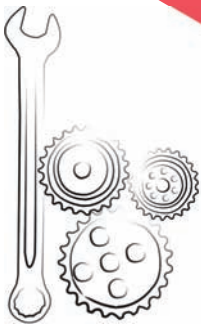




AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL

SIAM

ACMA



Skilling for Automotive Transformation

Annual Report 2021 - 2022

SNAPSHOT OF 2021-22

68

**TRAINING
PARTNERS**

82

**TRAINING
CENTRES**

166

**TRAINER
CERTIFIED**

110

**APPROVED
QUALIFICATION**

37578

**APPRENTICESHIP
CONTRACT**



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MESSAGE FROM **PRESIDENT** **MR. VINOD AGGARWAL**

During Azadi ka Amrut Mahotsav, in our 75th year of Independence, the Indian economy became the world's 5th largest -showing great resilience to overcome the disruptions caused by the COVID pandemic, and we now see a broad-based economic recovery in all sectors. While recession fears grip the world's major economies, India is a rare island of hope -growing at a healthy 7-8%. Most experts forecast that India will be the world's third largest economy by 2030.

The Indian Automobile Industry is a strong pillar contributing to India's economic success. Today India is the world's largest producer of 2 wheelers, 3 wheelers and Tractors, the 3rd largest producer of Commercial Trucks and Buses and the 4th largest producer of Passenger Cars. We can expect our standing to only improve as more Indians fulfil their aspirations to own a car or two-wheeler and demand modern trucks and buses in the coming decade.

As I write this, the Indian Automobile Industry, much like the rest of the Global Automobile Manufacturing sector, is going through an exciting transformation driven by the need to minimize impact of manufacturing and operations of vehicles on climate change through the adoption of modern manufacturing practices, increased focus on electric and alternate fuels, improve vehicle and traffic safety, and implement connected vehicle technologies. In the last decade, we have already seen sophisticated electronics used in vehicles to address the stringent BS VI emission standards and vehicle safety regulations. The Government of India is driving and facilitating the transition through Make in India, Aatmanirbhar, PLI and FAME programs to name a few. Recently released scrappage policy which aims to phase out old, unsafe, polluting vehicles and the Grand Challenge by CESL to introduce over 5000 electric buses in many cities will lend further impetus to the transition.

While this transition will generate many new highly paying jobs in the automotive industry, it will also place tremendous demand on skilling, upskilling and reskilling of the existing workforce to take on the challenge of developing, manufacturing, selling and servicing these advanced products. Technologies for EV's, other alternate fuels, Artificial Intelligence, Machine Learning, Augmented Reality (AR) and Virtual Reality (VR) and many more complex systems will get added to the automotive sector going forward.

The ASDC, by its various advanced and innovative initiatives taken on its own and through collaborations with automobile manufacturers and other industry stakeholders, has been empowering the Indian Automobile Industry by supplying the future workforce that is well-trained and ready to meet the upcoming transitions. I commend the work done in the past year by ASDC to fulfil its responsibility toward the Indian auto industry. I am also sure that ASDC will continue to work relentlessly to strengthen the Indian Automobile Industry and the country's youth, who are the future of our workforce and of the economy-at-large.

Through this, we will translate India's demographic dividend - our large pool of young people, into a true economic powerhouse.

With my best

Vinod Aggarwal





MESSAGE FROM **CEO, ASDC** **MR. ARINDAM LAHIRI**

The Automotive Skills Development Council, or ASDC, has always been an integral part of the country's workforce generation process. The ASDC has been aiding the employees of the future of the automotive industry of the country with cutting-edge technological know-how through its various training programmes. Last year was no different. Like always, this time as well, ASDC took the responsibility to train and make a breed of future workers for the Indian auto industry with new age technology and know-how about modern disruptive technicalities. With this, ASDC is not only empowering the country's youth, who comprise the future workforce of India, but it is also empowering the Indian auto industry, the Make-in-India campaign, the philosophy of Atmanirbhar Bharat of self-reliant India and the Indian economy at large as well.

The ASDC has facilitated training for 60,000 new employees to make them skilled and empowered in the automotive sector in FY22. The chunk of this automotive workforce joined various OEMs, suppliers, as well as vehicle dealerships under the government's apprenticeship programme, which allows them training while on the job and evaluation of an individual before they receive the course certification from ASDC. ASDC had a record intake in FY22 and was able to get more than 60,000 new people to become part of the automotive workforce. This happened despite the first two months being a washout due to the second Covid wave in April last year.

ASDC is taking assistance from the Indian government's apprenticeship scheme, which is a very flexible programme that allows the industry to induct new manpower, train them in the process, and derive both financial and non-financial benefits. The fresh manpower being inducted into the auto industry is being primarily seen getting deployed into the

various roles in manufacturing. These roles include welding, machining, assembly operations, and quality. Apart from that, the fresh workers are also getting placed in technician positions in dealerships to service the incoming vehicles. Almost 95 per cent of the apprentices continue to be in jobs even after completion of their course, and about 65-70 per cent continue to be in the same organisation, as we have observed.

Given the undergoing transformation in the automotive industry globally, ASDC has revised more than 100-course curricula all through 2021 during the peak of the pandemic in an attempt to make the new workforce future ready. All the existing job roles have been upgraded to reflect the changes that are happening in terms of technology. ASDC has brought in a new curriculum, especially in the areas of Industry 4.0, as well as electric vehicle-related courses in manufacturing, engineering, and service. The council is also trying to build certain international partnerships to get hands-on exposure to these incoming technologies, learn from the experts, and bring skill sets to India by creating a pool of trainers.



MESSAGE FROM **MR. F .R. SINGHVI**

*Vice President, ASDC, Joint Managing Director,
Sansera Engineering Ltd.*

The auto sector is self-reliant . The Challenged today is concept of auto has changed to Mobility and the scope has enhanced to providing mobility solutions due to technology advances like autonomous and connected vehicles and multi options like BEVs , PBEVs, Hybrids in addition to IC and Diesel .

In addition, the contribution of Auto sector to GDP is expected to increase from 15% to 25% in near term.

This has necessitated a huge need for training of Skilled operators for new areas of work and technology and to impart training to existing work force to remain relevant.

ASDC being an integral part of the auto industry of the country, has been playing a critical role in the growth of the sector. The auto industry requires a huge number of skilled workforce every year. ASDC has been acting as a supply line for the industry. It is supplying a significant number of skilled workers to the industry every year.

The ASDC has been training its candidates in a manner so that they become future-proof with the technical and technological know-how about modern and advanced technologies. In this process, ASDC has been receiving relentless support from other industry stakeholders such as the Society of Indian Automobile Manufacturers (SIAM), Automotive Component Manufacturers Association (ACMA), Federation of Automobile Dealers Associations (FADA), National Skill Development Corporation (NSDC), Ministry of Skill Development and Entrepreneurship (MSDE), Ministry of Road Transport and Highways (MoRTH), Ministry of Heavy Industries etc.



