

TRANSFORMING **AUTOMOTIVE** INDUSTRY



INTRODUCTION

10 years ago ASDC became the 1st Sector Skill Council and began its journey towards making skills aspirational and integrated with academic pathways.

ASDC is delighted to achieve the milestones in the process of creating a skilled environment for the Indian automotive industry.

E V Canvassing



Digitisation



Counseling



Dealership



Hands on Training





Welding Course



Taxi Driving



E V Architecture



Placememt



Technician



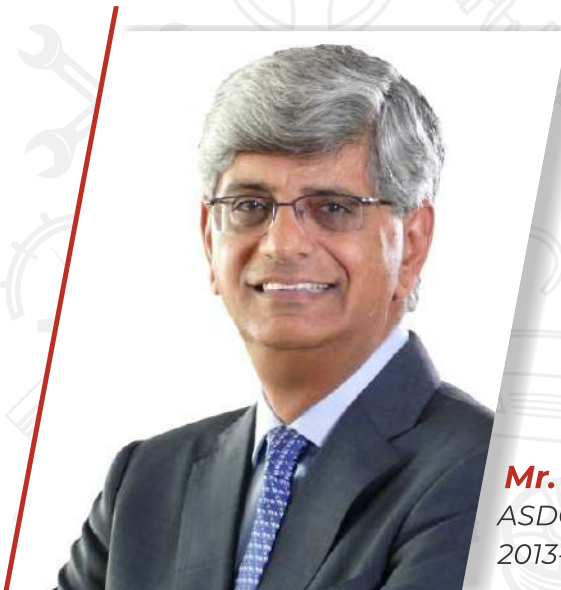
OUR LEADERS



Mr. Nikunj Sanghi
ASDC President
2017-2019, 2019-2021



Mr. Vinod Dasari
ASDC President
2015-2016



Mr. Jayant Davar
ASDC President
2013-2015, 2016-2017



Dr. Pawan Goenka
ASDC President
2011-2013

WOMEN IN AUTO INDUSTRY

Hero Motocorp Limited Dharuhera

Hero Motocorp Limited skill development programs in automotive sector are **“Empowering Young Girls”** to take up a career in the automobile industry. As part of a unique initiative to promote “Skill India Mission”, **Hero Motocorp Limited** have collaborated with **Automotive Skills Development Council (ASDC)** for automotive skills development and certification programs.



Machine Shop



Paint Shop Simulator



Paint Shop



Fuel Tank Welding



Leakage Testing



Frame Assembly



Morning Prayer - Gurukul



Generic Skill



Morning Prayer - Gurukul



Engine Assembly Practical



Training Evaluation



Engine Theory



Engine Assembly



Frame Assembly



Rear Cowl Fitment

PINK COLLAR INITIATIVE

Glimpses of the training program - 25 Sept'18 to 5 Oct'18

Classroom and practical training – automotive & maintenance basics ▼



Visit to Jitendra Motors, Nasik ▼



Visit to Igatpuri plant, Founder's Day ▼



Morning run with the girls, ▼
emphasis on health & fitness



Whenever one walks into an automobile workshop, it is expected to see women either at the receptionists' desk or the back office. While these women have been excelling at these roles for years, it is still a rare sight to find ladies working on vehicles in the shop-floor or involved in technical aspects of automobile service. With a drive named “**Pink Collars**”, Mahindra & Mahindra started an initiative to promote recruitment of women in core productive roles at automobile workshops.

The program encourages channel partners to tie up with Industrial Training Institutes (ITIs) and impart up-to-date industrial knowledge through the company's expert trainers, provide automotive aggregates to support practical training and make the ITI students industry-ready. Special recruitment drives are conducted for girl students at these ITIs by Mahindra's authorized dealers to identify and recruit female talent.

