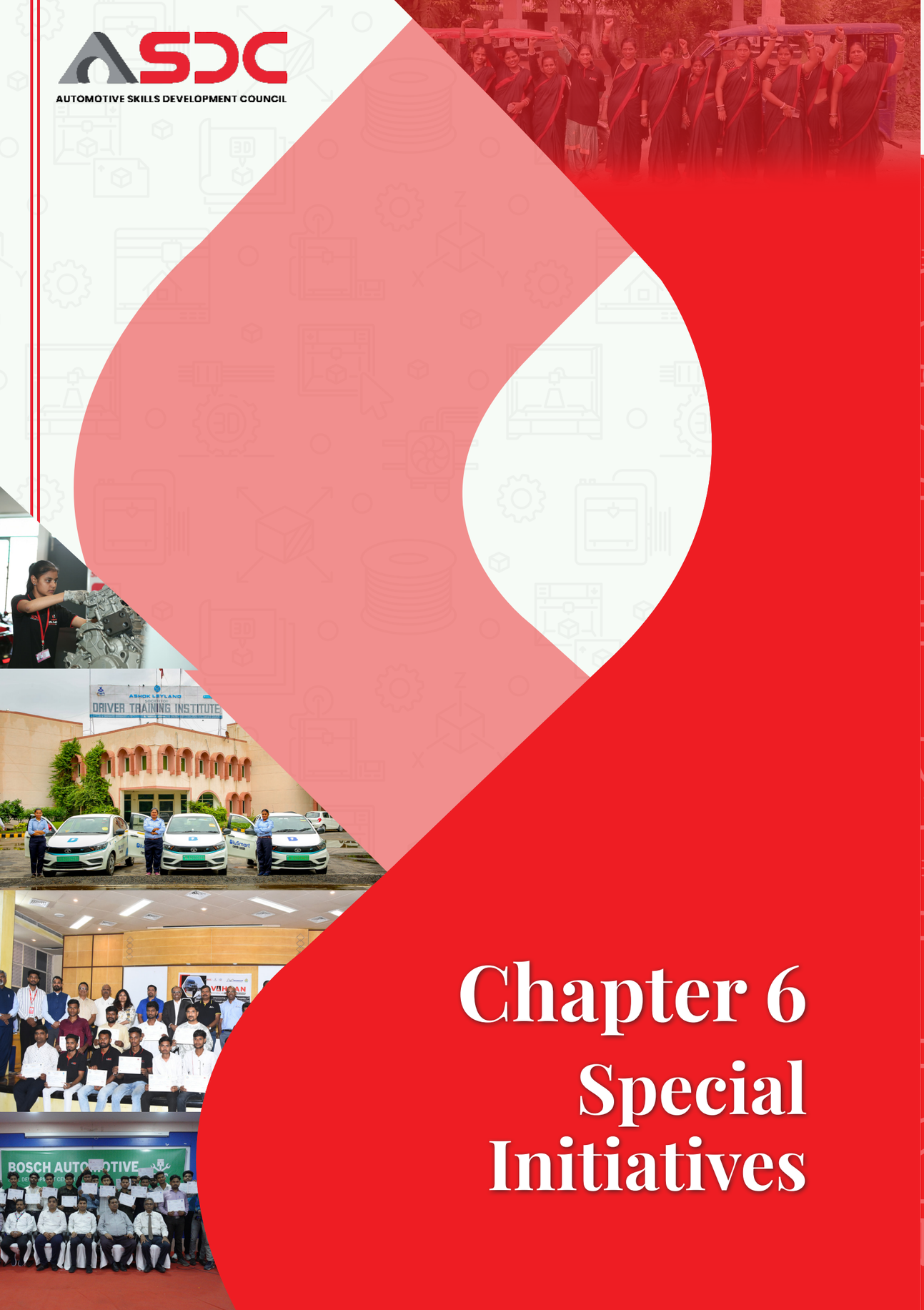
Field	Details
Programme Dates	22th August to 30th August, 2024
Programme Type	Training of Assessor (TOA) / Training of Trainer (TOT)
Job Role(s)	Two-Wheeler Service Assistant, L-3, Two-Wheeler Service Technician, L-4 , Four-Wheeler Service Technician, L-4 & Four-Wheeler Service Assistant, L-3
Total Assessor participant	8
Total Trainer Participant	22
Training Center Name	Pratham Arora Center for Education
Training Center Location	Raipur, Chhattisgarh