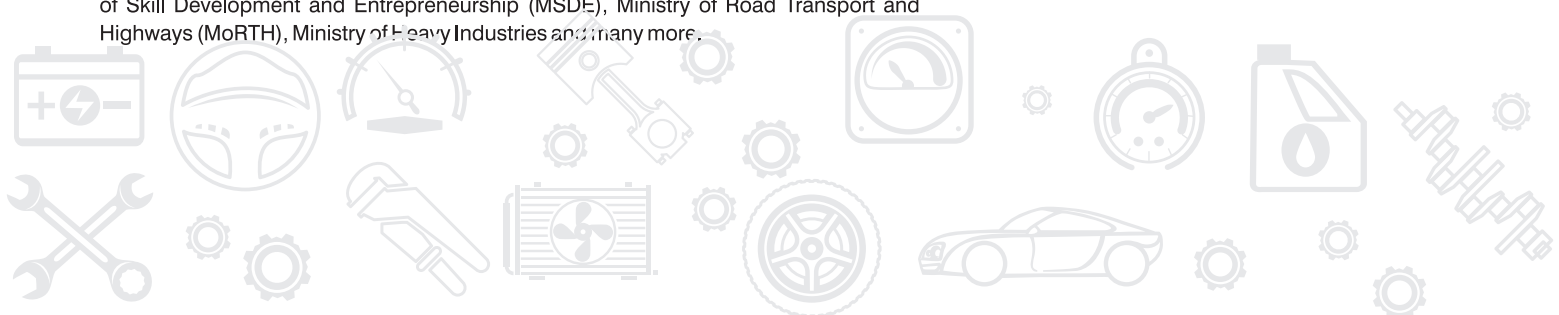
MR. VINKESH GULATI

*Treasurer ASDC, Chairman Research & Academy at
Federation of Automobile Dealers Associations,*

Indian auto industry is one of the major manufacturing marvels in the world. To run this industry efficiently, a huge workforce is required that comprises both skilled and non-skilled workers. When it comes to developing and preparing a skilled workforce, the contribution of The Automotive Skills Development Council (ASDC) is undeniable. The organization has been continuously working as a supply line of the skilled labourers for the country's automotive industry ecosystem.

Through its specially curated curriculum and training programmes, ASDC has been preparing the future workforce of the Indian auto industry across different segments. The auto industry is not about just shop floor, but from design to sales, R&D to after sales. The auto industry is a wholesome ecosystem that employs a huge number of employees. ASDC, with all its might have been contributing to that ecosystem. This way, ASDC is not only helping the industry itself, but the larger Indian economy as well.

The ASDC has been training its candidates in a manner so that they become future-proof with the technical and technological know-how about modern and advanced technologies. In this process, ASDC has been receiving relentless support from other industry stakeholders such as the Society of Indian Automobile Manufacturers (SIAM), Automotive Component Manufacturers Association (ACMA), Federation of Automobile Dealers Associations (FADA), National Skill Development Corporation (NSDC), Ministry of Skill Development and Entrepreneurship (MSDE), Ministry of Road Transport and Highways (MoRTH), Ministry of Heavy Industries and many more.







GOVERNING

COUNCIL MEMBER 2021-22

Name Association	Member Name	ASDC Designation	Organisation Name	Organisation Designation
SIAM	Mr Vinod Aggarwal	President	VE Commercial Vehicles Ltd.	Managing Director & CEO
ACMA	Mr. F R Singhvi	Vice President	Sansera Engineering Ltd.	Joint Managing Director
FADA	Mr. Vinkesh Gulati	Treasurer	United Automobiles	Director
FADA	Mr Manish Raj Singhania	Member	Ralas Motors	Director
FADA	Mr. Saharsh Damani	Member	FADA	CEO
ACMA	Mr. Sunjay J. Kapur	Member	Sona Comstar	Managing Director
ACMA	Mr. Manoj Kolhatkar	Member	Gabriel India Limited	Managing Director
ACMA	Mr. Rama Shankar Pandey	Member	Hella India Lighting Ltd.	Managing Director
ACMA	Mr. Vinnie Mehta	Member	ACMA	Director General
SIAM	Mr. R Anandkrishan	Member	TVS Motors	Associate Vice President (HR & Services)
SIAM	Mr Anupam Shrivastava	Member	Bajaj Auto Ltd.	Executive Director – Corporate Planning
SIAM	Mr G Shankar	Member	Toyota Kirloskar Motors Pvt. Ltd.	CIO & Head -CSR
SIAM	Mr Rajesh Menon	Member	SIAM	Director General
NSDC	Mr. Sachin Gupta	Member (NSDC Nominee)	NSDC	Company Secretary
MORTH	Mr. Piyush Jain	Member (Govt. Nominee)	MORTH	Director (MVL)
MOHI	Shri Amit Mehta	Member (Govt. Nominee)	Dept of Heavy Industry, MOHI	Joint Secretary (Auto)
MOHI	Shri Rajnesh Singh	Member (Govt. Nominee)	Dept of Heavy Industry, MOHI	Director (Auto)
MOHI	Shri R K Jaiswal	Member (Govt. Nominee)	Dept of Heavy Industry, MOHI	Development Officer (DO)

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 & 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.

STAKE HOLDERS SPEAK



Sunjay J Kapur

President ACMA and Chairman, SONA Comstar

The Automotive Skills Development Council, or ASDC, has been bearing the flag of training and empowering the workforce for the Indian automotive industry that is future-ready with technical know-how about advanced technologies. Like every year, in the last financial year too, ASDC successfully trained thousands of young professionals for different job roles in the automotive industry. These professionals have been strengthening the base of the auto industry in the country. Also, by doing so, they, as well as the ASDC, are empowering the Indian manufacturing industry, which contributes a significant chunk to the country's economy.

With the implementation of new-age technologies such as Industry 4.0, artificial intelligence, machine learning, augmented reality, and virtual reality in the manufacturing process, the present and future of the auto industry work process have been changing drastically. ASDC, with all its might, has been trying to reshape the workforce of the country, keeping the focus on the changing dynamics.

The ASDC has been training its candidates in a manner so that they become future-proof with the technical and technological know-how about modern and advanced technologies. In this process, ASDC has been receiving relentless support from other industry stakeholders such as the Society of Indian Automobile Manufacturers (SIAM), Automotive Component Manufacturers Association (ACMA), Federation of Automobile Dealers Associations (FADA), National Skill Development Corporation (NSDC), Ministry of Skill Development and Entrepreneurship (MSDE), Ministry of Road Transport and Highways (MoRTH), Ministry of Heavy Industries etc.



Manish Raj Singhania

President, FADA and Managing Partner – Ralas Motors

Several disruptive trends and automotive industry challenges are poised to transform the automotive and auto retail industry outlook for 2022 and beyond. Dealer workshops that want to ensure they will survive these disruptive trends and thrive in 2022 and the future must begin to take steps now to prepare their shops and their staff for a future that will be dramatically different because new and transformative trends will drive it.

The introduction of new-age disruptive technologies such as electrification, autonomous driving, and connected vehicles, along with automation, requires a new breed of the workforce. They should be able to solve the problem arising from the new disruptions, as well as learn new technicalities and technological know-how. While the freshly passed out candidates are fit for it only through the right training, the existing workforce too has to go through rigorous reskilling and upskilling for this and also in an attempt to remain relevantly employable amid this disruption. The ASDC, through its specially curated curriculums, have been encouraging the young workers and the existing manpower of the industry to learn new technologies and new techniques to be the future of the Indian automotive industry's workforce, who can shape the industry toward a new dimension.





Manoj Kolhatkar

MD Gabriel India Ltd.

The Indian automotive industry is a fast-paced ecosystem and contributes significantly to the Indian economy. Being an apex manufacturing industry, the auto industry requires a wide range of workforce ecosystems, where it needs highly skilled workers as well as fresh labourers as well. Also, skilling, upskilling and reskilling are constantly in need in this sector. The Automotive Skills Development Council, or ASDC being one of the major stakeholders of the auto industry ecosystem in India, has been continuously working as a supply chain of skilled workforce for the industry. It has been aiding the workforce with cutting-edge technology training that helps them with employment, while on the other hand, the industry gets its future workforce to rely upon.

Under the National Skill Development Corporation (NSDC), the ASDC has been tirelessly working to improve the quality of manpower in the Indian automotive industry, which is eventually helping in taking up the quality of manufacturing and overall work procedure of the sector. Through its cutting-edge technical curriculums and a wide range of training programmes targeted at various different job roles, ASDC has been training thousands of young professionals every year who are shaping up the domestic auto manufacturing industry's future.

