

















# **Transforming India with Skill Development**

Annual Report 2019 - 2020





# SNAPSHOT OF 2019-20



191

**JOB ROLES** 

474

TRAINING PARTNERS

815

TRAINING CENTRES

**620** 

TRAINER CERTIFIED

1,61,354

CANDIDATES ASSESSED

**26** 

STATES & UT ENGAGED



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# MESSAGE FROM CHAIRMAN

MR. NIKUNJ SANGHI



t is time for the Indian Automotive Industry that plays a major role in the country's manufacturing and employment sector to emerge as one of the most important driving forces in the opening up of the economy and its growth. To achieve this, the industry will need adequate policy support from the government and skill support from its employees. While the policy matters will be taken up at requisite levels the skilling part is being taken care of by ASDC through different programs. These programs have an extensive digital outreach and are targeted to re-skill the workforce at various levels. This endeavour of ASDC is rooted in its belief that training people and skilling them with state of the art technologies is not just about giving jobs but it is about keeping the workforce employable for tomorrow.

Organizations today are faced with a disruption that is nothing short of historic. A historic disruption calls for equally innovative skill set to intervene it, and set things in smooth motion. Today's challenges are new and so their solutions cannot be old. When the pandemic and its after effects have broken the status quo, innovation is the only way to set new SOPs and benchmarks. This is the time for transformation from physical interaction to digital persuasion. This transformation is now not a choice but a necessity. The challenges of avoiding physical interaction, maintaining social distancing and continuous disinfection calls for a set of skills those are adept with the digital methods of interaction and services. So its time we realise that yesterday's skills aren't good enough to survive today's digital needs.

The modern digital transformation can easily be compared to the Industrial Revolution. Like the innovations of that era, digital technologies have afforded organizations opportunities to boost performance and efficiency that even a few years ago would have been unthinkable. It has armed the industry with a larger reach and access which would have been otherwise proved to be very costly and time consuming. Manufacturers and dealers are now empowered with the application of Artificial Intelligence and machine learning; it can prove to be an extremely useful tool in easy segregation, identification of interest and feedback of consumers while pursuing the potential ones.

It is a fact that the ongoing pandemic has caused some permanent behavioural changes in us. Customers will no

longer feel comfortable walking into showrooms. Now, the reverse will happen and OEMs and dealers will have to reach out to customers even more. And going digital will help them do just that. Sales channels, dealers and OEMs will have to increase the transparency level dramatically.

But it is also important to state here that whatever happens today, how much grim the situation seems to be, the Indian auto industry will be again up and running. Its past trajectory bears testimony to this.

The other pertinent question faced by all of us today is of Electric Vehicles (EV). Its a fact that not just in India but throughout the world EV is the future. But this future wont realise itself if we do not provide the necessary ecosystem needed for it to materialise. From Charging stations to battery swapping, from availability of components to skilled labour when every single component of this ecosystem will be ready the green future of EV will usher in. And along with it will come a demand of manpower skilled in EV technology - be it in factories, sales, after sales, maintenance everywhere. Therefore, it is extremely important that the present workforce be relevant by either reskilling or upskilling themselves. The entire industry needs to collaborate towards the training of the work floor employees or else they would become irrelevant over the next five years.

At ASDC we believe that technological progress will prevail. So we aim to prepare immediately and strategically for a skill set that will perpetually change and evolve. We make skills aspirational. Keeping this in mind, ADSC has come up with innovative Learn At Home modules. It has delivered more than 1 lac candidates for RPL4 and trained almost 15,000 people digitally till now and more are still joining in. Starting from Telecalling to Showroom Hosting, Training Sales Executives to offering courses for Auto and Cab drivers, training the trainers to training the technicians, hosting webinars on policy matters to awareness campaign on road safety, ASDC has covered all aspects of the Auto Industry. The achievement is that, most of this has been done digitally keeping the norms of the day in mind. In this trajectory ASDC has come up with new partnerships while maintaining the old ones and has offered new solutions to the industry. All said and done it is time to hit the road of change and drive us to newer heights of achievement and success.







he depth of an organisation is not tested by its performance in the normal situation, but by its power to transform itself and adapt to newer conditions in-order to survive and pave the way forward for others to follow when met with a challenge that nobody has faced ever before. The current COVID-19 pandemic has thrown up significant and unexpected challenges for every industry, including automobile manufacturing. This is the time to accept the challenges and embrace new opportunities.

As the first Sector Skill Council of India ASDC is determined to live-up to these expectations and has modified itself to fit-in to the New Normal that the pandemic has introduced us to. Be it in maintaining Social Distancing, teaching how to procure and handle sanitized parts and adapting to working in local geographies - ASDC is readying a skilled workforce adept in digital technologies who will be of immense use to the auto industry to help it drive through the challenge of the day. This is not just a statement, but our numbers speak for themselves. In the last year alone ASDC has delivered more than One Lakh participants for RPL4 (best-in-class employer). It is one of its greatest achievements till date.

Due to certain regulatory changes, changes in consumer preferences and need to shift to electric vehicles the auto industry in India has been under duress between July 2018 and January 2020. With the COVID-19 pandemic outbreak, the duress increased to a point of crisis. Subsequently the auto sector in India witnessed further slowdown in demand coupled with non-availability of labor, concerns on health and safety management on the shop floor. The solution to this situation lies in the increased pace of adoption of hyper-intelligent digital technologies by the auto manufacturing sector.

It is a fact that in India digital adoption on manufacturing

shop floors is at a nascent stage. But the Automotive industry is an exception because it leads in the adoption of emerging technologies in their production lines. Physical robots, Automated Guided Vehicles, Artificial Intelligence, Machine Learning, and Predictive maintenance are not new to the automotive shop floor. Some of them have even progressed further to automate data capture and visualize it for monitoring real time performance. These firms are consciously building data as an asset to leverage intelligent technologies in the future. The current situation calls for a massive adoption of these technologies by the automotive industry and not by just a few of its members.

In its part ASDC has taken several significant steps towards this goal and has launched massive training programs aimed to reskill and upskill the workforce for the auto industry. We at ASDC have been successful in extending our reach by adopting the digital medium to train people and find their worthy place in these changed circumstances. To attain our goal we have formed new partnerships and devised Learn From Home modules for almost each and every sector of the Auto Industry. Be it sales, service, technology or maintenance, nothing has been kept untouched. No wonder we have got almost 15000 enrolments in the last year while a major part of these have happened during the lockdown period. Our training programs are targeted to just not fit-in today's demands but to be relevant tomorrow.

Its because of our untiring endeavors and continuous support from each one of our industry partners, experts from the industry, training partners, assessment agencies and all other partner organizations that I do hope that we as an organisation, as an industry and more so as a country will rise to the occasion and scale new heights.

I thank you all for being a part of the journey.