Mahindra kicked off the first batch of Pink Collars in October 2018 and trained 22 girl students selected from various ITIs in districts of western Maharashtra at the Mahindra Institute of Learning Excellence (MILE), Igatpuri. At this high-tech state-of-the-art training

center, they underwent a free-of-cost 10-day residential training program that brushed up their theoretical basics and imparted practical skill development in automotive service and repair. Coming from the ITI trades of Motor Mechanic Vehicle, Diesel Mechanic and Automobile Diploma, the girls were quick in grasping concepts of modern automobile technology and were given hands-on training on Mahindra's range of vehicles. All the recruits went on to work as trainee technicians at Mahindra's authorized workshops.

After completing one year at a Mahindra authorize Workshop in Pune, one of the Pink Collars recruits – Kavita Koli says “I was always fascinated with cars when I saw my father, who is a driver, work on his vehicle. I am very thankful to the trainers at MILE and my mentors in the workshop for helping me realize my dream of working on automobiles.” Kavita, who hails from Jalgaon district in Maharashtra, is one the 170 females who have broken gender stereotypes in the automobile industry by joining the core productive workforce at Mahindra's authorized workshops pan India in the last financial year.



GIRLS ON BOARDED FOR TECHNICAL ROLES



Awareness campaigns / YouTube & Twitter



WORLD SKILL EXPERT



"World Skills has offered me great opportunities to learn, recognition and work standards for which I shall remain indebted forever. It has been an incredible journey for me and only the passion can drive the way forward to keep the youth skilled & motivated for winning at World Skills Competitions."

Dharmendra Sharma
Car Painting



"World Skills is not only a competition but a platform for younger generation to transform their passion into profession."

Ajay Ram
Car Painting

"World Skills is a deep ocean full of learning embedded with pearl of excellence, feel thorough excited to dive in it."

Dhaval Rajput
Auto Body Repair



"World Skills is a journey of skilled professionals who strive for achieving perfection and continue to strive towards achieving skill excellence."

Bhaskar Singh
Prototype Modeling



INDUSTRY SPEAK



Over the last decade, ASDC has emerged as the most successful sector skill council among all sector skill councils by bridging the skill and capability gap. It has also provided a valuable platform to the mainstream talent from smaller towns and cities and provided them lifetime opportunities of engaging with the auto sector. And must also compliment ASDC for completely transforming itself and going digital during the pandemic. ACMA is honoured to be a part of this exciting journey at ASDC.

Deepak Jain

Chairman & MD- **Lumax Industry Limited**

I feel very proud to be part of ASDC, Congratulate ASDC for successfully completing 10years. ASDC have been creating global standard in skilling process, having a world class assessment procedure with TCSion as a partner.



FR Singhvi

Joint MD - **Sansera Engineering**



Vishnu Mathur

Ex-DG, **SIAM**

I am extremely happy to note that ASDC has successfully completed 10 years of service to the industry and to the Nation. The main objective why ASDC was conceived and established was to address the industry's need of Skilling, Re-skilling as well as Up-Skilling of the workforce engaged in the automotive industry and to make them industry-ready. During the last decade, ASDC, with close partnership with industry, has ably ensured this with an ever increasing engagement of workers in the automotive fraternity in deference to its objective. ASDC with its close partnership with the auto and auto-component industry, dealerships and service ecosystem, Government and various international stakeholders is ideally placed to play this key role. I wish ASDC all the best.

Congratulations to ASDC AND TEAM MEMBERS. ASDC has now turned 10 from a very small start to such a big place where it has reached. Obviously for us dealers in our association it's a great moment. ASDC has given the right momentum towards the manpower royalty and manpower recognition.



Vinkesh Gulati

Director - **United Automobiles**



I congratulate and compliment for a decade of service to the nation. Asdc has provided a very good platform that enable youth to be trained certified and become employable. This is supported by ACMA, SIAM, FADA and other partners. I wish this journey continues at a faster pace. Compliment team ASDC and wish all the best.

SANJOY GUPTA

Head of Customer Care - **MAHINDRA Rise**

Meetings and Events

ASDC with support from industry expert conducts Expert Group meetings every quarter in domains like Manufacturing, Sales, Service, Road Transportation and Electric Vehicle for purpose of Identifying need for developing new skill standards, facilitating requisite approvals from industry on newly developed standards, maintaining currency of already developed QP/NOS, etc.