Field	Details
Programme Dates	17th October to 24th October, 2024
Programme Type	Training of Master Trainer (TOMT)
Job Role(s)	Electric Vehicle Assembly Technician-7 & Electric Vehicle Quality Control -7
Total Master participant	7

Field	Details
Programme Dates	17th January to 25th January, 2025
Programme Type	Training of Assessor (TOA)
Job Role(s)	Two-Wheeler Service Assistant, L-3, Two-Wheeler Service Technician, L-4 , Four-Wheeler Service Technician, L-4 & Four-Wheeler Service Assistant, L-3
Total Assessor participant	60
Total Pass	48
Training Center Location	Ahmedabad and Rajkot

Field	Details
Programme Dates	20th January to 29th March, 2025
Programme Type	Training of Trainer (TOT)
Job Role(s)	Electric Vehicle Maintenance Technician
Total Assessor participant	24
Total Pass	20
Training Center Location	Madhya Pradesh, Dhar



Chapter 6
Special Initiatives

6.1 Empowering Women Through Skills

Empowering Women: Project Shakti, Saksham, and Sakhi

Across India, several initiatives are empowering women from marginalized and low-income communities by equipping them with industry-relevant skills, fostering financial independence, and promoting gender inclusion in traditionally male-dominated sectors.

Project Shakti: Driving Change in Bihar

Project Shakti, a collaborative effort funded by the **Bihar Skill Development Mission (BSDM),** implemented by the **Automotive Skills Development Council (ASDC),** and supported by Patna Municipal Corporation, is transforming lives in Bihar. This initiative trains and certifies women in **E-Rickshaw driving,** aiming to enhance their employability and promote financial independence. With **350 women enrolled and assessed,** and **339 successfully certified** (a 97% success rate) as of the first quarter, the project is effectively addressing unemployment among underrepresented women while meeting the demand for skilled drivers in electric mobility. Project Shakti is not just a training program; it's a movement that's challenging stereotypes and empowering women to steer their own futures.

Project Saksham Initiative: Empowering Women Through Skills Development

Program Overview

The Saksham initiative represents a transformative partnership with the Automotive Skills Development Council (ASDC), designed to empower women aged 18 and above through comprehensive, industry-aligned skill development programs. Focused primarily on the sales and service sectors within the automotive industry, this initiative delivers a holistic approach to professional development that extends beyond technical competencies to encompass confidence building, communication enhancement, and workplace readiness preparation.

The Saksham initiative has demonstrated remarkable success across multiple metrics:

Training Impact:

- 4,113 women successfully completed training programs across diverse geographical regions
- 3,716 women underwent comprehensive assessment procedures
- 3,555 certifications awarded, achieving an impressive certification rate of over 86%
- 50% placement rate achieved, demonstrating successful transition from training to employment

Geographic Reach:

- Program implementation across 21 states nationwide
- Partnership network comprising 13 dedicated training partners and 57 training centres
- Coverage spanning 46 districts, extending from Assam in the northeast to Rajasthan in the west, and from Punjab in the north to Kerala in the south