# **GOVERNING**

### **COUNCIL 2019-20**

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

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



# GOVERNING

# **COUNCIL MEMBERS 2019-2020**

Association	Member Name	Designation	Organisation Name
FADA	Mr. Nikunj Sanghi	Chairman, ASDC; Managing Director	J S Four Wheel Motors Pvt Ltd
SIAM	Mr. Kenichi Ayukawa	Vice-Chairman, ASDC; Managing Director & CEO	Maruti Suzuki India Ltd.
ACMA	Mr. F R Singhvi	Treasurer, ASDC; President	Sansera Engineering Pvt. Ltd.
DHI,MOHI	Shri Pravin L Agrawal	Joint Secretary (Auto)	Dept of Heavy Industry, MOHI
DHI,MOHI	Smt. Ritu Pande	Director (Auto)	Dept of Heavy Industry, MOHI
DHI,MOHI	Shri R K Jaiswal	Development Officer (DO)	Dept of Heavy Industry, MOHI
MORTH	Shri Paresh Kumar Goel	Director (Road Safety)	Ministry of Road Transport & Highways
ACMA	Mr. Sunjay Kapur	Managing Director	Sona BLW Precision Forgings Ltd.
ACMA	Mr. Arvind Goel	Managing Director & CEO	TATA Autocomp Systems Ltd.
ACMA	Mr. Rama Shankar Pandey	Managing Director	Hella India Lighting Ltd.
ACMA	Mr. Vinnie Mehta	Director General	ACMA
FADA	Mr Ashish Harsharaj Kale	Managing Director	Provincial Automobile Co. Ltd
FADA	Mr. Vinkesh Gulati	Partner	United Automobiles
SIAM	Mr. Sudhakar Panda	Sr. Vice President (HR)	Fiat India Automobile Pvt. Ltd.
SIAM	Mr. A K Tomer	Executive Director – Corporate Planning	Maruti Suzuki India Ltd.
SIAM	Mr. G Shankara	Associate Vice President (HR & Services)	Toyota Kirloskar Motors Pvt. Ltd.
SIAM	Mr. Rajesh Menon	Director General	SIAM
NSDC	Mr. Sachin Gupta	Company Secretary	National Skill Development Corporation
SIAM	Mr. Vijay Sethi	CIO & Head -CSR	Hero MotoCorp Ltd.
Spl Invitee	Mr Saharsh Damani	Special Invitee, CEO FADA	Federation of Automobile Dealers Associations (FADA)
Spl Invitee	Mr Sohinder Gill	Special Invitee (EV), Global CEO	Hero Electric Vehicles Pvt. Ltd.
Spl Invitee	Mr. Ritesh Mantri	Special Invitee (EV), Co Founder & Executive Director	Kinetic Green Energy & Power Solutions Limited,
Spl Invitee	Mr Bimal Kumar	Special Invitee, Director - Sales & Marketing	CNH Industrial



#### Ashish H. Kale

Member ASDC, President FADA and Managing Director Provincial Automobile Co Ltd

ASDC has achieved some great heights in its initiative to continuously develop and upgrade automotive skills for higher value additions. But this is just the beginning of the journey and more such success stories are yet to come and more such milestones are yet to be crossed. In the current pandemic situation ASDC has charted its way forward through digital initiatives keeping in mind the precautionary measures and the norms of the day. This shows how resolute ASDC is, in achieving its target.

ASDC Masterclass series during the lockdown saw high participation from Dealership staff. This is a testament of high quality content which was provided thus helping dealership executives with new set of practical knowledge.

As one of the stakeholders, FADA is completely committed towards the success of ASDC, so that it can ensure credibility, reliability and robustness of the Skill Assessment Process.





#### Deepak Jain President, ACMA

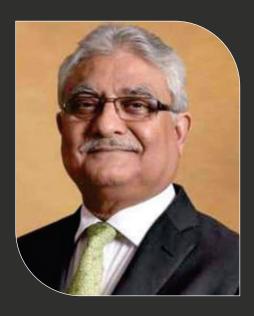
At a time when the industry is passing through one of the most difficult times ever, ASDC has proved its mettle by carrying on with its purpose of upgrading the skill quotient of the aspirational workforce of the country. Notwithstanding the downturn and the disruptions, ASDC continues to prepare workforce for the future. At this juncture, all stakeholders need to join hands and redouble their efforts in facilitating the auto component industry in becoming a globally competitive industry through deep localisation, reduction in imports, enhanced exports and focus on innovation.

ACMA is committed to extend its full support to ASDC in ensuring a steady supply of job-ready skilled employees for the components manufacturing industry. This will take us one step closer towards realising our mission of 'Make in India' and in ensuring an 'Atma-nirbhar Indian Auto Component industry.

### Mr Rajan Wadhera

President, Society of Indian Automobile Manufacturers (SIAM) for 2018-2020

The Automotive industry of India has been a significant contributor to the GDP of India accounting for over 7%. The Automotive industry is also the major source of employment in the recent times going through many innovations in terms of emission and other technologies. The current pandemic situation while brought in a temporary slowdown to the automotive industry, possess a significant opportunity both in the national and international markets combined with the geo-political risks that we are witnessing in the recent times. Drawing from the Prime Minister's Make in India campaign is one among the greatest opportunities to drive innovation, skill development, intellectual property and build best in class manufacturing infrastructure. Aligning with the opportunities, ASDC has been a forerunner in enhancing the current and future skills that are needed for the nation's workforce in the automotive sector to become more competitive. I congratulate them for undertaking such initiatives and providing the much needed digital impetus to achieve skill and speed through the recently launched programs. I wish ASDC the very best in all its endeavors of future skilling automotive India and look forward to providing support for continued success.





# **VISION AND MISSION**

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

#### To be achieved through:

- Complete commitment of the Industry (SIAM, ACMA and FADA) who are already contributing
  a lot in skilling on their own
- Ensuring updated Auto Industry Value Chain aligned job roles
- Skill competitions





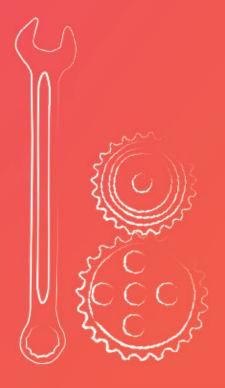


Automobile industry is in the middle of a significant transformation regarding the way they produce vehicle; thanks to the digitization of manufacturing. This transition is so compelling that it is being called Industry 4.0 to represent the fourth revolution that is going to impact the manufacturing industries after the computer revolution of the 80s. From the first industrial revolution (mechanization through steam power) to the mass production and assembly lines using electricity in the second, the fourth industrial revolution will take what was started in the third with the adoption of computers and automation and enhance it with smart and autonomous systems fuelled by data and machine learning moving from mass production systems to mass customization products.

It has created a manufacturing system whereby machines in factories are augmented with wireless connectivity and sensors to monitor and visualise an entire production process and to make autonomous decisions in between processes.

