

REQUEST FOR PROPOSAL FOR
AUTOMOTIVE SECTOR SKILL GAP STUDY FOR
Pan India Region

RFP No.

Dated:

AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL

256, Okhla Industrial Estate Phase 3,

Okhla Phase III, Okhla Industrial Estate,

New Delhi, 110020

Phone no: 011- 42599800 E-mail – ceo@asdc.org.in

Notice inviting Request for Proposal (RFP) for implementing Skill Gap Study for the Automotive Sector, PAN India

- Automotive Skills Development council invites RFP from reputed agencies with proven track record of having a thorough understanding and good experience for Implementing Sector-Wise Skill Gap Study.
- The duration of this engagement to Implement Sector-Wise Skill Gap Study Pan India will be for a period of 3 months from the date of signing of contract.
- The details regarding eligibility criteria, scope of work, application procedures, selection methodology and other terms and conditions have been clearly stated in this RFP document.
- The Agency shall be selected merely on financial bid. Technical bid will merely be criteria for qualifying for financial bid.
- Amendments / Corrigendum if any shall be posted on the website www.asdc.org.in
- Technical and Financial bids must be prepared in the prescribed formats and submitted to the office of ASDC within specified date and time.
- Incomplete proposals or those received after the specified time and date or not fulfilling the specified requirement shall not be considered.
- The decision of Chief Executive Officer, ASDC in respect of above mentioned one or all conditions shall be final.

Chief Executive Officer
Automotive Skills Development Council

Introduction to Automotive Skills Development Council (ASDC)

The Automotive Skills Development Council (ASDC) is the apex sector skill council for the automotive industry in India, operating under the aegis of the Ministry of Skill Development and Entrepreneurship (MSDE), Ministry of Heavy Industries (MHI), and the Ministry of Road Transport and Highways (MoRTH). ASDC is promoted by the leading industry bodies—Automotive Component Manufacturers Association of India (ACMA), Society of Indian Automobile Manufacturers (SIAM), and Federation of Automobile Dealers Associations (FADA)—ensuring strong industry ownership and alignment with national priorities.

ASDC functions as an industry-led, government-supported institution dedicated to building a future-ready, skilled, and globally competitive automotive workforce. It plays a pivotal role in identifying skill requirements across the automotive value chain and translating them into industry-aligned occupational standards, qualifications, and training frameworks. These qualifications are aligned with the National Skills Qualification Framework (NSQF) and approved by the National Council for Vocational Education and Training (NCVET).

With the automotive sector undergoing rapid transformation driven by electric mobility, advanced manufacturing, automation, digitization, and sustainability, ASDC works closely with OEMs, auto component manufacturers, dealers, MSMEs, training institutions, and government agencies to ensure that the skill ecosystem remains responsive to current and future workforce needs. In addition to standards development, ASDC supports implementation through capacity building of training providers, assessment and certification systems, apprenticeships, and employment-linked skilling models.

ASDC also undertakes sectoral research, skill gap studies, and workforce forecasting exercises to provide evidence-based inputs for policy formulation, investment planning, and curriculum reforms. By strengthening the linkage between education, training, and employment, ASDC contributes directly to industrial growth, productivity enhancement, and sustainable employment generation in the automotive sector.

Project Overview

- **Client:** Automotive Skills Development Council (ASDC)
- **Assignment:** PAN-India Automotive Sector Skill Gap Study
- **Focus Areas:** Major automotive manufacturing and consumption states across India
- **Focus States:** Maharashtra, Gujarat, Madhya Pradesh, Karnataka, Tamil Nadu, Andhra Pradesh, Jharkhand, Haryana, Rajasthan, Uttarakhand
- **Duration:** 3 months from contract signing
- **Selection Method:** L1 (Lowest Financial Bid), subject to technical qualification

2. Study Approach (PAN-India with Focused Depth)

- **National-level assessment** of automotive skill demand–supply trends
- **In-depth state analysis** for 10 priority automotive states besides Pan India Coverage

- **Indicative mapping** of skill demand and workforce availability in other states
 - Identification of **regional variations** and migration corridors
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3. Key Objectives

- Assess **current and future (5-year)** skill demand across the Indian automotive sector
 - Identify **emerging job roles** driven by Alternate fuel vehicle including EVs, Industry 4.0, SDV and sustainability
 - Evaluate **workforce supply**, employability, and migration patterns at a national level
 - Highlight **state specific gaps** with deeper insights in priority states
 - Support **policy, training, and industry-led interventions** at national and regional levels
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4. Scope of Work (Revised & Compressed)

A. Demand-Side Assessment

- National overview of automotive and allied sector manpower requirements
- Skill demand across OEMs, suppliers, Dealerships and unorganized sector
- Short-term and long-term manpower projections
- Impact of technology, regulations, and market shifts on job roles

B. Supply-Side Assessment

- Labour force participation, employment patterns, wage trends
- Existing skill availability and redundancy risks
- Migration trends across states
- Mapping of formal and informal workforce supply