Saksham Initiative: Empowering Women Through Skills Development

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Key Performance Indicators

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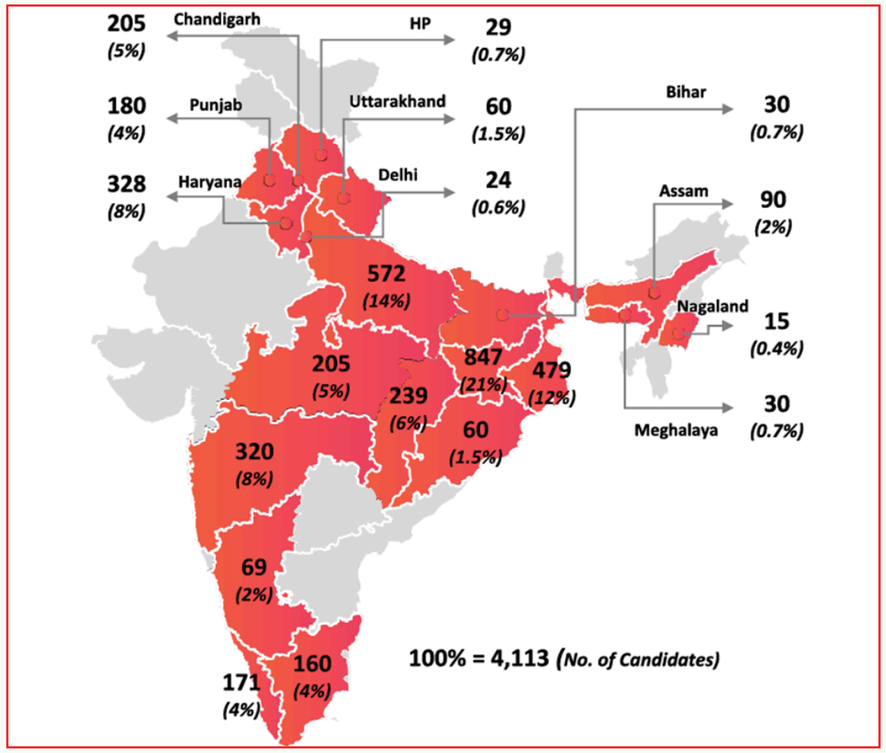


Strategic Focus Areas

The initiative addresses critical industry needs while promoting gender inclusion through:

- **Future-Ready Skills Development:** Integration of emerging automotive technologies, including electric vehicle (EV) servicing capabilities
- **Women Empowerment:** Targeted programs designed to enhance women's participation in the automotive sector

- **Gender Inclusion:** Systematic efforts to create more inclusive opportunities within the automotive industry ecosystem

Impact and Sustainability

Through its comprehensive approach, the Saksham initiative has established a robust foundation for sustainable women's participation in the automotive sector, contributing to both individual career advancement and broader industry transformation toward greater gender diversity and inclusion.

Recognition and Awards:

In recognition of its outstanding impact, the Saksham initiative by ASDC has garnered significant acclaim and received two prestigious awards in 2024–25. The project was honored with the Pride of India (Social Impact Award) and an Indian CSR Award for Women Empowerment, underscoring its success in creating transformative livelihood opportunities for women in the automotive sector. These recognitions underscore the initiative's effectiveness in creating sustainable livelihood opportunities for women and reaffirm ASDC's commitment to driving inclusive growth and gender diversity in the workforce.

Project Saksham, has garnered significant recognition in the 2024-25 awards cycle.

The project proudly received two prestigious accolades at the Indian CSR Awards 2024:

Social Impact Award

Best Skill Development Program Initiative of the Year

These awards underscore Project Saksham's profound positive influence on society and its excellence in fostering skill development within communities, particularly focusing on empowering women in the automotive sector.

Add Pictures https://drive.google.com/drive/folders/1tnjahuqHfcG66gxTK2KtLxb7WR_SGq0j
Project :https://drive.google.com/drive/folders/1tZ0UazW2u5QP08gIM9KgTBCIYVnsIriq

Social Impact award for Women empowerment

Indian CSR Award

https://www.heromotocorp.com/en-in/company/csr/csr-initiative/project-saksham.html

Project Sakhi: Green Mobility and Empowerment

Project Sakhi, funded by the SIDBI Swavalamban Foundation, is a transformative initiative in partnership with BluSmart and ASDC. Its core objective is to train 250 underprivileged women as electric vehicle (EV) taxi drivers, securing them employment with BluSmart and fostering economic independence and workforce inclusivity in the burgeoning EV sector.