The Indian government has taken the initiative of making the country's industry environment self-reliant through the ambitious Atmanirbhar Bharat campaign. The ASDC, through its various innovative programmes and initiatives, has been continuously contributing to that goal to make the country's auto sector and its human workforce Atmanirbhar.



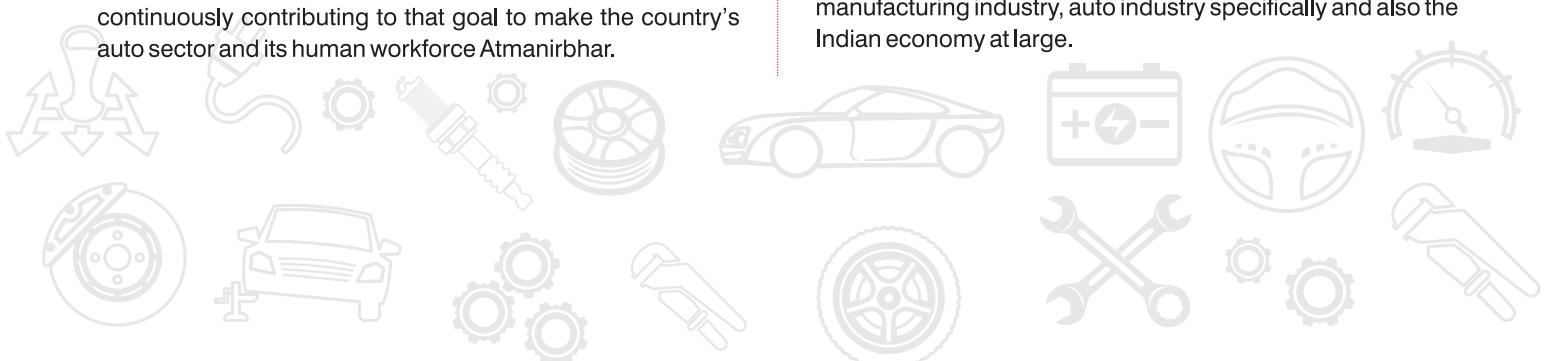
Anupum Shrivastava

Executive Director, Corporate Planning Bajaj Auto Ltd.

The Indian government has announced an ambitious strategy of empowering the country for the future through the "Atmanirbhar Bharat" campaign. Under this strategy, the country's industry ecosystem, especially the manufacturing industry, aims to become self-reliant. This would be the stepping stone to make the country's economy better and stronger. Skilling the country's workforce is a prime requirement for achieving that goal. It is important to focus on the automotive sector, being a key employment generator. A key step to do that is generating highly skilled employees who can shape the future of the industry at various levels through different job roles.

The Automotive Skills Development Council, or ASDC, has been doing that right since its very first day. In association with other industry stakeholders such as the Society of Indian Automobile Manufacturers (SIAM), Automotive Component Manufacturers Association (ACMA), Federation of Automobile Dealers Associations (FADA), National Skill Development Corporation (NSDC), Ministry of Skill Development and Entrepreneurship (MSDE), Ministry of Road Transport and Highways (MoRTH), Ministry of Heavy Industries etc., ASDC has been creating the backbone of the industry.

ASDC would continue to do the same in the coming years as well. With the constant change in the industry's operational ecosystem, ASDC too has been updating itself and its student curriculum as well, keeping pace with the changing environment, which is benefitting the country's manufacturing industry, auto industry specifically and also the Indian economy at large.





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



STANDARDS

QUALITY ASSURANCE

To have an effective skill development mechanism that bridges the gap between the industry requirements and educational qualifications, ASDC has brought together the academia, industry and the government under its Quality Assurance model. In order to assure quality in every aspect, the model involves developing content and curriculum aligned with ASDC / industry standards through various expert groups, assessment guidelines/framework for each job role for trainers and students, developing certification framework as per the standards, and training the trainers and assessors accordingly.



ASDC has revised 79 job roles and developed new 35 job roles till March 22. Identification of Qualification in Automotive sector is done based on below points:

1. Emerging industry trends that would impact skilling needs
2. Research and Analysis through Skill Gap Study

QP approval process is done by:

1. ASDC has industry expert groups for functional analysis of QPs to be developed
2. Validation letter/ industry acceptance letter from company using these technology
3. ASDC QP revision has been done based on International Standards where Non-Core/Generic NOS is placed first and then Core NOS is been placed in Qualifications
4. Stakeholder meeting at NCVET
5. Line Ministry (DHI) review and approval
6. Final approval from NCVET at NSQC

S.No	Sector	NEW	REVISED
1	Research & Development	10	5
2	Manufacturing	13	38
3	Sales	1	7
4	Service	10	19
5	Road Transportation	1	10
	TOTAL	35	79

Approved QP has 23 qualification under emerging technology like Electric Vehicle, Industry 4.0 (Smart Manufacturing, 3D Printing, Robotics and Automation, etc) which includes 9 qualifications for Electric Vehicles and 14 on Industry 4.0 technology

CONTENT

Learn at Home - Digital eLearning Courses

Keeping in mind Covid situation, ASDC launched Learn at Home "digital eLearning courses" in partnership with TCS in their TCS iON platform. With the help of these courses, students or professional can build and enhance their skills from the place of their comfort.

As of now we have created 16 e-learning courses comprises of different job-roles and more than 25000 participants have registered for these courses since it was launched in Dec'19 and taking benefits of this initiative.

The screenshot displays the TCS iON platform interface. At the top, there is a search bar, a search icon, an 'Activate Code' button, and a 'Login' button next to the TATA logo. Below the navigation bar, there are three course cards:

- Course 1:** Showroom Hostess/Host - Auto Dealership (ASC/Q1103). The card features an image of a man and a woman in a showroom. Text includes 'ONLINE COURSES', 'Learn the skills needed to become an effective showroom hostess or host at automobile dealersh...', '12 Weeks', and 'Offered By : Automotive Skills Development Council (ASDC)'.
- Course 2:** Welding Technician - ASC/Q3102 (NSQF Level 3) - Hindi. The card features an image of a welder. Text includes 'ONLINE COURSES', 'यह कोर्स एएसडीसी और स्किलट्रेनर द्वारा फ्रेयर्स या मौजूदावेल्डिंग तकनीशियन को प्रशिक्षित करने के लिए बनाया...', 'Offered By : Automotive Skills Development Council (ASDC)'.
- Course 3:** Auto Component Assembly Fitter - ASC/Q3701 (NSQF Level 4) - Hindi. The card features an image of a worker at a machine. Text includes 'ONLINE COURSES', 'यह कोर्स एएसडीसी और स्किलट्रेनर द्वारा फ्रेयर्स या मौजूदावेल्डिंग तकनीशियन को प्रशिक्षित करने के लिए बनाया...', '12 Weeks', and 'Offered By : Automotive Skills Development Council (ASDC)'.