Skilling, Reskilling in Industry

A voluminous number of 25000+ apprenticeship contracts have been generated by 500+ establishments in the field of optional trades in the Automotive sector.

Currently 41 NAPS curriculum have been approved and are now available on the apprenticeship portal.

ASDC's first customised NAPS Course – 'Vehicle Manufacturing Operations' as per Ford India got approved on the Dec'20. Ford India will recruit women and persons with disability as apprentices under this course.

ASDC was sanctioned 1,11,868 numbers in Recognition of Prior Learning (RPL) project. ASDC have engaged 34 companies under RPL program which has certified 98,556 candidates.

Additionally 22,657 independent service technicians trained & assessed under the RPL program to upgrade their skills in BS6 norms.



ASDC – On a stride towards making the auto workforce self-assured & self-reliant



asdc.org.in

@AutomotiveSkillDevelopmentCouncil @SkillASDC @asdcindia @asdc_india Automotive Skills Development Council



JOB MELAS AND SKILL EXHIBITIONS

JOB MELAS:

- Since inception, **ASDC** had conducted 130 Job Melas Pan India – with an aim to provide employment opportunities to the **ASDC** Certified candidates and to meet the trained manpower requirements of the Auto Industry sector.
- To provide help at fingertips **ASDC** has setup a Virtual Employment Platform in order to enable suitable employment opportunities for the **ASDC** certified candidates.

SKILL EXHIBITION:

- Creating aspiration and build confidence in youth of the country to select and garner Skill sets for the Automotive industry and choose it as their preferred career option.
- To promote importance of harnessing skill sets amongst youth, **ASDC** had been pro actively participating in various Skill Exhibitions duly organized by the different State governments and the Government of India.
- The **ASDC** certified candidates have showcased their extraordinary skillsets in all the Skill Exhibitions held till date and also in the latest Auto Expo.

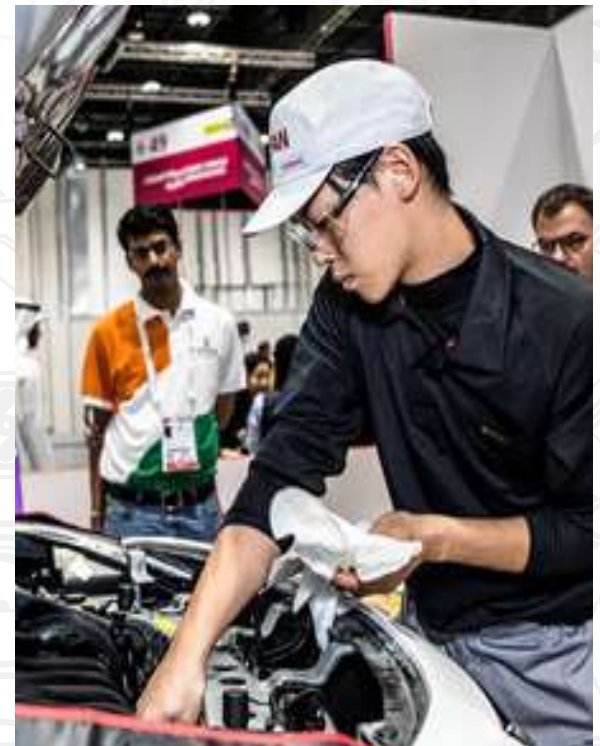


SKILL COMPETITIONS

World Skills Competition is also known as the “Olympics of Skills”. It is a biennial event and is considered as the largest vocational skills competition in the world.

There are total 56 skill categories ranging from Floristry to Autobody Repair, Hair Dressing to Prototype Modelling, etc.

To make India the "skill capital" of the world, it is imperative to showcase the country's expertise in various skills across the globe. To start these competitions in remote parts of the country and to encourage the Indian youth to participate in these competitions and to prepare them for participation in world skill sand other international competitions and to be selected at state and regional level. IndiaSkills 2020 has been organized to identify the winners who will represent the country in World skills Shanghai 2021.