The fourth industrial revolution refers to digital twin technologies where these technologies can create virtual versions of real-world installations, products, processes and applications. These can then be robustly tested virtually to make decentralised decisions at any stage. These virtual copies can then be created in the real world and linked, via the internet of things, allowing for cyber-physical systems to communicate and cooperate with each other and humans to create a real time data exchange process in Industry 4.0 manufacturing.

It includes interconnectivity between processes, information transparency and technical assistance for decentralised decisions. In short, it would allow for complete digital transformation where machines & humans will work together. Wireless connectivity and the augmentation of machines will be greatly advanced with the full roll out of 5G technology. This will provide faster response times allowing for near real time communication between systems.



#### **CHALLENGES**

Right now, there is a need to up-skill the talent within the organizations rather than to replace them. The critical step is to invest in capability building and cultural change. Up-skilling in areas of data analytics and digital industry technologies will prepare the workforce for the changing environment and also make them ready for future learning, thus keeping them relevant. It is essential to leverage these emerging technologies into the entire organizational value chain as well as their external diffusion into interorganisational supply-chain networks. This would be an effective use of Al and machine learning from real-time data acquired from across the value chain, thus providing intelligent insights that would prompt smarter decisions.

All of this cannot be achieved without an ecosystem of partners, such as emerging start-ups and tech solution providers, who would develop easy to access and affordable technology to enable this revolution. The role of academia would be to conduct research and development to foster the advancement in technology.

The Industry 4.0 revolution is already underway & the organisations that are not embracing it, are at a great risk of being disrupted. By 2023, the competitive advantage of business in all industries will be driven primarily by innovations developed in AI. The fourth industrial revolution will allow for new ways in designing organisations for operation and it will also transform the way we all work. Nine technology trends that form the building blocks of Industry 4.0 are:

- Additive Manufacturing
- Augmented Reality

- Big Data and Analytics
- Autonomous Robots
- Simulations
- Horizontal and Vertical Integration
- Industrial Internet of Things
- The Cloud
- Cyber Security

In the past, ASDC had 18 Qualification Packs in Research & Development domain. With the advent of latest technology shift and Industry 4.0, ASDC is tirelessly working with the industry and academia on Robotics Process, Automation, 3D Printing and Big Data Analysis.

10 of these existing QPs are getting enhanced and modified by ASDC Expert Group, consisting members from academia and industry. These QPs are based on Robotics Process Automation and 3D Printing. 2 new QPs are getting developed for Big Data Analysis & Automation and Robotics Engineering.

ASDC participated in a conference organised by IIT Delhi on the "IIOT India, Re Imagining the Future" on smart manufacturing and smart infrastructure. Mr. Arindam Lahiri, CEO, ASDC, chaired the panel discussion on the 'Implementation of IIoT tools and technologies through smart manufacturing, automation, cyber physical systems Big Data & Analytics and Enablers Smart Infrastructure. In this session, he emphasized on the importance of skilling the workforce now, so that we become ready for this future technology shift.



### **ELECTRIC VEHICLE**

The global automotive industry is at the cusp of a paradigm shift from internal combustion engine vehicles to zero emission vehicles owing to the stringent regulatory interventions by Governments worldwide as a result of depleting air quality and greenhouse gas emissions. India, too, is exploring cost effective and viable solutions to the problem of poor air quality in a number of its cities as well as reducing its excessive dependence on oil imports. The Indian government has set the ambitious targets to accelerate the adoption of electric vehicles (EVs). By 2023, it wants all three-wheelers to run on batteries. By 2025, the rule will also be applicable to most two-wheelers. Incentives are also being offered to make carmakers develop new EV models and manufacturing components such as lithium-ion batteries and electric motors.

Electric Vehicles can be classified into:

- Hybrid Electric Vehicles (HEVs)- Powered by both petrol and electricity.
- Battery Electric Vehicles (BEVs)- Have an electric motor in place of combustion engine and use electricity from the grid stored in batteries.
- Plug-in Hybrid Electric Vehicles (PHEVs)- Use batteries to power an electric motor and liquid fuel internal combustion engine.
- Fuel Cell Electric Vehicle (FCEVs)- Using a fuel cell in combination with battery to power on-board motor.

ASDC in collaboration with ARAI and DFID organised various Expert Group meetings for development and validation of QPs in Electric Vehicle space, where various industry majors like Toyota, Mahindra Electric, Spark Minda, OLA Skilling, TATA Motors, Autobot, DIYGuru, and many more extended their support in development of QPs in Research & Development, Manufacturing and Service domain with possible interventions that can be taken up in Skill Development.



Challenges however still remain - the most important perhaps is the need for strong policies. There is a need for a long-term policy framework that allows for continuity and attracts desired investments required for EV deployment at grass root level.

The transformation from ICE vehicles to EVs has drastic implications for the existing automotive supply chain. An EV is relatively simpler to build with only 20 moving parts against more than 2,000 moving parts in an ICE vehicle. The growth of EVs will lead to big changes across the automotive value chain, including technology, manufacturing systems, ownership models, distribution and aftermarket support. This would cause a significant decrease in addressable market for vehicle repairs/ service and would require them to build new capabilities. From the perspective of component suppliers, large automotive suppliers are likely to adapt to the dramatic changes; however, small players could be hit the hardest from this disruption. The existing suppliers will not only have to deal with the transition, but also invest into new technologies when their profits are already shrinking.

There is a huge skill gap between industry and academia when it comes to the task of taking the entire automobile industry towards electric mobility. The Indian ecosystem needs to collaborate with the academic institutions, OEMs, government bodies, and training institutes to develop the right skills among its engineers for mass production of auto components and reduce our dependencies on imports for EV. Only then will the "Make in India" project become viable for EVs.

ASDC organised various expert group meetings on Electric Vehicle, with members from ARAI, Autobot India Pvt. Ltd., Mahindra & Mahindra Ltd., Prudentia, Tata Motors Ltd., Tata Trusts, Maruti Suzuki India Ltd., Revolta Motors Pvt. Ltd., Okaya Power Group and Ansys Software; with the agenda of development of new QPs for the Electric Vehicle domain, such as manufacturing, service, R&D etc. During the sessions, priority QPs were identified based on the demand and technology change in Electric Vehicles. ASDC is currently developing 7 new QPs for the EV domain to make sure that skilled manpower is available when Electric Vehicle production starts with volume vehicle.

To develop an EV skilled workforce in the sector, ASDC, along with KPMG and the Department for International Development department of the UK Government responsible for overseas aid, conducted a study to identify new job roles across various domains, e.g. research & development, telematics for both OEM and authorised centres. ASDC organised Round Table in collaboration with Department for International Development (DFID), Govt. of UK and Symbiosis Skills & Open University (SSOU) to deliberate on the possible interventions that can be taken up in the Electric Vehicles space for Skill Development with mutual industry collaboration. The round table conference also involved validation of the Qualification Packs developed by ASDC. The event saw participation from various industries/academia like Tata Institute of Social Sciences (TISS), Central Staff Training and Research Institute (CSTARI), Automotive Research Association of India (ARAI); Industry partners with the likes of Toyota, Mahindra Electric, Spark Minda, OLA Skilling, TATA Motors, Autobot, DIYGuru, etc.