Total No. of registration (1st Jul'21 to 30th Jun'22) – 5,295

Learn at Home - Digital eLearning Courses on TCS-iON Automotive Skill Hub

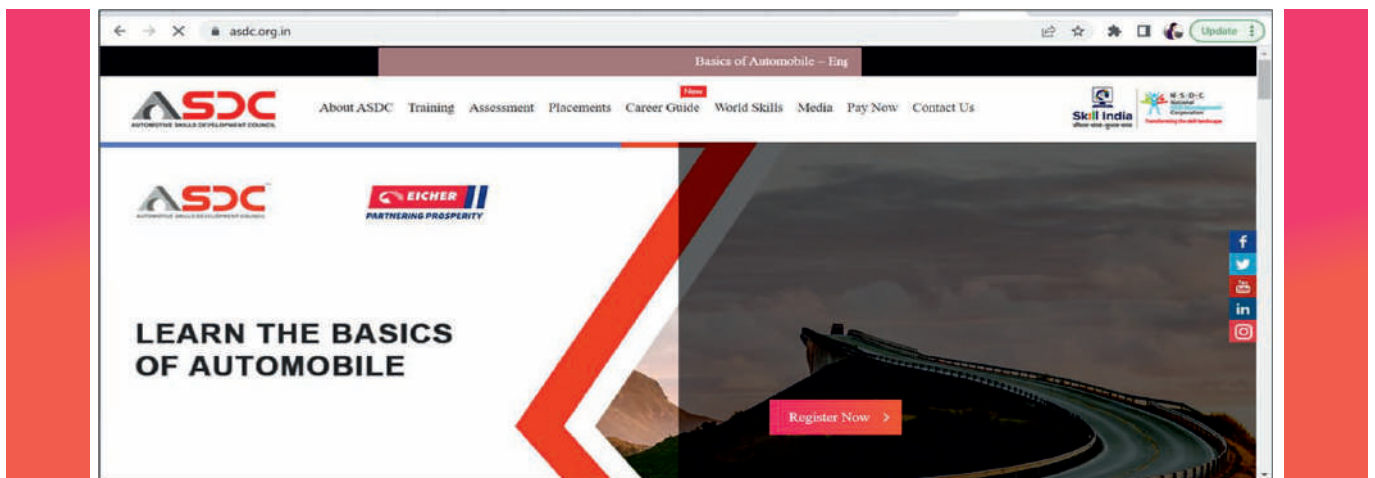
S.No.	QP Name
1	Sales Executive - Dealership (NSQF Level 3)
2	Auto Service Technician (Two Wheelers) (NSQF Level 4)
3	Auto Service Technician (Four Wheelers) (NSQF Level 4)
4	CNC Operator Machining Technician - (NSQF Level 3)
5	CNC Operator Machining Technician - (NSQF Level 3) Hindi (NSQF)
6	Showroom Hostess/Host - Auto Dealership
7	Commercial Vehicle Driver (NSQF Level 4)
8	Taxi Driver (NSQF)
9	Welding Technician (NSQF Level 3)
10	Welding Technician (NSQF Level 3) - Hindi
11	Auto Component Assembly Fitter (NSQF Level 4)
12	Auto Component Assembly Fitter (NSQF Level 4) - Hindi
13	Profitability of the Business (Non-NSQF)
14	Stock Analysis and Parts Ordering (Non-NSQF)



eLearning course – Basics of Automobile

Eicher Motors and Automotive Skills Development Council jointly launched a self paced e-Learning course – Basics of Automobile. In this course participant will be able to understand the basics of Automobile to become an Auto Service Technician for commercial vehicles.

It was launched on 8th Apr'22 in ASDC internal LMS portal. This course is available in English and Hindi language.



Total No. of registration (8th Apr'22 to 30th Jun'22) – 4,413

Completion and Certificate Generated – 1,912

It was launched on 8th Apr'22 in ASDC internal LMS portal. This course is available in English and Hindi language.

eLearning course – Basics of Electricity

Eicher Motors and Automotive Skills Development Council jointly launched a self paced e-Learning course – Basics of Electricity. In this course participant will be able to understand the basics of electricals to become an Auto Service Technician for commercial vehicles. It was launched on 28th June'22 in ASDC LMS platform. This course is available in English and Hindi language.



Course link: courses.asdc.org.in





WORLDSKILLS INDIASKILLS

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 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

IndiaSkills Competition is organised by the National Skill Development Corporation (NSDC), an apex skill development organisation working under the Ministry of Skill Development and Entrepreneurship (MSDE). IndiaSkills, the country's biggest skill competition, is designed to demonstrate the highest standards of skilling and offers a platform to young people to showcase their talent at national and international levels. IndiaSkills Competition—regional and national—is held every two years with the support of state governments, industry, Sector Skill Councils (SSCs), State Skill Development Missions (SSDMs), corporates, and partner institutes. IndiaSkills Competition has the potential to reach the grassroots level and make an impact.



Indiaskills Competition 2021

IndiaSkills 2021 National Competition was held from 6 to 10 January 2022. Participants from 26 states/ union territories displayed their talent in 54 skills such as beauty therapy, cyber security, floristry robot system integration, cloud computing, water technology, painting and decorating, health and social care, among others.



Worldskills Competition 2022 Special Edition

This year, 61 international skill competitions will take place across Europe, North America, and East Asia from September to November 2022.

WorldSkills is preparing a unique format for international skill competitions in 2022, showcasing 61 skills in 15 different countries and regions around the world. WorldSkills Competition 2022 Special Edition (WSC2022SE) is the official replacement for WorldSkills Shanghai 2022, cancelled in May due to the pandemic

ASDC is extremely glad to share Automotive Skills Categories Team India is participating in WorldSkills Competition 2022 Special Edition

Skills Categories:

Autobody Repair

Automobile Technology

Car Painting

Prototype Modelling

Host Countries:	
Autobody Repair	Sweden
Automobile Technology	Germany
Car Painting	Denmark
Prototype Modelling	Switzerland

Competitors Representing India at WorldSkills Competition 2022 Special Edition:



Prakash Sharma

Jharkhand
(Car Painting)



Mohammad Salman Ansari

Maharashtra
(Automobile Technology)



Likhit Kumar

Karnataka
(Prototype Modelling)



Sonu

Haryana
(Autobody Repair)



PLACEMENT AND APPRENTICESHIP



PLACEMENT

Placement Role & Process

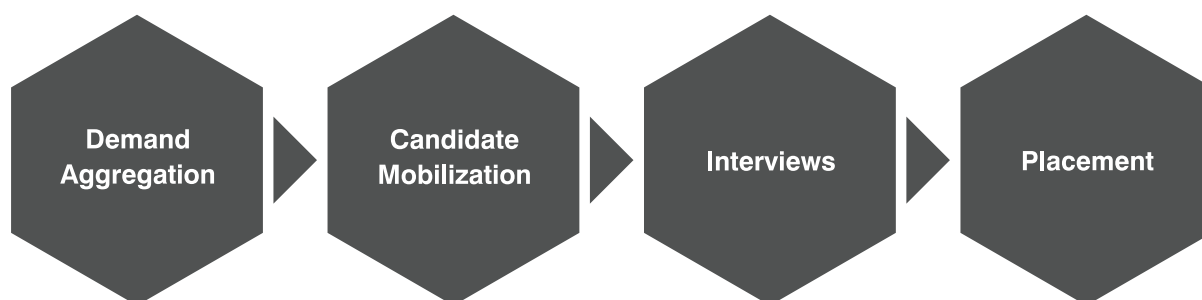
Role: In the placement ASDC works towards supporting the automotive industry and its certified candidates to meet the demand and supply gap.

Process: It works 2 ways:

1. We interact with industry and capture their demand and share with training partners for mobilization of candidates.
2. We receive data of candidates available for placement from training centers and request the industry to support in placement.

Both the steps then converted into job fairs for the Auto industry, which we term as JOB FAIRS.

The placement process involves 4 steps:



PLACEMENT - DOMESTIC

1. ASDC conducted **20 Job Fairs** in last financial year.
2. Covering major demographic like, Jharkhand, Assam, Pune, Indore, Chennai, Mumbai. Etc.
3. ASDC managed to place **60,000+ Candidates** across all domain like: Manufacturing, Service, Road Transportation and Sales.

ASDC Job Portal

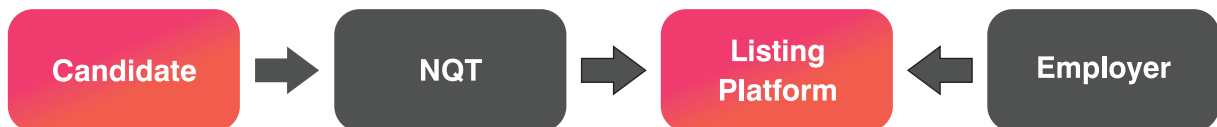
ASDC has Introduced the TCS iON Listing Platform on the ASDC website.