WORLD SKILL COMPETITIONS



JOURNEY TO WORLD SKILLS COMPETITIONS



World Skills Competition is also known as the “Olympics of Skills”. It is a biennial event and the Largest Vocational Skill Competition in the World. There are more than 85 member countries competing in total of 56 skill categories in these competitions.

ASDC participates in 4 skill categories viz. Automobile Technology, Autobody Repair, Car Painting and Prototype Modelling. So far, ASDC had won 1 Bronze Medal and 5 Medallion of Excellence in the previous World Skills Competitions held in Abu Dhabi in 2017 and Kazan, Russia in 2019.

To make India the “Skill Capital of the World”, it is imperative to showcase the country's expertise in various skills across the globe. To achieve the above established target ASDC is reaching out to various remote parts of the country and is encouraging the Indian youth to participate in the India Skills Competitions and get an opportunity to represent India at the Global level.

The Winners of India Skills Competitions get a Golden Opportunity to represent their motherland India and Showcase their Skills at an International level and also get hands-on skill training both in India & Abroad prior to participating in the World

TRAINING PARTNERS

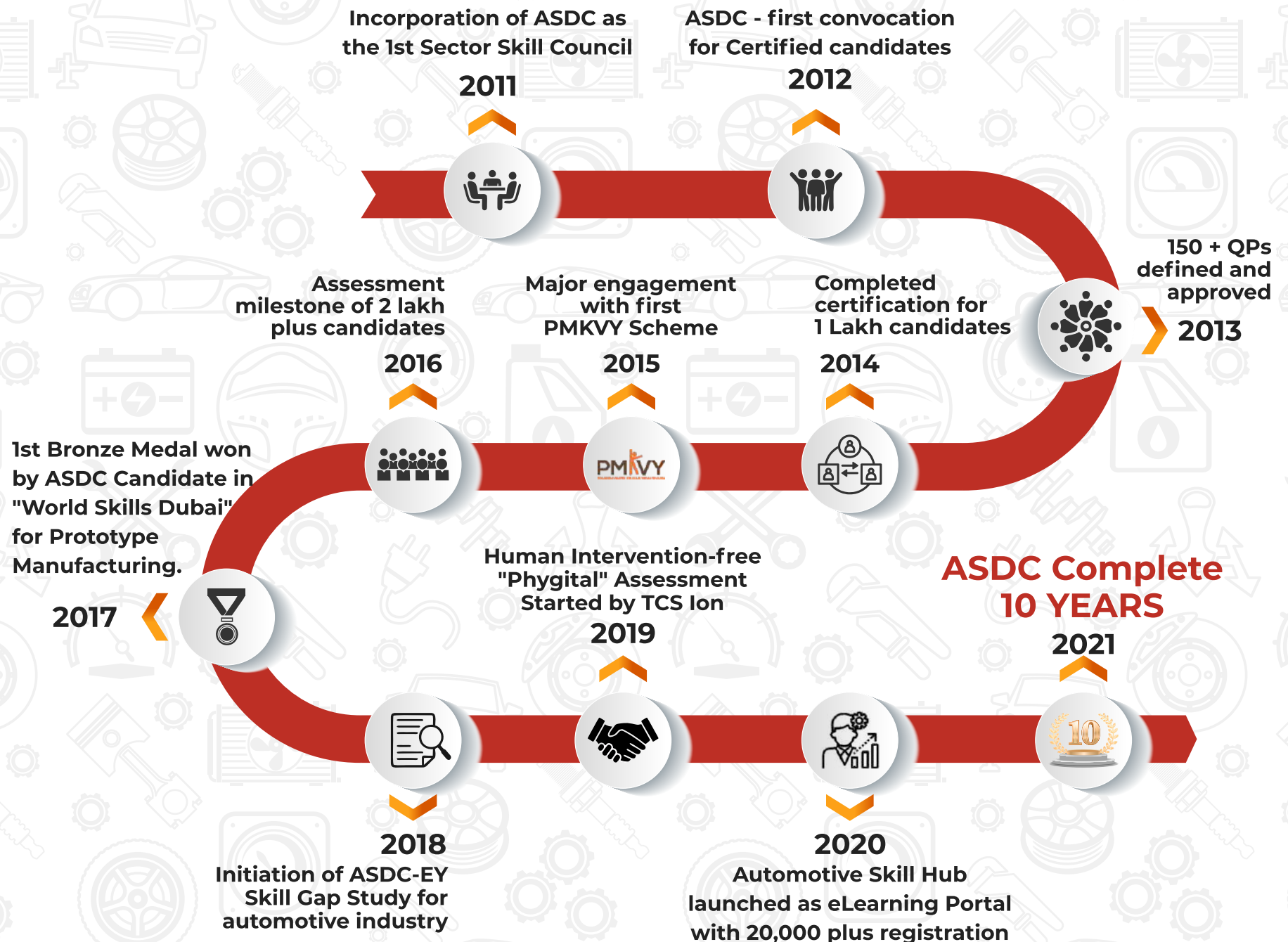
Since its inception ASDC has deployed – well trained 1607 Trainers and 704 Assessors in all the 4 Domains of Sales, Service, Driving and Manufacturing of the Auto Industry.