## DIGITAL SKILLS FOR AUTO INDUSTRY

Technological progress is here to prevail. So as a part of the Auto industry ASDC is gearing up for the digital transformation, and is preparing people by partnering with different organizations with an aim to up-skill them and deliver strategically effective skill set to the industry.

Keeping this in mind, during the Lockdown period ADSC has changed its course and has come up with innovative Learn At Home modules. It has trained almost 15,000 people digitally till now and more are still joining in. Starting from Telecalling to Showroom Hosting, Training Sales Executives to offering courses for Auto and Cab drivers, training the trainers to training the technicians, hosting webinars on policy matters to awareness campaign on road safety, ASDC has covered all

professional capabilities. ASDC in association with Quest Alliance has forayed into the field of quality education and Skills Training with a focus on research-led innovation and implementation of high-impact projects in the field of teaching and learning.

It worthy to mention here that some of the programs launched by ASDC like Digital Sales Master Class for Automotive Dealerships and Training of Master Trainer: Service Domain have gained huge popularity. These new elearning programs offered by ASDC aim to upskill the existing workforce and are designed especially for Master Trainers to

Skills Trainer and along with them has launched various

online courses over the past few months with which it aims at

#skilling & upskilling the auto workforce, revamping their

aspects of the Auto Industry. To achieve this target ASDC has partnered with TCSION and provide enhanced training delivery skills. Content contribution: Hundai and Mahindra & Mahindra

15,000+ Enrolments and 8,000+ successful course completion with 8 eLearning courses running successfully.

# **E-LEARNING** COURSES BY ASDC

- Sales Executive Dealership
- Service Technician Two Wheeler & Four Wheeler
- The Telecaller- Auto Dealership
- Showroom Hostess/Host Auto Dealership
- Taxi Driver
- O CNC Operator Machining Technician
- © Commercial Vehicle Driver

ASDC aims to continually develop and upgrade the auto industry workforce through its multifaceted endeavours



#### Continuing the **Learning Journey** with Quest App

ASDC and Quest Alliance invites you to a Webinar to understand Quest App, our learning platform, and how it could be integrated into your training system to continue learning



# **Digital Sales Master Class has** cumulated 500+ Registrations





3 Successful batches of **Digital Training - TOT, TOMT, TOA**  ASDC and its employees contributed Rs. 1.08 Lakhs to PM CARES fund to fight COVID-19 pandemic.

Digital assessment conducted PMKVY - 4102 assessments Non-PMKVY- 1537 assessments **Total - 5639 assessments** 







### CANDIDATE DATABASE ON WEBSITE

ASDC has been assessing and certifying candidates based on the NSQF approved job roles since 2013. We have certified close to 4.7 lacs candidates till the end of FY19-20.

Skill training is accomplished only after successful completion of assessment and certification. The program is implemented with an objective to bridge demand and supply mismatch of skilled manpower by providing placement opportunities to these candidates.

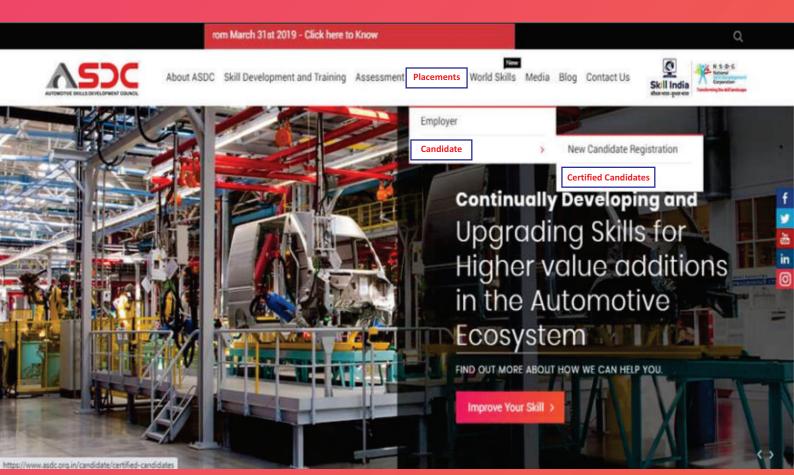
In FY 19-20, ASDC actively worked on building an inventory of skilled manpower in the automotive sector, which includes candidates who have undergone skill training and assessments. The inventory also includes details regarding the skill course and the training center.

This skill inventory will help employers to shortlist the right candidate based on their skills. For the ease of accessing this skill inventory, ASDC has uploaded data of 1,49,000 certified candidate data on ASDC's website under placement section. The employer has to select the desired job role, state and district and click on search to have access to general details of the candidates.

To get the exact contact details of candidates and training centers, employers need to register on ASDC website.

4.7 lacs candidates till the end of FY19-20 and has uploaded data of 1,49,000 certified candidates

ASDC team will keep updating skill inventory and hope this will help all our stakeholders including the employers and candidates





# STANDARDS AND CONTENT (OM AND QP STATUS)

- ASDC's vision is to make skill as an enabler of Auto sector's growth in India. To realize this vision, ASDC has to continuously obtain industry requirements and use that information for activating the eco system for delivering required numbers of trained and certified manpower.
- However, in order to institutionalize the leading role that Industry is expected to play, it is important that various activities carried out by ASDC are guided by the Industry. In line with this approach, ASDC has formed ASDC Expert Groups (AEG) from the relevant industry domains. Together, the AEGs would cover the entire value chain of the Automotive Sector as follows:

AEG - R&D - from SIAM and ACMA members

**AEG** – Manufacturing -from SIAM and ACMA members

**AEG** – Sales - from SIAM, FADA and ACAM members

AEG – Diagnostics & Servicing -from SIAM, FADA and ACMA members

**AEG** – Driving (Road Transportation)-from SIAM members



Broadly, the role of an AEG would be to guide ASDC in following activities as related to its respective domain:

- Identifying need for developing new skill standards.
- Facilitating requisite approvals from industry on newly developed standards.
- Maintaining currency of already developed National Occupational Standards / Qualification Packs (QP/NOS)
- Approval of Curriculum/Content based on QP/NOS
- Finalization of norms for facilities and infrastructure required for Training Delivery Centres
- Finalization of norms for Trainers/Assessors
- Approval of ASDC Assessment Process
- Supporting ASDC in recruiting Trainers / Assessors from Industry