TCS iON Listing Platform Objective:

On 09th Mar'22 ASDC launched Listing Platform on its website. To provide employment opportunities to ASDC-certified candidates and support the industry for meeting the right skilled workforce. The portal key features:

1. ASDC certified workforce can register and apply for job vacancies.
2. Employers can shortlist/select the right candidates for their requirements.
3. NQT (National Qualifier Test) is a feature inbuilt for employers to test candidates on their core skills and hire the right candidates, it also allows candidates to achieve certificates passing the test.

Website link: <https://www.asdc.org.in/>



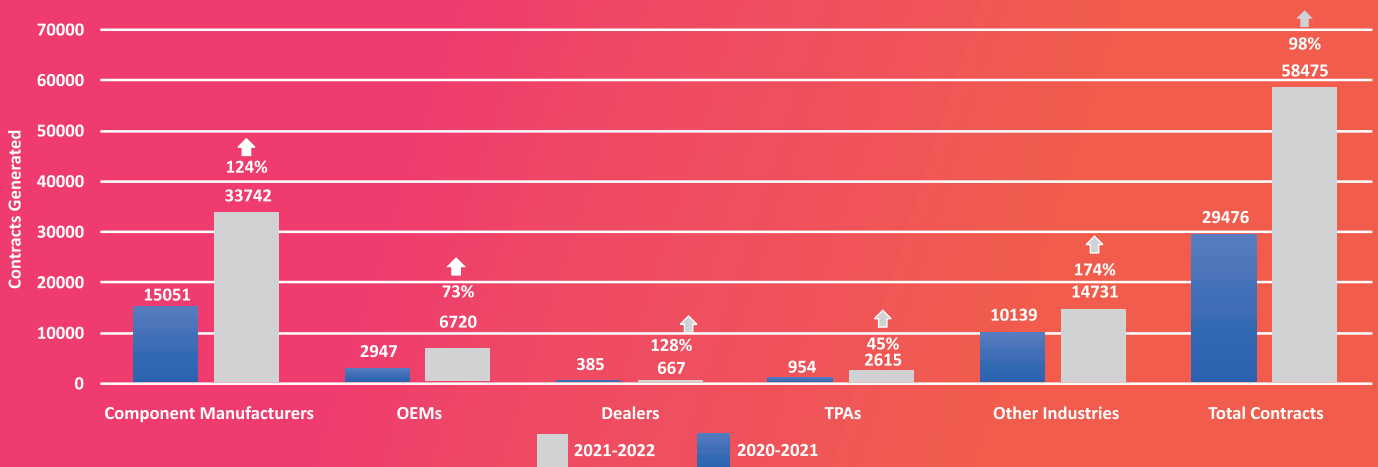
Job Fairs



APPRENTICESHIP

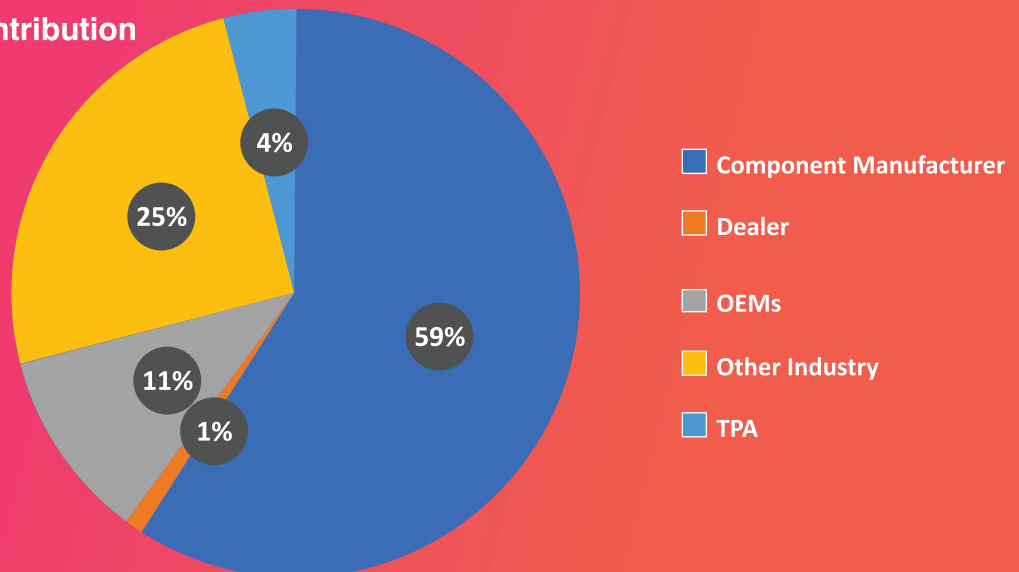
NAPS Overview – Automotive Sector

Contracts Generated Across Different Categories

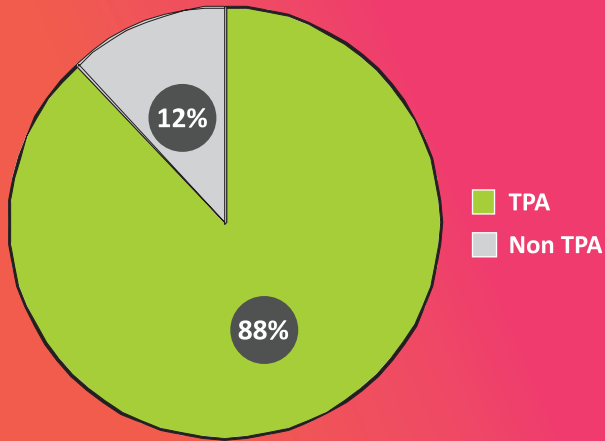


Financial year	Total Contract Generated
2020 -2021	29,476
2021-2022	58,475

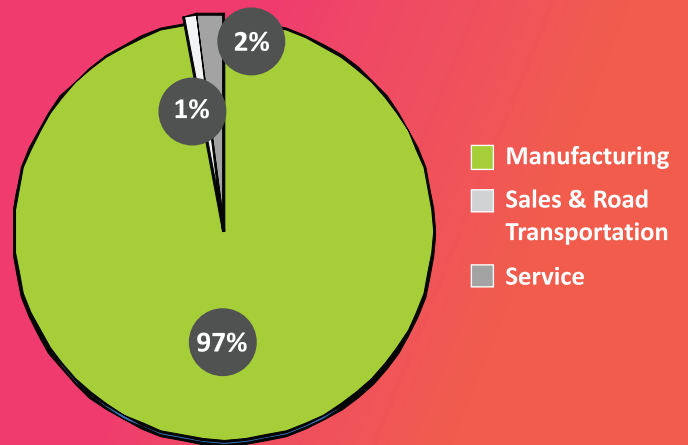
Establishment Type Contribution



TPA V/S Non TPA

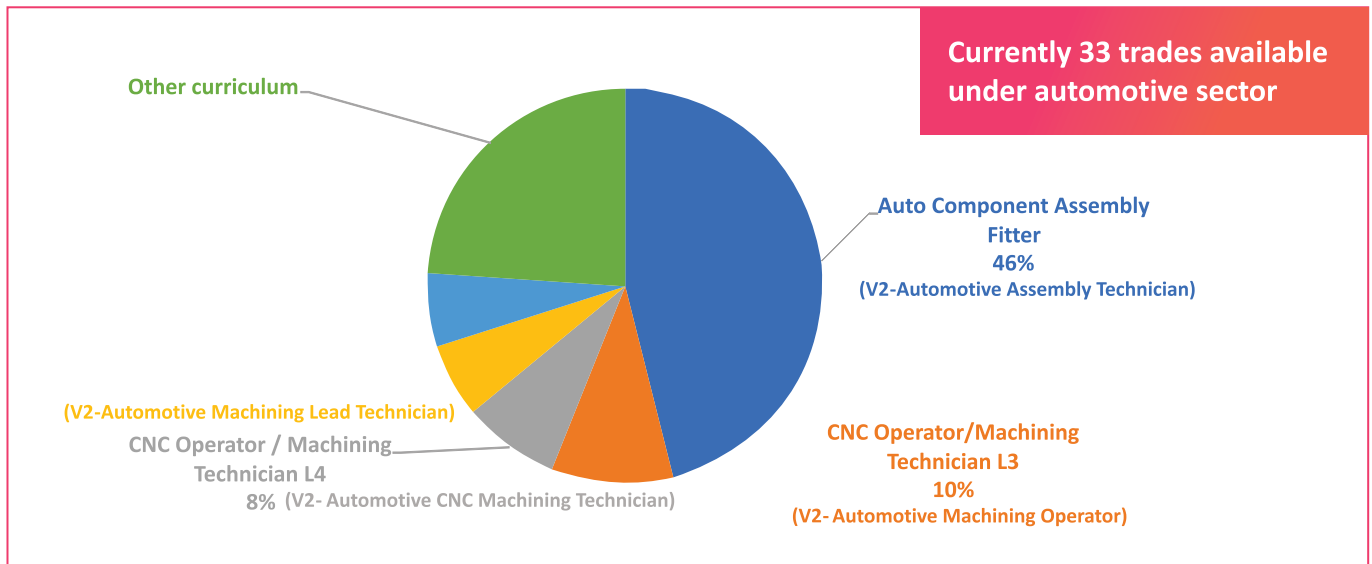


Domain Wise Contribution



Distribution across different trades

Job Role Wise Contribution %

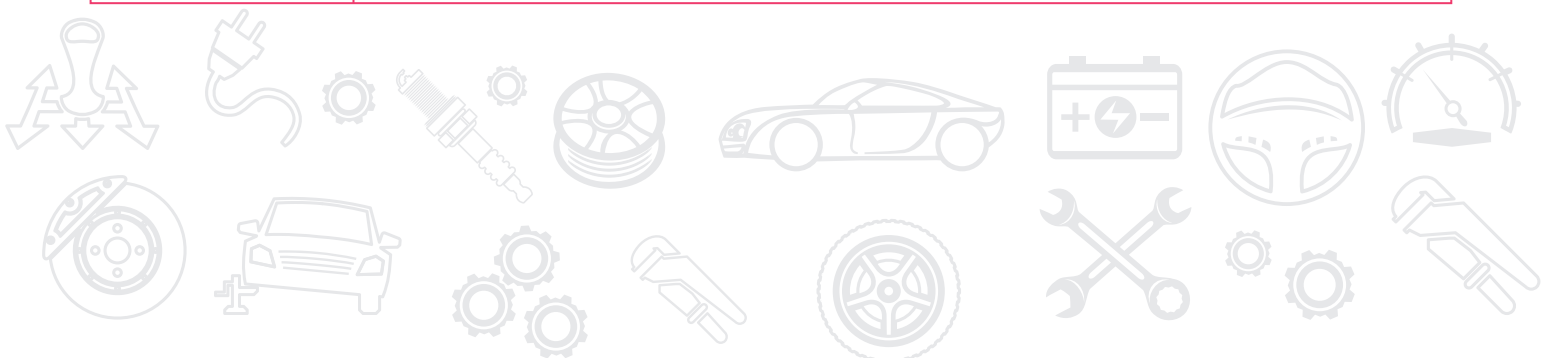


Domain Wise Top 3 Job Roles-

Manufacturing	Sales	Service	Road Transportation
Auto component assembly	Showroom Hostess/Host cum Telecaller	Automotive Service Technician Level 3	Commercial Vehicle Driver Level 4
CNC operator	Sales Consultant (Retail)	Automotive Electrician	Forklift Operator (Driver)
Automotive assembly operator	Automotive Sales Assistant	Automotive service technician (Two and Three wheelers)	Commercial Vehicle Driver

Industry engaged under NAPS

OEMs	
Component Manufacturers	
Dealers	
TPAs	
Other Industries	





ASSESSMENT AND CERTIFICATION

Recognition of Prior Learning (RPL)

Recognize Skills Training Acquired through Informal Channels

Recognition of Prior Learning is a skill certification component to enable a large number of Indian youth to take on industry-relevant skill certification which will help them to secure a better livelihood. Individuals with prior learning experience or skills can register themselves and get assessed and certified under the Recognition of Prior Learning (RPL) component of the scheme.

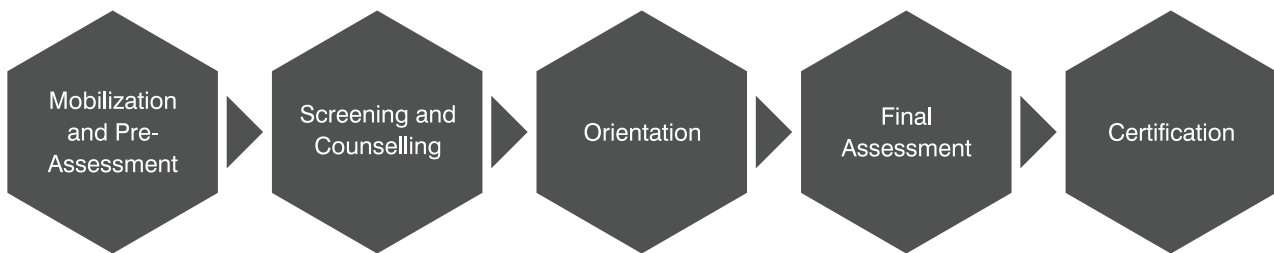
Objective of the RPL