Key highlights include:

- **97 women have commenced training under the initiative, with 27 successfully completing the program. 53 candidates have been successfully placed**
- The ASDC-designed curriculum covers EV operations, driving techniques, safety, customer service, and maintenance.

Project Sakhi not only provides **economic empowerment** and **sustainable employment** but also promotes gender diversity in the workforce and supports **environmental goals** through the adoption of green mobility.

These initiatives collectively demonstrate a powerful truth: investing in women's skills and opportunities drives not only individual economic progress but also significant social transformation for the entire nation.

6.2 Diploma & Advanced Learning Programs

The Automotive Skills Development Council (ASDC) has launched an industry-aligned Diploma Programme, a significant initiative in line with India's National Education Policy (NEP) 2020. This program aims to bridge the gap between conventional education and the growing demand for skilled professionals in the automotive and allied sectors, emphasizing flexibility, inclusivity, and competency-based learning as promoted by the NEP.

The genesis of the ASDC Diploma can be traced to the 20th National Skills Qualification Committee (NSQC) meeting on June 30, 2022. This led to a robust framework for NSQF-aligned diploma qualifications, overseen by bodies like AICTE, UGC, MSDE, and Sector Skill Councils (SSCs), ensuring academic rigor and industry relevance.

The ASDC Diploma is a comprehensive ecosystem that integrates knowledge, hands-on practice, and employability. It offers a multi-exit structure, allowing learners to receive nationally recognized certifications—a Certificate in Year 1, an Advanced Certificate in Year 2, and a Diploma by Year 3. This flexibility supports continuous learning and re-entry into the education system.
Types of ASDC Diploma:

ASDC currently boasts 2 Diploma in its bouquet of courses

1. Diploma in Manufacturing Technology
2. Diploma in Automobile Technology (Service)

HIGHLIGHTS:-

Three Year Diploma after class 10 or 2 years after class 12
Total of 1200 hours per year equaling 3600 hours for the Program
40 Credits Per Year / TOTAL – 120 Credits for 3 Year program
Accepted under the New Education policy
Curriculum a combination of Theory, Practical and On the Job Training

Spanning three years post-Class 10 or two years post-Class 12/ITI, each year of the program comprises **1200 hours of learning**. This includes 270 hours of theory, 480 hours of practical work, **330 hours of On-the-Job Training (OJT)** in partnership with industry, and 120 hours dedicated to employability skills. The entire program totals **3600 hours and 120 NSQF-aligned credits,** as per the ASDC Diploma Programme overview. The curriculum is developed in consultation with industry experts, reflecting current and emerging trends.
This program offers substantial benefits: students gain nationally recognized certifications (approved under NSQF and compliant with AICTE norms), ensuring job-readiness and vertical mobility. For industry, it provides access to a skilled workforce, reducing training costs and aligning with national missions like Atmanirbhar Bharat and Skill India. Nationally, it contributes to economic growth, educational reform by mainstreaming vocational education as envisioned in NEP 2020, and skill standardization.

The ASDC Diploma stands as a landmark initiative in India's skilling ecosystem, providing a forward-looking, learner-centric model essential for India's ambition to become a global manufacturing and mobility hub.

6.3 Mobile Skill Initiative

Eicher Van – Hands-on Awareness Program

As part of ASDC's initiative to bring practical, industry-based learning directly to students, the Eicher Van – Hands-on Awareness Program was launched in collaboration with Eicher Motors. This mobile training initiative is designed to enhance student engagement with real-world automotive technologies.

Objective

To deliver on-ground, experiential training sessions that combine classroom instruction with live product demonstrations and interactive learning, fostering deeper understanding of automotive systems.