#### Guide ASDC in areas of:

- Emerging industry trends that would impact skilling needs Skilling impact of Product and Process innovations and emerging best practices.
- Selection of International Collaborators In order to upgrade Qualification Packs (QP), ASDC conducted multiple meetings with major automobile manufacturers and auto component manufacturers, like Maruti Suzuki India Ltd., Mahindra & Mahindra Ltd., Tata Motors Ltd., Kia Motors India Pvt. Ltd., TVS Motor Co., Hero Motocorp, HELLA India automotive Pvt. Ltd., Honda Cars India Ltd., Subros Ltd., Eicher Motors Ltd., Sandhar Technologies, MG Motors, etc. to discuss the merging, upgradation or deletion of Qualification Packs. Following number of job roles were under the process of upgradation for the period under review
- With the support of Expert Group ASDC has rationalized QPs which includes new and revised QPs for which Occupational Map is been approved by NSDC

S.No.	Sector	New	Revised
1	Research & Development	2	10
2	Manufacturing	3	37
3	Sales	0	7
4	Service	4	23
5	Road Transportation	1	10
	TOTAL	10	87

### TRAIN THE TRAINER AND TRAIN THE ASSESSORS

In the financial year, 2019-2020 ASDC has conducted 45 TOT batches with a total participation of 845 Trainers of which 568 Trainers were certified. Similarly it has trained 415 Assessors of which 282 Assessors got certified

#### TRAINING OF TRAINER

FY	TOT program	Trainer Appeared	Certified	Domains Covered	Job role
2019-2020	45	845	568	Sales, Service, Driving and Manufacturing	40

TOA done by TCS ion

#### TRAINING OF ASSESSORS

FY	Assessor Appeared	Certified	Domains Covered	Job role
2019-2020	415	282	Sales, Service, Driving and Manufacturing	12

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

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

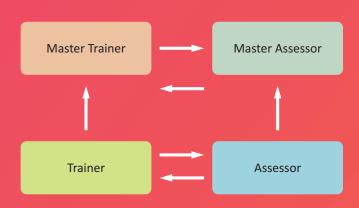
**Assessor:** who are directly involved in evaluating candidates on various parameters. They also undergo a ToA program conducted by the SSC that aligns them with the assessment requirements in the skill ecosystem.

**Trainer:** Training of Trainers (ToT) is a program for the development of training delivery skills of those who wish to become trainers in the sector of their preference and aligns them with the National Skill Qualification Framework (NSQF)

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

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









# **SCHEME & INITIATIVES**

# Recognize Skills Training Acquired through Informal Channels

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

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

These skills go unrecognized as they are not acquired through formal channels. This informal skills training prevents some sections of the skilled workforce from accessing formal employment opportunities, utilizing their experience to further taking up educational courses and benefitting from other career progression opportunities available through the formal training system. So there is a need to identify these labors, recognize their informally acquired skills, assess them and certify them so that they can also benefit and find progression in their careers.

ASDC has worked closely with Ministry of Skill Development and Entrepreneurship (MSDE) and National Skill Development Corporation (NSDC) on 2 types of RPL projects

Recognition of Roadside Technicians under RPL Camps (TYPE-1) - RPL at a location (i.e. Industrial/Traditional Clusters) where workers from a sector are available in large numbers. E.g. Automotive Cluster in Aurangabad belt.

#### Recognition of Roadside Technicians:-

India Skill Revolution vision is to certify 1 Million (independent service mechanic-roadside technician) by 2024. From FY 2020, new BSVI norms have been implemented leading to complex technological changes. If these mechanics are not trained on BSVI technology, they will lose out their business to Authorised repair chains. At the same time, Authorised repair chains do not have the capacity to take this additional load. Hence, the task of upskilling an existing road-side mechanic or independent repair technician is very important as it will ultimately help the end-user of latest technological vehicles. • Under this initiative, ASDC has submitted a project to upgrade the skill of 35,000 independent service mechanic-roadside technician on upcoming BS-VI norms under RPL-1 project. RPL Camps (TYPE-1) means RPL training is imparted at a location (i.e. Industrial/Traditional Clusters) where workers from a sector are available in large numbers. ASDC got an approval to implement in RPL-1 for 35,000 roadside technician in multiple states

across India for following job Roles on 5th Nov

2019.

QP Code	Job Role Name	Approved Targets
ASC/Q1411	Automotive Service Technician (Two and Three Wheelers)	25,000
ASC/Q1402	Automotive Service Technician Level 4	10,000

- ASDC has successfully enrolled 24,608 candidates and 7,771 candidates have completed their training in various states.
- Due to COVID-19 pandemic, training and assessments are kept on hold. Once the Ministry of Home Affairs (MHA) allows training centers to re-open, remaining targets will be completed.

#### **Best in Class Employers (BICE)**

A new type of RPL category is being envisaged under PMKVY 2016-20 to ensure certification of skills available in the organized sector with best in class employers. Ministry of Skill Development and Entrepreneurships (MSDE) along with National Skill Development Corporation (NSDC) through this RPL Best-in Class Employers seek to ensure - wider outreach to the large uncertified workforce across the country, primarily in the organized sector, through direct partnerships with Automotive Skills Development Council (ASDC) and Industry/Corporate. ASDC has defined members of SIAM/ ACMA/ FADA as Best in Class Employers in their respective segments.



#### **OBJECTIVES**

- To recognise the existing skill sets and prior experience of the beneficiaries gained through informal means
- To provide certification in line with the National Skills
   Qualification Framework
- To develop equipped and skilled workforce at hand
- To identify the skills gap that allows further focused training

#### **PROCESS FLOW**

- Sensitisation and onboarding of eligible employers
- Identification of employer assessor and employees
- Project submission and approval
- The orientation of the employer
- Assessment
- Co-branded certification

#### **FEATURES**

- No assessment and certification fee
- Certified candidates receive a monetary reward of INR 500
- Three-year accidental insurance to candidates
- Skill Certificate to provide recognition for their skillset

#### **CURRENT STATUS**

- Initially ASDC has received a target of 50,610 Dated 11-Jan-2019 Which got revised for a total 1,12,110 On dated 11th Jan 2019/11th Nov 2019.
- Have completed a total of 1,09,702 enrolments of candidates with 38 employers under RPL-4 project including various best in class companies.
- Have successfully completed 67,419 candidates assessments against of our total enrolments.



#### The break-up of Enrolments and Assessment nos:-

Employer Type	No. of Employers Participant	Total Enrollment Nos.	Total Assessments nos.	Employers' Name
ACMA	18	6,279	4,096	<ul> <li>Badve Engineering Limited,</li> <li>Best Koki Automotive (P) Limited</li> <li>Hindustan Composites Limited</li> <li>Imperial Auto Industries Ltd.</li> <li>India Japan Lighting</li> <li>Kay Jay Forgings Pvt Ltd</li> <li>Metalman Micro Turners</li> <li>Minda Corporation Limited</li> <li>Mitsuba Sical India Private Limited</li> <li>Mutual Automotive Pvt. Ltd.</li> <li>Roop Automotives Limited</li> <li>Sansera Engineering Ltd.</li> <li>Sigma Moulds &amp; Stampings Pvt. Ltd.</li> <li>Victora Auto Pvt. Ltd. etc</li> </ul>
FADA	10	8,149	772	<ul> <li>JS Fourwheel Motors Pvt. Ltd.</li> <li>Koncept Automobiles (P) Ltd.</li> <li>Koncept Cars India (P) Ltd.</li> <li>KTL Private Limited etc</li> </ul>
SIAM	2	235	140	Tata Motors and Hero Motocorp
Driver Partners	8	95,039	62,711	<ul> <li>Ola</li> <li>Uber</li> <li>Delhi Transport Corporation (DTC)</li> <li>Meru Mobility Tech Pvt. Ltd.</li> <li>Nestle India Limited etc</li> </ul>
Total	38	1,09,702	67,419	

- Reward money has been paid to 19,909 candidates till date by NSDC. Rest are in process
- Remaining assessments will be completed after approval of NSDC. We have proposed Auto proctoring and proctoring based assessments due to current situations.