To align the competencies of the pre-existing workforce of the country to the standardized National Skills Qualification Framework (NSQF)

Create value by making it aspirational both from the standpoint of the candidate and the employer. Upskilling / reskilling and inclusivity by certifying people are ways to make RPL aspirational

Forge strong links with industry by gauging industry requirements, factoring these requirements into RPL, and thereby creating industry acceptance for people going through an RPL program and being certified

RPL Process



RPL Training

The RPL Training start from 12 hours to 64 hours training based on candidates' skills. The training covers below 3 aspects

- Domain Training (clarification of any doubts / gaps a candidate may have with respect to the job role)
- Soft Skills and Entrepreneurship tips specific to the Job Role
- Familiarization with Assessment Process and Terms

The candidate assessed for the duration of July 2021 to Jun 2022: -

RPL Training & Assessment			
Financial year	Candidate Enrolled	Candidate Assessed	Candidate Certified
July 21 to June	16,810	15,151	14,303

Short Term Training and Assessment:

Short term training for NSQF aligned courses candidates enrolled in PAN India in various schemes assessed by ASDC for schemes of centrally sponsored, state sponsored, schools assessment, Self-funded, industry funded and other ministry funded schemes.

The candidate assessed for the duration of July 2021 to Jun 2022:

Short Term Training & Assessment			
Financial year	Candidate Enrolled	Candidate Assessed	Candidate Certified
April 21 to March 22	64,448	60,939	58,387

Major Job roles	Candidate Enrolled	Candidate Assessed	Candidate Certified
Two Wheeler Service Technician	9,545	8,144	6,949
Four Wheeler Service Assistant	3,462	3,308	3,026

Few major highlight about scheme:

Central & State Schemes: PMKVY, CSSM & 'Skill Hub Initiative' is part of **Pradhan Mantri Kaushal Vikas Yojna (PMKVY) 3.0** and was launched across the country on January 1. The scheme aims to provide NSDC certified skill courses for out of school children, youth, and dropouts. State Schemes JSMD, BSDM, UPSDM, GUM etc.

School Assessments: The Vocational Subjects at Secondary (Class IX - X) and Higher Secondary Education (Class XI - XII) for Job Roles approved by the Ministry of Education (MoE), Government of India under the National Skill Qualification Framework (NSQF).