Program Features

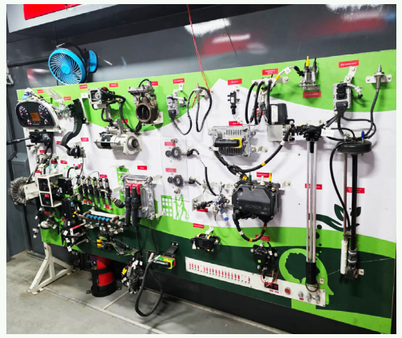
- A specially equipped mobile training van visits colleges and universities.
- Sessions begin with in-classroom orientation on automotive components and technologies.
- Followed by hands-on interaction with tools, machinery, and components within the van.
- Covers key aspects of vehicle systems, diagnostics, and servicing standards.

Target Audience

- Undergraduate students from engineering, B.Voc, and diploma streams.
- Institutions aligned with NEP 2020's emphasis on vocational and hands-on learning.

Reach & Impact

The program has been conducted across several Higher Education Institutions (HEIs), creating impactful awareness and generating strong student interest in the commercial vehicle sector. It also serves as a pathway to internships and entry-level industry roles.



Kaushal Rath Initiative: Project Details

The Kaushal Rath project, a key initiative under the Skill India Mission, was conceptualized by the Automotive Skills Development Council (ASDC). Its primary goal was to raise awareness and provide essential upskilling training and certification in BS6 emission norms and Electric Vehicle (EV) technology to roadside mechanics across Odisha through a Mobile Skill Van approach. This effort was specifically designed to reach both rural and urban populations, thereby disseminating vital information and creating training opportunities.