# NATIONAL APPRENTICESHIP PROMOTION SCHEME (NAPS)



#### **Background**

Apprenticeship Act was first launched in India in 1961. Initially it was limited to 256 trades approved by DGT, which were related to manufacturing.

In order to promote apprenticeship training and reach out to maximum number of establishments, including those in the MSME sector, Ministry of Skill Development and Entrepreneurship (MSDE), Government of India has made several amendments to the Apprenticeship Act of 1961.

With the latest reforms, the Act now allows an establishment to hire apprentices for job roles including manufacturing, Sales, Service, Non-Technical/Staff level. This has opened the opportunity to engage apprentices across SIAM/ACMA/FADA members for various domains such as manufacturing, R& D, Sales, Service and Driving. Subsequent to this, MSDE has also launched the National Apprenticeship Promotion Scheme (NAPS) which incentivize the corporate to train and hire apprentices.

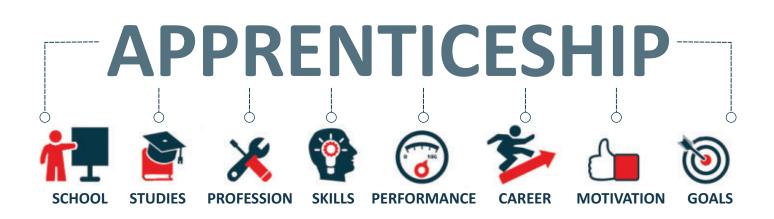
#### Type of trades that can be taken up under apprenticeship act:

Designated Trades are those which have been notified by the Govt as a "Designated Trade." These are mostly engineering based and appropriate for the manufacturing sector. Courses under Designated Trades are designed by the Central Staff Training and Research Institute (CSTARI), approved by the Central Apprenticeship Council & notified by the Government as a Designated Trade. At present there are 261 such notified courses.

Optional trade means any trade or occupation, or any subject field of engineering, non- engineering, technology or vocational training found relevant by an employer as per their requirements, other than the Designated Trades notified under the Act. It was introduced to give more flexibility to establishment to create courses as per their requirements in the manufacturing, services, trade or any other sector. This has also opened up opportunities to non-engineering Graduates in fields such as B.A, B.Com., B.Sc., (including those pursuing such courses) and 10+2 pass outs from social sciences/commerce or those who have completed NSQF aligned short terms courses to enroll under apprenticeship training programs and become industry ready.

There are 181 NSQF aligned Qualification Packs of ASDC which are now considered as optional trades and can be used to design an Apprenticeship curriculum for Apprenticeship Program.

The MSDE has entrusted the Directorate General of Training (DGT) to implement the apprenticeship training falling under "Designated Trades" and made the National Skill Development Corporation [NSDC] responsible for apprenticeship training under "Optional Trades" through Sector Skill Councils.



#### **Roles & Responsibility of NSDC**

- Develop guidelines/standard templates to help industry design courses & run these programs
- Act as a monitoring unit to oversee activities performed by RDATs/ SSCs/other industry bodies
- Undertake activities to promote the apprenticeship training in India
- NSDC shall design an efficient portal to run the entire program online in consultation with DGT
- Develop strong industry connect for effective implementation of apprenticeship program

#### Roles & Responsibility of ASDC (SSC)

- Develop a strong industry connect for the implementation of apprenticeship programs
- Advocate apprenticeship training in collaboration with the industry partners
- Assist industry in developing apprenticeship training curriculum
- Facilitate the empanelment of training providers
- Conduct Certification and Assessments of apprentices
- CEOs notified as Joint Apprenticeship Advisors (JAAs) for online registration of contracts between employers and candidates (in case they opt for stipend subsidy under NAPS)

#### **ACTIVITIES DURING THE YEAR**

- 26 apprenticeship curriculums were approved and made available on the apprenticeship portal in FY 19-20
- ASDC is interfacing with SIAM, ACMA, FADA members for propagation and awareness about NAPS amongst all OEMs / Suppliers / Dealerships in Manufacturing, Sales, Service and allied/support services
- ACMA HR Cluster Meet and SIAM Human Capital Group meeting and briefed the group about recent reform in NAPS
- 4,000+ contracts generated, and 205 establishments are engaged under NAPS in FY19-20

Category	Contract Count	Establishment Count
Component Supplier	2,040	144
Dealers	63	15
TPA/placement companies	1,821	6
Others	132	21
Total	4,056	186

 Establishments have started picking optional trades. Some of the ACMA member who have started implementing NAPS are Abilities India Pistons and Rings Limited, Minda Corporations Limited, Bharat Seats, Minda Industries, Sandhar Components, Lumax Industries, Bharat Forge, Rockman Industries Ltd., etc





# RECRUITMENT AND PLACEMENT

ASDC has successfully conducted and participated in 31 Recruitment Drives Pan India and have placed 20,000+ candidates.

#### **DISTRICTS & STATES:**

North Paraganas, Howrah-West Bengal, Dibrugarh, Guwahati & Tinsukia-Assam, Thane & Mumbai- Maharashtra, Surat-Gujarat, Bikaner, Jaipur-Rajasthan, Kanpur, Greater Noida & Lucknow-UP, Buxar & - Bihar, Shillong- Meghalaya, Trivandrum & Ernakulam-Kerala, Chennai- TN, Jammu-J&K, Dehradun- UK, Bengaluru, Gulbarga, Karwar, Bellary-Bengaluru, Cuttack, Jharsugda-Odisha, etc.

#### **COMMON JOB ROLES:**

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



#### **DEMAND**

In FY 2019-20 ASDC received 7,000+ Manpower Requirement across Indian States

AUTO EXPO 2020 - ASDC successfully participated at The Motor Show- Greater Noida 2020 and The Component Show-Pragati Maidan 2020. In these exhibitions ASDC not only put forth the importance of Skilling and Reskilling in Auto-Sector, , but also connected with Major OEMs and Component Manufactures working towards imparting and Employing Skilled Workforce.