Other Ministry: DDU GKY, The Ministry of Rural Development (MoRD) announced the Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) Antyodaya Diwas, on 25th September 2014. DDU-GKY is a part of the National Rural Livelihood Mission (NRLM), tasked with the dual objectives of adding diversity to the incomes of rural poor families and cater to the career aspirations of rural youth.

NULM: To reduce poverty and vulnerability of the urban poor households by enabling them to access self-employment and skilled wage employment opportunities, resulting in an appreciable improvement in their livelihoods on a sustainable basis, through building strong grassroots level institutions of the poor. The mission would aim at providing shelter equipped with essential services to the urban homeless in a phased manner. In addition, the Mission would also address livelihood concerns of the urban street vendors by facilitating access to suitable spaces, institutional credit, social security and skills to the urban street vendors for accessing emerging market opportunities.

Snapshots





TRAINING OF TRAINER AND ASSESSOR



Purpose:

- The primary role of the Trainer is to train learners' performance and related knowledge in a range of tasks and to ensure that the competence and knowledge demonstrated meets the requirements of the National Occupational Standards.
- The Trainer Programme enables the internal quality assurance of critical aspects of your learning and development capability. The ability to monitor, assess and help trainers achieve expertise of their new skills

Main Duties & Responsibilities:

- To implement and administer training and quality assurance procedures
- To support, train and guide learners and develop their personal and professional attitudes, skills and abilities with responsibility to ensure successful completion of qualifications
- To guide and support learners to gain the required appropriate evidence for their Competency Based Qualifications
- To assess learners and provide feedback demonstrating a clear understanding of minimum requirements for competence to a high standard, using audio and video technology
- To lead the development, planning and delivery of short courses programme.
- To maintain an on-going programme of personal professional development in order to achieve high standards in line with Training Quality Assurance policies and procedures.
- Deliver structured, flexible, relevant and interesting training sessions and assist all learners regardless of level to achieve their training goals
- Use teaching strategies that are fair, valid, current and sufficient

Category	Trained	Certified
ToT	414	216
ToA	131	54
ToMT	3	2
ToMA	9	3
Total	557	275

Participants in this grid:

- Jaydeep deshmuksi
- Raj Kumar Sahu
- Ratan Biswas
- vijayakumar k
- Subhankar Dey
- N K Bhatnagar (Guest)
- Jitendra Singh (Guest)
- VINOD DWIVEDI
- Sudhir Vishwakarma
- Rahul Attri
- Anup Bej
- P Venkatesh (Guest)

Participant List (from sidebar):

- RA: Rahul Attri
- RS: Raj Kumar S...
- RB: Ratan Biswa...
- SD: Subhankar ...
- NB: N K Bhatnagar (...)
- AB: Anup Bej (G...
- JS: Jitendra Sin...
- +5: (More participants)

Participants in this grid:

- Sudhir Vishwakarma
- Ratan Biswas (Guest)
- Subhankar Dey
- Jitendra Singh (Guest)
- Rahul Attri (Guest)
- N K Bhatnagar (Guest)
- Jaydeep deshmuksi (Guest)
- vijayakumar k (Guest)
- Anup Bej (Guest)

Participant List (from sidebar):

- AL: ARUN LAW...
- PV: P Venkatesh...
- RS: Raj Kumar Sahu...

Participants in this grid:

- Anup Bej (Guest)
- Ratan Biswas (Guest)
- Jaydeep deshmuksi (Guest)
- Jitendra Singh (Guest)
- Subhankar Dey
- Rahul Attri (Guest)
- Raj Kumar Sahu (Guest)
- Sudhir Vishwakarma
- N K Bhatnagar (Guest)

Participant List (from sidebar):

- PV: poliseti venkatesh (Guest)
- VK: vijayakumar k (Guest)
- Participants List:
 - Anup Bej (Guest) - Meeting guest
 - Jaydeep deshmuksi (Guest) - Meeting guest
 - Jitendra Singh (Guest) - Meeting guest
 - N K Bhatnagar (Guest) - Meeting guest
 - poliseti venkatesh (Guest) - Meeting guest
 - Rahul Attri (Guest) - Meeting guest
 - Raj Kumar Sahu (Guest) - Meeting guest
 - Ratan Biswas (Guest) - Meeting guest
 - Subhankar Dey - External
 - Sudhir Vishwakarma - External



CORPORATE SOCIAL RESPONSIBILITY AND SPECIAL PROJECTS

CORPORATE SOCIAL RESPONSIBILITY



Summary:

An initiative taken by Green Gas Limited (GGL) and Central U.P. Gas Limited (CUGL) under corporate social responsibility partnering with Automotive Skills Development Council (ASDC) as project implementation partner to providing captive placement to the unemployed youth by imparting training on CNG Kit Fitment Technician and bringing them to mainstream.

The project focuses on the candidate development and skilling of an CNG Kit Fitment Technician across Uttar Pradesh region mainly Jhansi, targeting lower income group segment those using Vikram (3-Wheeler), Auto with CNG and Personal vehicle (Taxi etc.).

Process Flow:



The candidate assessed for the duration of March 2021 to August 2022: -

CNG Kit Fitment Technician Training & Assessment			
Financial year	Candidate Enrolled	Candidate Assessed	Candidate Certified
April 21 to March 22	90	90	87

Key Highlights:

- In pursuance to the development of community in and arounds Jhansi, Ayodhya, Agra and Lucknow district in the state of UP and to contribute towards National Skills Development Mission, ASDC, GGL and CUGL intends to Skill youth as CNG Kit Fitment Technicians.
- ASDC along with the Training Partner to deliver the training by establishing a Centre of Excellence within U.P. The training is classified into the technical/domain skills and soft skills with periodic assessments.
- This pilot project will create a cadre of skilled workforce and conduit the skilled manpower needs of the industry based within in the district and state.
- Improved per capita income of the household of the placed trainee with at minimum wages resulting in Socio-Economic empowerment of the youth in the proposed district.

Program Snap Shorts for GGL and CUGL:



GGL Batch at Ayodhya and Agra

Inauguration of Ayodhya batch done by RTO Mr. Singh and GGL Chief Mr. Bharadwaj on 20th Sep 2021 and Agra Batch by Mr. Ashutosh Lohumi, Chief GGL on 25th Nov 2021.



Classroom and Workshop Training

Lab Activities

Placement at Motherson

CUGL Batch at Jhansi
Inauguration of batch done by Mr. Ram Shankar, GA Head, CUGL Jhansion 26th April 2022.

CORPORATE SOCIAL RESPONSIBILITY

Timken

Project objective

The 'Upskilling of Independent Service Technicians' project was targeted at training the candidates who are independent service technicians and upgrading their skills according to the need of the industry. Under this project, as the implementing agency and as a key stakeholder of the Indian auto industry's skill development initiative, Automotive Skill Development Council (ASDC) trained nearly 200 candidates across the country.

The training module designed under the project focuses on recognizing the candidates' informal learning and providing them equal acceptance at the professional levels of education. Also, training provided under the project has been designed to build confidence in the candidates and make them ready for the industry as per the requirement of the sectoral workforce. The course helps them to adapt to the industry procedures easily.

The project has been designed to enhance the independent service technicians' employability and empower them with an equal opportunity for better livelihood. Not just providing the individual service technicians with quality training through an advanced module, but assessing the skill level honed by them and certifying them after the training is also a crucial focus of this project.

One of the key points of the project was a special focus on BS-VI engines and the new emission norms induced technological aspects that are related to the independent service technicians' work procedures.

About the project stakeholders

The project 'Upskilling of Independent Service Technicians' is organized by multiple stakeholders, including Automotive Skills Development Council (ASDC). Timken India Limited is a subsidiary of the Timken Company. The Timken Company is a global industrial leader with a growing portfolio of engineered bearings and power transmission product brands. With more than a century of knowledge and innovation, they continuously improve the reliability and efficiency of global industries to move the world forward.