C. Education & Training Ecosystem

- Assessment of vocational, technical, and higher education institutions

- Training capacity, curriculum relevance, and trainer availability
- Industry–academia engagement models
- Readiness of institutions for future automotive technologies

D. State Based Analysis

- Identification of key automotive and allied states across India
- Deep-dive analysis in priority states
- Skill shifts due to EV adoption, automation, and digitalization

E. Youth Aspiration & Employability

- Career preferences, wage expectations, and job mobility
- Inclination towards vocational training, apprenticeships, and entrepreneurship
- Barriers to employability and skill acquisition

F. Policy & Scheme Review

- Mapping of central and state skill development schemes
- Identification of implementation gaps and bottlenecks
- Alignment of schemes with emerging skill requirements

5. Geographic Coverage Framework

- **PAN-India coverage:** Macro-level assessment across all states and UTs
- **Priority states (10):** Detailed state and district level analysis

1. Maharashtra
2. Gujrat
3. Madhya Pradesh
4. Karnataka
5. Tamil Naidu

6. Andhra Pradesh

7 Jharkhand

8. Haryana

9. Rajasthan

10 Uttarakhand

- **Other states:** Indicative analysis based on secondary data and national trends
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6. Stakeholder Consultations

- Central and State Government departments
 - Automotive OEMs, suppliers, Dealers and industry associations
 - Training institution
 - Schools
 - Labour unions and worker representatives
 - Employed, self-employed, unemployed youth, apprentices
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7. Data Collection & Field Methodology

- Primary and secondary data collection
 - Digital, geo-tagged, and time-stamped surveys
 - Video and photographic documentation
 - Telephonic and random validation of survey responses
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8. Key Deliverables

1. Inception Report

- National study framework, methodology, and work plan
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- Sampling strategy and stakeholder engagement plan

2. **Survey Tools & Instruments**

- Digitized questionnaires aligned to ASDC objectives

3. **PAN-India Automotive Skill Gap Report**

- National skill demand–supply overview
- Emerging trends, future job roles, and workforce mobility

4. **Priority State Skill Gap Reports (10 States)**

- State and district-level analysis
- Sector-wise skill gaps and projections
- Youth aspiration and training capacity insights

5. **Consolidated Recommendations Framework**

- National-level interventions
- State specific action points
- Industry, academia, and policy recommendations

6. **Data Repository & Evidence Pack**

- Clean datasets, tabulations, dashboards
- Field documentation and validation records

7. **Final Presentation to ASDC**

- Executive summary
- National insights with state-level highlights
- Actionable roadmap

9. **Outcomes & Use of Study**

- Evidence-based inputs for **national skill policy and planning**

- Inputs for **NCVET-aligned qualifications and curricula**
- Support for **industry-driven training and apprenticeship models**
- Identification of **high-impact skill interventions** and emerging occupations
- Improved alignment between **industry demand and workforce supply**

FINANCIALS and MILESTONES

Milestone No.	Stage / Milestone	Combined Deliverables (Outputs at Each Stage)	Payment (%)
1	Project Initiation & Study Design	<ul style="list-style-type: none"> • Constitution of core, analytics, and field teams (PAN-India & priority states) • Inception Report defining national framework and focus-state methodology • Detailed work plan with timelines (Gantt chart) • Sampling design (PAN-India indicative + priority states detailed) • Survey tools, questionnaires, and digital data-collection platform • Field manuals, training material, and survey implementation plan 	20%
2	Data Collection & Validation	<ul style="list-style-type: none"> • Completion of primary field surveys across priority states(Mandatory) & other States (Preferable) • Secondary data compilation for PAN-India coverage • Geo-tagged and time-stamped datasets • Telephonic verification and validation logs • Field completion and quality assurance report 	20%
3	Preliminary Analysis & Findings	<ul style="list-style-type: none"> • Preliminary PAN-India automotive skill demand–supply analysis • Priority state-wise initial findings and insights • Five-year manpower projections by sector and job role • Interim analytical presentation to ASDC 	20%
4	Draft Reporting	<ul style="list-style-type: none"> • Draft PAN-India Automotive Skill Gap Report • Draft Skill Gap Reports for priority states • Draft recommendations covering policy, training, and industry interventions 	20%
5	Final Reports & Acceptance	<ul style="list-style-type: none"> • Final PAN-India Automotive Skill Gap Report • Final Skill Gap Reports for priority states • Consolidated national and state-level recommendations & action roadmap • Final datasets, dashboards, evidence pack (photos, videos, validation records) • Final presentation and formal acceptance by ASDC 	20%

The Agency must submit:

- (a) Technical Proposal: one (1) original

(b)Financial Proposal: one (1) original

The Proposals must be submitted no later than: Date: 20th March 2026 with Minimum 6 months validity for the financial proposal.