During the Financial Year 2019-20 ASDC had trained the highest number of Trainers. During this period ASDC held 45 batches and has certified 568 trainers. Similarly, ASDC held 25 batches and has certified 283 assessors.



MILESTONE

A DECADE OF ACHIEVEMENTS



PRESS COVERAGE



SKILL DEVELOPMENT

★★★★★ 1 RATING

INDUSTRY 4.0 IS GOING TO REDEFINE THE JOB MARKET

INTERVIEW: ANVITA PILLAI



Apr 10, 2020 | ...mentions Nikunj Sanghi, President & Chairman – Automotive Skill Development Council (ASDC), Past President and EC Member, FADA and Founder, J S Fourwheel Motors, in this interview with Anvita Pillai. ASDC, an organisation helping the present and the upcoming industry workforce to cope with transformations, constant skilling, re-skilling and up-skilling, is helping the industry continually develop and upgrade the automotive skills for higher value additions. In this conversation, he details on how companies can work on upskilling their blue collar workers, shift from ICE engines to EVs, effect of the Budget 2020, the topics of discussion at the IAMS 2020 (where they are the Skill Development



★★★★★ 2 RATINGS

INTERNATIONAL AUTOMOTIVE MANUFACTURERS' SUMMIT 2020

SKILL REQUIREMENTS FOR THE WORLD OF SMART MANUFACTURING



May 28, 2020 | As much as the COVID-19 has been a surprise to almost every industry, it has equally been a challenge to every industry, including manufacturing. Despite the challenges, this would be the ideal time to accept the 'new normal' and embrace new opportunities. An organisation with the strong belief that skilling can facilitate capital creation, ASDC – India has been making skills aspirational integrated with academic pathway. In this speaker column, Arindam Lahiri, CEO, Automotive Skills Development Council (ASDC) – India elaborates on the present situation, how smart manufacturing can be beneficial for the future of manufacturing and the five key skills that one needs to train their workforce for.

news18.com/news/auto/toyota-kirloskar-motor-partners-with-asdc-for-certification-in-skill-training-2351663.html

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HEADLINE: TOYOTA KIRLOSKAR MOTOR PARTNERS WITH ASDC FOR CERTIFICATION IN SKILL TRAINING

Toyota Kirloskar Motor Partners with ASDC for Certification in Skill Training



Based on the training garnered during the course, Automotive Skill Development Council (ASDC) will certify the students enhancing their employability quotient.

