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THE CHALLENGER SHAKING UP THE INDUSTRY

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Motorindia sat down with Jalaj Gupta, as he delves into the company's innovative mileage guarantee, service commitments, manufacturing capacities, market outlook, and strategic growth plans.

"GET MORE MILEAGE OR GIVE THE TRUCK BACK"

Jalaj Gupta, Business Head - CV, Mahindra & Mahindra







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

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In a detailed conversation with F R Singhvi, President of the Automotive Skills Development Council (ASDC), Rajesh Rajgor gathered insights into ASDC's initiatives such as the BYD Innovate-a-thon competition, the National Automobile Olympiad 2024, and various programs promoting inclusivity in skill development. Singhvi also discussed ASDC's focus on electric vehicles, autonomous driving technologies, and sustainable manufacturing practices, along with the organization's proactive steps to upskill the workforce for emerging automotive technologies.

SDC, a non-profit organization, operates under the purview of the Ministry of Skill Development and Entrepreneurship, Government of India. It is a collaborative effort, jointly established by the Government of India, the Society of Indian Automobile Manufacturers (SIAM), the Automotive Component Manufacturers Association (ACMA), and the Federation of Automobile Dealers Associations (FADA). The primary mission of ASDC is to address and bridge the skills gap within the automotive industry.

FOSTERING INNOVATION AND INCLUSIVITY

ASDC has recently collaborated with BYD to launch the BYD Innovate-a-thon competition aimed at fostering innovation in the Electric Vehicle domain. F R Singhvi, President of ASDC, explained, "This competition will benefit participants by providing them with a platform to showcase their creativity and technical skills in EV technology." He added, "We aim to cultivate skills in advanced battery management, sustainable manufacturing practices, and smart vehicle technology. This initiative encourages the development of innovations that could lead to more efficient and ecofriendly transportation solutions." By nurturing these skills, ASDC aims to drive industry advancements and contribute to the broader adoption of electric vehicles. Participants will also have the opportunity to network with industry leaders, gain valuable mentorship, and potentially see their innovations brought to market.

The National Automobile Olympiad 2024, launched in collaboration with CBSE, has seen over 850 school's register. This event is expected to have a significant impact on young students' interest and skills in the automotive industry. "This Olympiad provides a unique opportunity for students to explore career opportunities in the automotive sector and engage in problemsolving activities," Singhvi noted. He emphasized, "By sparking interest at a young age, we aim to shape a future workforce that is well-informed about automotive technology and innovation, ensuring a steady supply of motivated individuals for the industry." The Olympiad also encourages teamwork, critical thinking, and a deeper understanding of the latest advancements

in automotive technology, laying a strong foundation for their future careers. With over 850 schools registered, ASDC foresees a substantial impact on students' enthusiasm and career aspirations for automotive technologies and engineering.

Inclusivity equal opportunities are crucial for creating a resilient workforce. ASDC is committed to ensuring inclusivity in skill development within the automotive sector through several programs aimed at underrepresented groups. "Our project Sakhi offers skill sets and training to 250 women in Delhi NCR, aiming to provide employment opportunities," Singhvi highlighted. He further explained, "Additionally, our Project Saksham equips 4000 women with specialized auto skills, helping them become skilled two-wheeler technicians across the country." By collaborating with industry partners and NGOs, ASDC aims to create a diverse and resilient workforce. "We believe that inclusivity drives innovation and strengthens the industry, and through these programs, we are breaking down barriers and fostering an environment where everyone can thrive,"

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he added.

INDUSTRY COLLABORATION AND FUTURE PLANS

ASDC's recent Partners' Forum emphasized collaboration among stakeholders to drive growth and innovation. "Looking ahead, we plan to focus on key areas such as electric vehicles, autonomous driving technologies, and sustainable manufacturing practices," Singhvi explained. ASDC aims to expand collaboration with industry experts and educational institutions to develop cutting-edge training programs and research initiatives. Leveraging partners' expertise, ASDC intends to create a robust ecosystem that fosters continuous learning and innovation, ensuring the Indian automotive sector remains competitive globally. "We will prioritize partnerships that enhance our curriculum, provide hands-on training opportunities, and support R&D in emerging automotive technologies," he stated. This approach ensures their programs reflect the latest advancements and produce a workforce that is skilled, adaptable, and innovative, capable of driving the future of the automotive industry.

With rapid advancements in automotive technology, particularly in electric and autonomous vehicles, ASDC is taking proactive steps to ensure the workforce is skilled and ready for these changes. "We have introduced specialized training modules and certification programs focused on emerging technologies," Singhvi said. ASDC's Electric Vehicle Technician Certification has successfully upskilled numerous professionals, enabling them to work effectively with EV technology. He noted, "Our partnerships with leading automotive companies provide hands-on training and real-world experience." One notable success story is that of a group of technicians who completed ASDC's Autonomous Vehicle Systems program. "These professionals secured positions in leading automotive companies, contributing to developing and deploying advanced autonomous driving technologies," he shared. Their success is a testament to ASDC's commitment to providing high-quality, industry-relevant training that prepares individuals for the future of the automotive industry.



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