#### **FUTURE/WAY FORWARD**

- **A. VIRTUAL RECRUITMENT DRIVES** ASDC has successfully started organizing Virtual recruitment Drives to enable employment opportunities for skilled candidates.
- **B. JOB LISTING PORTA**L To provide smoother access to Job ASDC will work towards onboarding its potential Employers in using digital platform for hiring digitally Assessed and Certified candidates, enabling a hassle free and transparent operation.
- **C. CERTIFIED CANDIDATES DATA ON ASDC WEBSITE -** ASDC has created a pool of certified candidates, details of which are available on the website for potential Employers to recruit skilled candidates.

**Location:** Under Placement Tab ASDC has created Certified Candidates section and link is mentioned for ref: https://www.asdc.org.in/candidate/certified-candidates

**Benefits:** ASDC has successfully uploaded 1,49,000+ candidates' details on its website. This will provide Employers easy access to skilled workforce as per their requirements.

#### D. CAREER COUNSELING

**Objective:** To provide insights about Auto Industry and its Career Prospects through various skill level training to the candidates. The two broad objectives are:

- 1. To Provide the Target audience with right guidance and training
- 2. To ensure that the Industry receives focused skilled manpower



# **PLACEMENT ASSISTANCE**



17 likes

asdc\_india All the Sector Skill Councils who participated at the Varanasi Kaushal Mahotsav were felicitated by Honourable Minister Shri Mahendra Nath Pandey for their utmost dedication in enhancing skill development and providing job opportunities in the nation .

#GetEmpowered

13 February











## **INDUSTRY OUTREACH**

- 1. M/S Toyota Kirloskar Motor Private Limited has collaborated with ASDC on two aspects –
- A) To provide curriculum, assessment and certification to
  - (i) candidates undertaking the Toyota Technical Education Program (T-TEP) at TKM's existing and new Skill development centres across India and
  - (ii) candidates enrolled with Toyota Authorised Dealer Training Centres across India (together referred to as "Skill Development Centres");
- B) Defining skill standard & qualification for trainees/content of the training program & setting the qualification standards.
- 2. **Mahindra & Mahindra Ltd** collaborated with ASDC to implement their vocational training programs through the Skill India Portal (SIP) and achieve the required scale while supporting the Skill India Mission. They are currently registering their 9 manufacturing plants with adjoining Skill training centres on SIP.
- 3. ASDC partner **Tata Motor Ltd** under their Corporate Social Responsibility (CSR) has initiated the one year skill training program 'Learn and Earn Progress (LEAP)' with help of SKIP (Skill for progress). SKIP is an All India Association for Private Industrial Training Institutes and Vocational Training and Educational Centres with many Tata Motor's aligned ITI are member of SKIP. These ITIs will give training on ASDC QPs for 3 months theory at institute and 9 months OJT at the Dealers Service Centre.





# INDIA SKILLS AND WORLD SKILLS

#### **World Skills Competition:**

World Skills Competition is the Olympics of Skills. It is the largest vocational skills Competition in the World. This competition is organized by the Amsterdam based not-for-profit organization, World Skills International (WSI) once in two years. It takes place each time in a different country and brings together over thousands of young people, below 22 years of age, from more than 70 countries across the globe to compete in the variety of skills from various sectors including Automotive. The competitors pitch their skills against the best across the globe, and compete for Gold, Silver and Bronze medals. World Skills attracts millions of visitors from the Industries, training providers, training institutes, schools, colleges, government representatives, etc. at the competition venues.

#### **IndiaSkills Competitions:**

Post IndiaSkills-2018 National selections held in October 2018, ASDC conducted the Pre-finals selections in April 2019 and shortlisted one best candidate amongst the Top two candidates who represented India at World Skills Competition at Kazan Russia in August 2019. ASDC had conducted selections in four skill categories viz. Automobile Technology, Autobody Repair, Car Painting and Prototype Modeling.

#### World Skills Competition – 2019, Kazan, Russia:

India showcased their best ever skill performance in the World Skills Competition – 2019 at Kazan Russia which was held from 22nd ~ 27th August 2019. The competition witnessed 1354 young competitors from 68 different countries across the globe who have participated in the 56 various skill categories ranging from Autobody Repair, Beauty Therapy, Carpentry, Electrical Installations, Information Technology, Painting & Decorating, Restaurant Service and many other skills.

India won its First Gold Medal along with One Silver Medal, Two Bronze Medals and 15 Medallions for Excellence totaling to 19 Medal / Medallions which took it to the Top 13th Position out of 68 countries worldwide.

The competition was inaugurated in the august presence of then the Prime Minister of Russia Mr. Medvedev and the closing ceremony was graced by The President of Russia Mr. Vladimir Putin. This shows the sensitivity and importance that the skilled manpower possesses and plays a pivotal role in nation building.

ASDC is extremely glad to share that our candidates have won "Medallion for Excellence" in three skill categories as follows:

• Automobile Technology • Autobody Repair • Car Painting

ASDC had celebrated the moment of pride by awarding the Skill Champions & their Mentors and acknowledged the all-round support received from the esteemed industry partners including the Automobile OEM, Automotive Vendors & Independent Professionals. The celebrations were done during the ASDC Annual General Meeting held at Hotel Holiday Inn, Aerocity on 20th September 2019 in front of the distinguished representatives of the Industry.

# ASDC Master Class Jury Certification Program World Skills Competition

#### Car Painting skills Maruti Suzuki India Ltd – Gurugram 28th - 29th February 2020

8 participants from across the industry were imparted both the class room & practical training on the World Skills Occupational Standards by the Master Trainer-cum-World Skills India Expert in Car Painting, Mr. Ajay Ram from Axalta Coatings Systems in Car Painting skill category.

All the participants were awarded with the MasterClass Certificate with joint logo of ASDC & NSDC.



#### Automobile Technology skills Tata Motors Limited – Pune 5th - 6th March 2020

There were total number of 8 participants from across the industry who were imparted both the class room & practical training on the World Skills Occupational Standards by the Master Trainer-cum-World Skills India Expert in Automobile Technology - Mr. Amogh Dixit from Tata Motors Limited.

All the participants were awarded with the Master Class Certificate with joint logo of ASDC & NSDC.



# COMMUNICATION AND ADVOCACY

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



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



# **SOCIAL MEDIA**

Social Media Handle		Followers	Activity
f	https://www.facebook.com/AutomotiveSkillsDevelopmentCouncil	5,776	Post: 869 Post Reach: 5,65,407
<b>y</b>	https://twitter.com/SkillsASDC	3,649	Tweets: 1,907
in	https://www.linkedin.com/in/asdcindia/	1,554	Post: 594 Follower Account: 3,031
0	https://www.instagram.com/asdc_india/	770	Post: 177
	https://www.youtube.com/channel/UCHEuklRdNjFO6d73wfM8l8w	541	Videos: 81

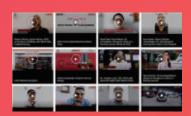




Newsletter



#### Videos



Blogs



#### Press Release





# **WEBINARS**

### ASDC has conducted 40+ webinars addressing various topics and issues



# **TESTIMONIALS**



Rajeev Bhalla, reflects upon his learning's from the ASDC's Digital Sales Master Class eLearning course and talks about how it helped him understand the basics of Digital Marketing & analytics and recommends the course to anyone who aspire to become a Digital Marketer.