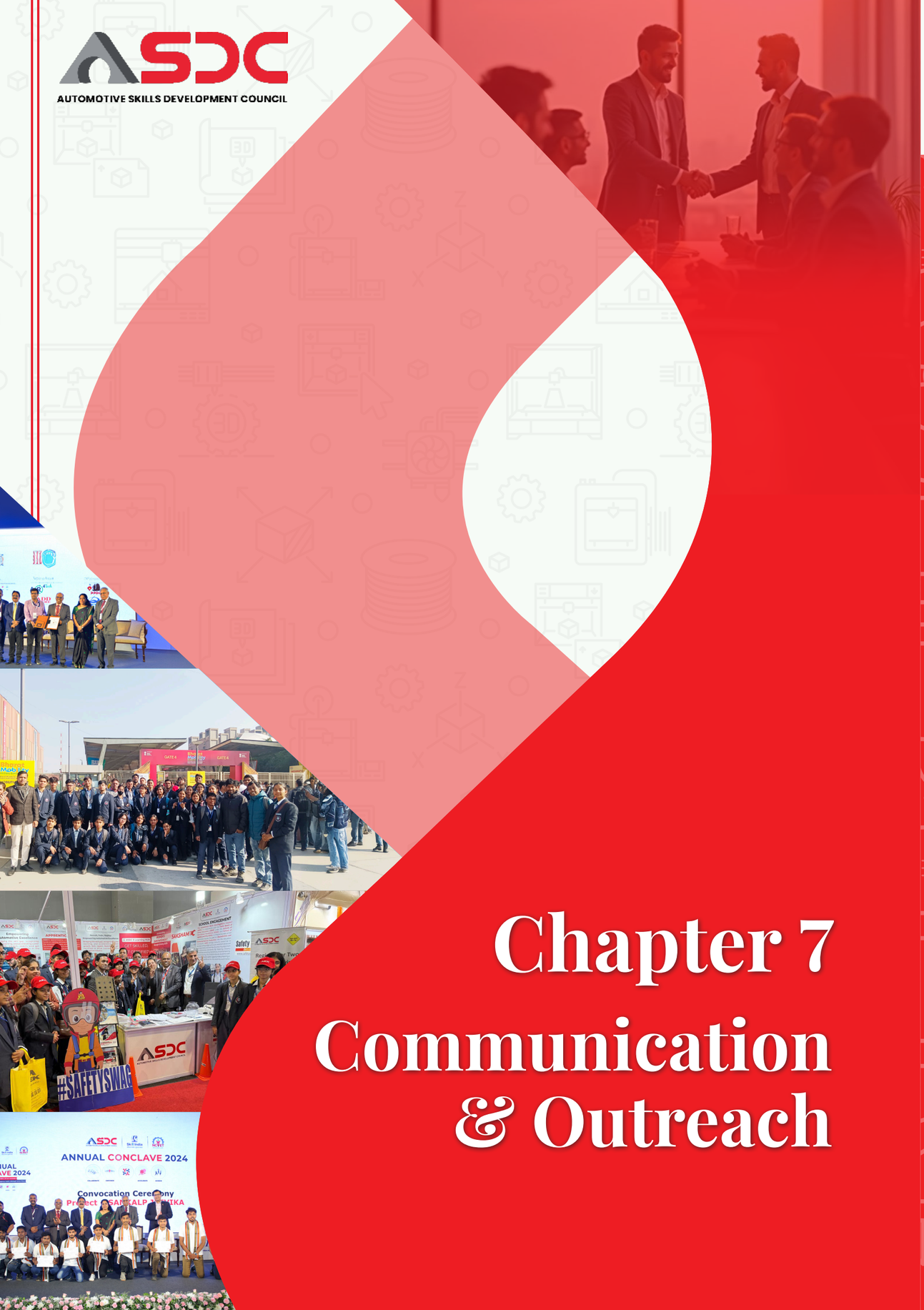
Project Highlights & Best Practices

The initiative successfully achieved its objectives, demonstrating significant reach and impact:

- Extensive Outreach: The program effectively engaged 3,000 candidates across five districts in Odisha: Angul, Dhenkanal, Deogarh, Jharsuguda, and Sambalpur.
- Specialized Training: Participants received critical upskilling in both BS6 emission norms and Electric Vehicle technology, directly addressing the evolving demands of the automotive industry.
- Livelihood Enhancement: By equipping mechanics and garage owners with these modern skills, the project directly contributed to improving their livelihood opportunities.
- Skill India Mission Promotion: It successfully enhanced awareness about the various skill training and certification pathways available under the broader Skill India Mission.

Location Name	Batch Target	Batch Freeze	Trained	Assessment completed
Total	**3000**	**3000**	**3000**	**2528**

The project also adopted several best practices, including active collaboration with local administrations for effective candidate mobilization. Training sessions were strategically conducted using mobile vans to reach remote and underserved areas. Crucially, the program integrated practical demonstrations, such as the use of VCI scanners, to provide hands-on experience. **Beyond technical training, the initiative extended its outreach by raising awareness in local schools, colleges, and marketplaces post-training, and notably, distributed toolkits and accidental insurance to 500 candidates, adding tangible benefits to their daily professional lives.** The overall execution adhered closely to the proposed plan, ensuring comprehensive training, rigorous assessments, and continuous monitoring for quality assurance.



Chapter 7
Communication & Outreach

7.1 Social Media Presence

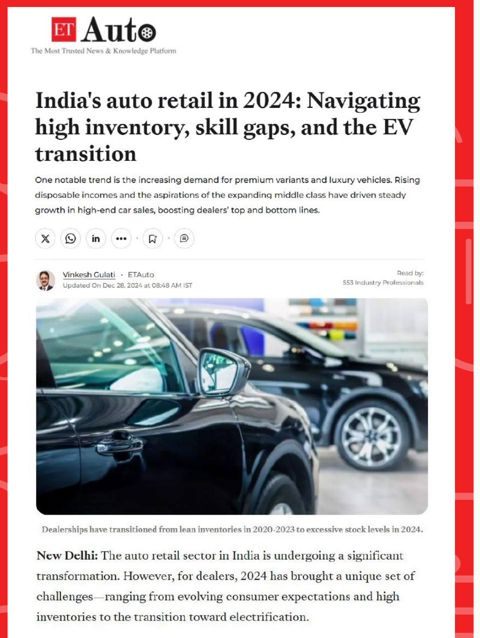
The year 2024–25 was pivotal for the Automotive Skills Development Council (ASDC) in amplifying its voice, expanding its reach, and strengthening stakeholder engagement through a robust communication and outreach strategy. With a growing emphasis on innovation, transformation, and future readiness, ASDC's visibility across media channels and digital platforms has significantly contributed to shaping the public discourse on automotive skilling in India.