● PTI
● LAST UPDATED: OCTOBER 22, 2019, 10:10 IST
● EDITED BY ANANDH SH
● FOLLOW US ON: Facebook Twitter Instagram Telegram Google News

Now Toyota Corolla has been launched in Venezuela. (Photo: Reuters)

Toyota Kirloskar Motor on Friday said it has partnered with Automotive Skill Development Council for certification in making ITI students industry-ready. Under the partnership, Toyota Technical Education Program (T-TEP) will curate a cutting-edge training module for students and provide on-job training at

1.com/article/companies/tcs-ion-launches-versatile-digital-skills-hub-for-automotive-sector-119072401422_1.html

HOME MARKETS COMPANIES OPINION TECH SPECIALS PF PORTFOLIO THE MORNING SHOW CORONAVIRUS SPORTS

TCS iON launches Skill Hub to provide industry-relevant digital content

Platform will bring credibility and transparency to skills assessment, says firm's global head

Topics
TCS iON | TCS

Romita Majumdar | Mumbai
Last Updated at July 24, 2019 22:13 IST

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COMPANIES OVERVIEW

BS Infosys, SAP tie up to provide Business Process Transformation-as-a-Service

Glenmark Pharma concludes study on Covid drug Favipiravir in India

Coal India warned government of coal shortage in February, documents show

ASDC organizes Automotive Skills Development Council Partners' Forum 2019

By Team NISH — May 31, 2019 — In Events, News

Automotive Skills Development Council (ASDC), the first Sector Skill Council of India, organised ASDC Partner's Forum 2019 today at New Delhi. The objective of the forum was to discuss, share knowledge and understand the opportunity to provide quality training program with credible assessments and certification.

The day-long event focused on overview of current scenario of the skilling industry, best practices prevalent in this sector, along with challenges and relevant suggestions. The speakers highlighted partnership between ASDC and TCS ION which is aiming to address the challenges through Digital Transformation.

Digitization is taking place in five Key areas which are end-to-end ASDC skilling ecosystem, Skilling and Upskilling of workforce in the automotive system, and will be enabled through TCS ION Digital Learning, Digitized Automotive Skill Assessment Process, Digitized Driving Assessments with TCS ION Certi-n-Edge, Listing Portal for jobs.



ASDC urges acceleration of digital drive to make young Indians future-ready

By Autocar Pro News Desk — 30 May 2019



Honda Cars India Limited, today signed a Memorandum of Understanding (MoU) with Automotive Skill Development Council (ASDC) for accreditation of its premier training centre - Honda Vocational Training Institute (HVTI) in Tapukara, Distt Alwar, Rajasthan



MoU signing ceremony Mr. Praveen Paranjape, Sr VP and Director (G...

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Auto industry must focus on outreach program for future-ready workforce: Minister

The Skill Development and Entrepreneurship Minister said the automotive industry contributes 7.5 per cent to the country's GDP.

PTI • Updated: July 25, 2019, 18:31 IST



New Delhi: Union Minister Mahendra Nath Pandey on Wednesday exhorted India's automotive industry to focus on an effective outreach program for mobilising the youth to create a future-ready workforce.

The Skill Development and Entrepreneurship Minister said the automotive industry contributes 7.5 per cent to the country's GDP and its contribution will certainly boost Prime Minister Narendra Modi's vision of making India a USD 5 trillion economy in the next five years.

SKF India gets accreditation from ASDC for its automotive skilling centre

By Autocar Pro News Desk — 25 Mar 2019



L-R: A beneficiary of the YES programme receives cheque Manish Bhatnagar, MD, SKF India.

Hyundai Motor India introduces ASDC modules to its training centres

By Mayank Dingsra 24 Jul 2018



L-R: S Purnaiswaram, vice-president - Services, Hyundai Motor India; SJ Ra, director, Sales & Marketing, Hyundai Motor India; Nitish Sanghi, president, ASDC; and Raman Kumar Sharma, CEO, ASDC.

MG Motor brings global tech expertise to India; launches 'Dakshata' in partnership with ASDC and Autobot India

MG motors signs MoU with ASDC and Autobot India to extend global tech expertise to students