Dr. Ankur Sagar, Assistant Professor, Bhartiya Skill Development University

- BSDU Jaipur, talks about the Training of Master Trainer: Service Domain program by ASDC and how it will benefit him & help in training more people in the automotive service sector in future.



Keval Patel, Kiran Motors Ltd, Ahmedabad, reflects upon his #learnings & recommends ASDC's elearning courses to the aspiring professionals for a brighter future in the #auto industry.



Suman Chatterjee, Automotive Trainer- Janaphul High School, talks about the ASDC's online Service Technician course, how it helped him upgrade his existing skills and learn new ones

Yashpal Ahuja, Senior Trainer-Maruti Suzuki Training Academy, reflects upon the ASDC MasterClass Jury Certification Program in "Car Painting skill", held at MSIL, Gurugram, 28-29th Feb'20. It gave the jury, a platform to display their skills & get certified.





Sales Consultant- Autoworld Mahindra and ASDC certified Aadharshila alumni talking about her journey and motivating more women to take a step ahead and build their careers.



# **INITIATIVES TO TACKLE COVID-19**

ASDC has contributed one-day salary of all staff and also added a matching contribution from the ASDC to deposit a sum of Rs.1.08 lakhs to NSDC for contribution to PM CARES fund to fight the COVID-19 pandemic.



#### TCS-iON

- Enabled many schools and higher education institutions with free digital classes
- For TCS associates and in contract- they have enabled a covid19 help line
- Live lectures by doctors on Covid19
- Salaries paid full and well before due date

#### ACMA (NR)

- Brainstorming Session on Preparedness for Re-Start after Lock-down of Covid-19.
- ACMA NR HR Forum is organising a Brainstorming Session on Preparedness for Re-Start after Lock-down of Covid-19 on Sunday, the 5th April 2020 from 3.00 to 5.00 p.m.

#### **SPIWD**

Senior management, staff people with RWA distributed food packets to needed people in Noida, Provide laptop to all employees for work from home

#### **Unifiers**

• Knowledge Partner of ASDC Started Karuna 2020

#### Sampoorna Samiti – Training Partner

- Printed 10 awareness related banners
- Staffs took part in District Magistrate Food Distribution program (Daily wagers, rickshaw puller, beger etc).

#### **Valuer Fabtex – Training Partner**

- Donated Rs 2 Lacs in PM Care Fund
- Their trained candidates are voluntarily working to fight this epidemic

#### **Initiative by SANSKAR EDUCATION**

Sanskar Jan kalyanSansthan Distributed Food to needy people in slum areas (add pics available with news reports)

#### **Harsh Toyota – Industry Initiatives**

- Closed the organization since 23rd March for social distance
- Created category wise group for covid awareness
- Distribution of mask and sanitize to all employees
- Planning to do sanitisation overall facilities after 14 this month.
- Weekly based review on covid by management through VC

#### **Honda Cars India Ltd**

- Rs 50.00 Lakh to CM Relief Fund
- Supplied 200 Sprayers worth Rs 30.00 Lakh

#### **Bajaj Auto**

The Bajaj Group has announced a Rs 100 crore COVID-19 pandemic relief package that aims to upgrade healthcare facilities as well as support initiatives to provide food and shelter to those in need

#### Hero

The Hero Group has announced that it will contribute Rs 100 Crore as aid for the ongoing COVID-19 relief efforts in India. Rs 50 Crore for the PM CARES Fund and the remaining Rs 50 crore for other relief efforts.

#### Hyundai

The CSR arm, has ordered advanced diagnostic testing kits with high level of accuracy for COVID-19 from South Korea. It will be distributed to hospitals after consultation with the central and state governments.

#### Mahindra & Mahindra

- Mahindra & Mahindra has begun the manufacture of a face shield that fully blocks the face and eyes from accidental contact with liquids.
- On clarion call from Piyush Goyal, Mahindra opened its kitchen at 10 locations. They are making their kitchen infra available for others to use for up to 10,000 meals a day.

#### Maruti Suzuki

MSIL has entered into an agreement with AgVa Healthcare, a medical equipment manufacturer, for producing up to 10,000 ventilators per month.

#### **Tata**

Tata Trusts has earmarked Rs 500 crore to empower and protect affected communities from the COVID-19 outbreak.
 Following this announcement, Tata Sons pledged another Rs 1,000 crore in the fight against the disease.

5 38 C

Message from Chairman

Candidate Database on Website

Delivery Mechanism

Message from CEO

Stake Holders Speak

Governing Council

**Future Skills** 

India Skills and World Skills

Vision and Mission Initiatives to Tackle Covid-19 Quality

**Testimonials** 

Webinars Future Skills Scheme & Initiatives

Assistance

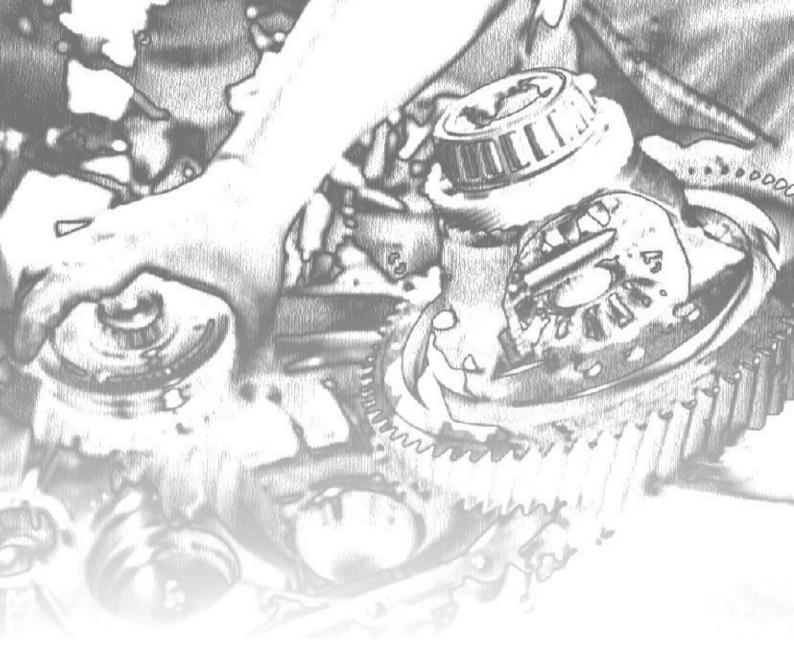
Recruitment and Placement

Assurance

Stakeholder Outreach

Standards and Content (OM and QP Status)

National Apprenticeship





**Automotive Skills Development Council** 







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