Interactive Bees Pvt. Ltd.
To strengthen its digital presence and outreach, ASDC partnered with Interactive Bees Pvt. Ltd., a seasoned brand communication agency with over 16 years of experience. The agency manages ASDC's complete website ecosystem—including the main portal, career guide, and support sites—while ensuring robust SEO, content updates, hosting, and security. This collaboration has significantly enhanced ASDC's digital engagement and accessibility across platforms.

Omega Media Lab
ASDC's media outreach is powered by Omega Media Lab, a leading media and communication partner with a strong footprint in India and the US. Through impactful PR strategies, social media management, and audio-visual content, Omega has helped position ASDC as a thought leader in automotive skilling. Their campaigns have elevated ASDC's visibility across print, digital, and television, amplifying its message to over 77 crore people in FY 2024–25.

ASDC's digital footprint continued to grow as we leveraged multiple social media platforms to disseminate impactful stories, real-time updates, campaign highlights, and learner success narratives. Our presence across LinkedIn, Twitter, Instagram, and Facebook saw consistent engagement through curated content tailored to audiences ranging from industry leaders to young aspirants. This presence not only helped foster brand trust but also allowed for direct interaction with the automotive skilling ecosystem, reinforcing ASDC's role as a progressive, people-centric institution. Digital storytelling, short-form video content, and visual infographics were used to demystify technical skilling pathways and highlight the opportunities within the automotive value chain.

7.2 Public Relations & Media Coverage


ET Auto
The Most Trusted News & Knowledge Platform

India's auto retail in 2024: Navigating high inventory, skill gaps, and the EV transition

One notable trend is the increasing demand for premium variants and luxury vehicles. Rising disposable incomes and the aspirations of the expanding middle class have driven steady growth in high-end car sales, boosting dealers' top and bottom lines.

Dealerships have transitioned from lean inventories in 2020-2023 to excessive stock levels in 2024.

New Delhi: The auto retail sector in India is undergoing a significant transformation. However, for dealers, 2024 has brought a unique set of challenges—ranging from evolving consumer expectations and high inventories to the transition toward electrification.


MOTORINDIA

ASDC'S COMPREHENSIVE APPROACH TO AUTOMOTIVE SKILL DEVELOPMENT 'INNOVATE, EDUCATE AND INCLUDE'

Driving Nationwide Impact

312
MEDIA FEATURES

+770
Million Audience Reach

₹ 2.29
Crore Ad Value

In partnership with Omega Media Lab, ASDC executed a strategically curated media campaign that placed skill development at the forefront of India's automotive evolution. This high-visibility initiative secured an impressive 312 media features across leading print, digital, and television channels—amplifying ASDC's voice to an audience exceeding 770 million and generating an estimated ad value of ₹2.29 crore.

Prominent coverage in esteemed publications such as The Times of India, The Hindu, ET Auto, Financial Express, and Motor India reflected the campaign's credibility and reach. The digital space emerged as a dominant force, accounting for 247 placements, effectively engaging next-gen audiences and reinforcing ASDC's vision for future-ready mobility. Through compelling narratives and precision-driven dissemination, ASDC not only heightened its public profile but also firmly positioned itself as a national thought leader in automotive skilling—bridging government priorities with emerging industry dynamics.