Pre Submission meeting – 16th March 2026

Time: before 6:00 pm

Of 20th March 2026

Technical Proposals:

S.No.	Evaluation criteria	Max. Marks
1	Experience of Bidder (furnish certification or work order or contract document which is conclusive evidence to indicate the completion of task)	30 marks
1.1	Experience of working as an Agency for implementing any Research projects. Minimum Project Numbers 1-3 Projects = 10 marks 4-7 Projects = 15 marks 8-10 Projects = 30 marks	
2	Key personnel shall be deployed for ASDC Skill Gap Study on full time basis . Requirement 1. Project Lead – 1 Position – 6 Marks 2. Team Leaders – 4 Positions @ 2 Marks each (1 Lead per region for North, South, East and West) – 8 Marks 3. Analysts / Team members – 4 members per team = 16 Members @ 1 Mark each = 16 Marks	30 marks
3	Nos of assignments (non Govt) (any field study/ survey/ research study) completed in last three years 1-3 assignments= 10 marks 4-7 assignments= 15 marks 8-10 assignments= 20 marks	20 marks Proof of completion of work to be provided

Financial Proposal

Financial Proposal shall be of 2 parts

- 1 Financial Proposal Submission Form
- 2 Summary of Costs

SUMMARY OF COSTS (IN INR ONLY)

Particulars	INR (Figures)	INR (Words)
Fee Component for a period of 3 Months (I)		
Overheads (II)		
Taxes and Duties (III)		
Any other Costs (IV)		
Financial Proposal (Grand Total = I+II+III+IV)		

Stakeholder Interaction

The study requires interactions with the following stakeholder groups at the state, district and block level:

- Representatives from State and central Government from key departments such as Labour and employment, education, industries.
- Representatives from Automotive Industry
- Representatives from Schools, Vocational and higher education institutions such as faculty/ placement officers, academic leaders and administrators.
- Employers/ Industry Associations & Labour Unions covering both Rural and Urban Areas.
- Employed, self-employed and unemployed youth from both Rural and Urban Areas.
- Under training youth in Vocational Training Institutes and Skill Development Institutes and Apprentices in Industry Organization

The questionnaire and agenda for interviews will be designed for each stakeholder separately keeping the following outputs of the interactions in mind:

S. No.	Stakeholder	Major Outputs
1.	Representatives from Central & State Government	<ul style="list-style-type: none"> • Key development projects in next 5 yrs. • Government plans for skill development in state • Existing schemes and policies for skill development • Key challenges
2.	Representatives from Automotive industry	<ul style="list-style-type: none"> • Skill gap and manpower requirement in next 5 years (short term and long term) in the selected growth sectors of the state at the State Level. • Current employability levels • Man-power recruitment channels (organized/unorganized) • Policies/plans to promote local employment avenues • Attrition levels and underlying reasons for attrition • Industrial Growth plans for next 5 years • Future of jobs, Impact of Industry technology • Associated new jobs that will be created / Gaps that will emerge in current job roles/ etc
3.	Representatives from Schools, Vocational and Higher Education institutions	<ul style="list-style-type: none"> • Current youth enrolment and graduation rates • Existing training capacity assessment • High in demand sectors and courses • Frequency of curriculum updating as per market needs • Quality of training delivery and Placement rates
4.	Representatives from Associations/Unions	<ul style="list-style-type: none"> • Cluster Wise Attrition rates
5.	Employed, self-employed and unemployed youth	<ul style="list-style-type: none"> • Youth aspirations • Migratory Pattern- Preferred States • Quality of skill education • Self-employment opportunities and preference
6.	Apprenticeships	<ul style="list-style-type: none"> • Quality of skill education/training of apprentices • Preference for vocational education over formal education

Sample Size

The minimum sample size required has been indicated here:

	Quantitative Research Method	Sample Size
	Questionnaire for Employer / Industry of both Organized and Unorganized Sector	Total Sample Size – 150 1. Min 100 Employers in 10 Focus States 2. Balance 50 Employers Pan India
	Questionnaire for Vocational Training Institutions	<ul style="list-style-type: none">• Total 5 functional VT Institutes• 3 Government + 2 Private (as per availability)
	Questionnaire for Labour Unions	<ul style="list-style-type: none">• Pan India – 5 Labor Unions & 5 Industry Associations
	Questionnaire for Youth and Apprenticeship Survey	<ul style="list-style-type: none">• 100 Youths (employed)• 100 Youths (Self Employed)• 100 Youths (Unemployed) –• 200 Youths (Trainees/ Apprenticeships)
	Interviews with State Government Departments	<ul style="list-style-type: none">• Representatives from key departments from focus States (10 State Government from different states + 2 Central Government Representatives)
	Interviews with College / University functionaries and Schools	3 major institutions / State 3 School / State

Indicative Duration of Study:

The duration of the Skill Gap Study shall be for a period of up to 3 months. Bidder has to complete the task within 3 months.

CEO ASDC