The Tribune

CBSE launches National Automobile Olympiad


the pioneer

National Automobile Olympiad opens, students showcase their skills


राष्ट्रीय सहारा


Central Chronicle

ASDC concludes National Automobile Olympiad 2024


अमृत इंडिया

एएसडीसी के एनुअल कॉन्क्लेव 2024 में ऑटोमोटिव क्षेत्र के फ्यूचर स्किलिंग पर जोर


दैनिक जागरण

नेशनल ऑटोमोबाइल ओलंपियाड शुरू, छात्रों ने दिखाया कौशल


अमर उजाला

ऑटोमोबाइल की दुनिया से परिचित होंगे विद्यार्थी


TIMESTechBuzz

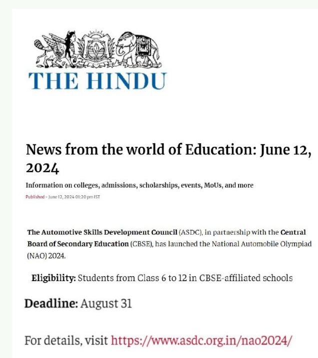
The Role of Automotive LED Drivers in Modern Vehicles


नव भारत

आर्यन, वी साई और समर्थ प्रकाश बने विनर


दैनिक भास्कर

नेशनल ऑटोमोबाइल ओलिंपियाड के लिए 31 अगस्त तक करवाएं रजिस्ट्रेशन


THE HINDU

News from the world of Education: June 12, 2024

Deadline: August 31

For details, visit https://www.asdc.org.in/nao2024/


THE TIMES OF INDIA

National automobile olympiad launched in city; aims to draw young talent

7.3 Event & Campaigns

Bharat Mobility

Partner's Forum 2024

Events & Campaigns

Annual Conclave 2024

In FY 2024–25, ASDC significantly strengthened its presence through a series of high-impact events, strategic campaigns, and national engagements designed to foster awareness, collaboration, and transformative skilling practices. The Council organized and participated in flagship events that brought together industry leaders, policymakers, training partners, and youth across India.

Among the highlights was the **ASDC Annual Conclave 2024,** a landmark gathering that showcased innovations in automotive skilling, with focused discussions on future mobility, EV integration, and digital transformation. The **Bharat Mobility Global Expo** also provided a robust platform for ASDC to present its vision for a future-ready workforce and engage with global stakeholders on sustainable transportation.

ASDC's **Annual Partners Forum 2024** celebrated collaborations across government, industry, and academia, reinforcing the importance of unified action in building resilient skill ecosystems. In parallel, the **SAKHI initiative** spotlighted women in the mobility workforce, promoting gender inclusion and celebrating stories of empowerment from across the country.

The Council also ran thematic campaigns throughout the year—promoting EV skilling, championing inclusivity in Tier 2 and Tier 3 cities, and driving awareness around new-age roles in automotive diagnostics, software, and electronics. Additionally, ASDC continued its active involvement in "Aapki Baat" on DD National, a nationally televised show focused on vocational training, youth empowerment, and policy engagement, thereby extending its thought leadership to mass audiences.

These collective efforts reinforced ASDC's role not just as a training enabler, but as a catalyst for innovation and systemic transformation in India's automotive skilling landscape.

Digital Presence & Website Performance

ASDC's digital infrastructure saw significant expansion and performance growth in FY 2024–25. The organization undertook key initiatives to strengthen its online presence, streamline access to information, and support various national missions and sector-specific engagements.

New microsites and dedicated pages were developed to cater to focus areas such as NEP implementation, skills development, institutional collaborations, and flagship events — reinforcing ASDC's role as a central hub for digital outreach and stakeholder engagement.

This structural growth was supported by strong SEO strategies and high-performing content. Key performance highlights include:

- **Organic user growth: Up by 121.89%**
- **Organic sessions: Increased by 119.51%**
- **Overall user growth: +56.2%**
- **Overall traffic growth: +50.52%**

Mobile traffic accounted for 60.6% of total clicks (94,973 out of 156,694), reflecting ASDC's mobile-first design approach. The keyword "ASDC" generated 21,325 clicks, indicating excellent brand visibility and recognition.

High-performing content like **"Fuel Pump Troubleshooting"** and **"NAO 2024"** blog/event pages collectively brought in **27,000+ clicks,** validating the impact of value-driven digital content.

Interactive Bees Pvt. Ltd.

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ASDC Support

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