RPL under CSR initiative of TIMKEN INDIA Ltd. Phase II

Purpose

To conduct a pilot for RPL training and assessment for 188 Service Technicians and certify them.

Focused Candidates: Automotive Service Technicians L4

Shortlisted location: North India

Total Candidates: 200



Certificate

This is to certify that

Mr. Vinay Kushwaha S/o Sarnam Singh
has successfully cleared the assessment for the role of
Automotive Service Technician (QP No. - ASC/Q1402)
conforming to National Skills Qualifications Framework Level-4

Date of Issuance - 14-03-2022
System Identification Number
XXXXXXXX0050



Timken India Limited provided financial assistance for this Training program.



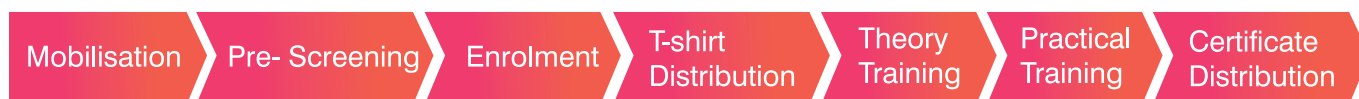
(253)89070467051090000079005
www.nsdindia.org/pbsecture

CORPORATE SOCIAL RESPONSIBILITY

Project 'Jeevika'- CSR initiative of HMCL

Training Program on Fuel Injection Technology in Two- Wheelers (BS 6)

Training Structure



Description	Details
Course Name	Fuel Injection Technology in Two- Wheeler (BS6)
Training Duration	8 hours (One day)
Benefits for Independent Technician post successful completion of Training	<ol style="list-style-type: none">1. Certificate with HMCL and ASDC2. Give away to candidates during the training such t- shirt, laminated certificate on sun board for display3. Access to SOP of Troubleshooting shared by HMCL

Training Coverage

The training program was designed according to the objectives of the program i.e. train/enhance technician knowledge on BSVI, Fuel injections, etc. Following topics were covered during the training program

Sr. No.	Content
1.	Hero MotoCorp Ltd_ Product Line up
2.	Maintenance Schedule
3.	Engine Oil Grades
4.	Integrated Baking & Anti- Lock Braking System
5.	Side-Stand Engine Cut- off
6.	Electrical- Basics, Instruments, Circuits
7.	BS-VI & Fuel Injection System
8.	FI System Diagnosis & troubleshooting
9.	Idle Stop Start System –i3s

Training of Trainer (ToT) by HMCL Learning Managers

- HMCL learning centre conducted 2 days **Training of Trainer** program for all the trainers at their **6 HMCL learning centres** involved in the project.
- ToT conducted in 2 lots–

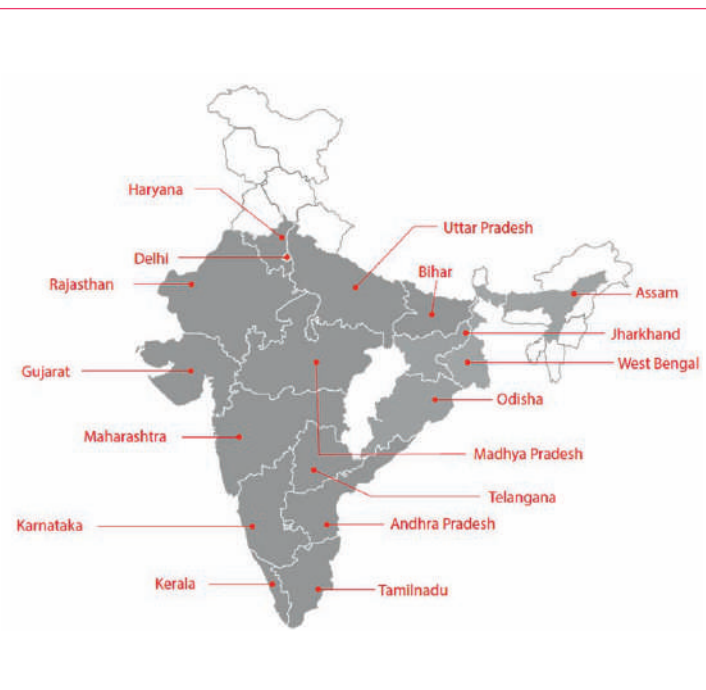
Lot	ToT Training Dates	Approved Trainers
1	5th -6th Jan'22	16
2	21st -22nd Feb'22	9
	Total	25



Sr. No.	HMCL Learning centre location
1.	Zonal learning centre – Central (Jaipur)
2.	Zonal Learning Centre – East (Kolkata)
3.	Area Learning Center -Patna
4.	Area Learning Centre -Chennai
5.	Zonal Learning Centre -Pune
6.	Global Learning Centre, Gurgaon

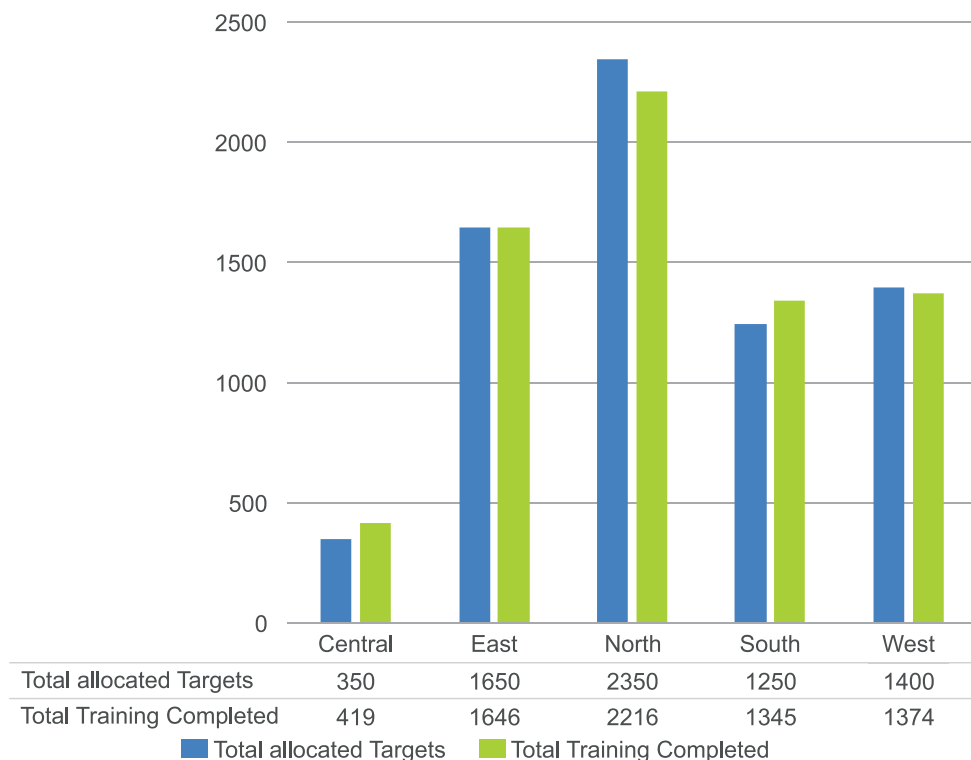
Project Coverage

Zone	State	Targets	Technician Trained
Central	Madhya Pradesh	350	419
	Assam	200	200
	Bihar	550	546
East	Jharkhand	150	149
	Odisha	300	301
	West Bengal	450	450
	Delhi	350	323
North	Haryana	400	304
	Uttar Pradesh	1600	1589
	Andhra Pradesh	200	200
South	Karnataka	250	243
	Kerala	100	102
	Tamil Nadu	400	404
	Telangana	300	396
	Gujarat	300	310
West	Maharashtra	900	864
	Rajasthan	200	200
Grand Total		7000	7000



17 States covered during the 4 month program

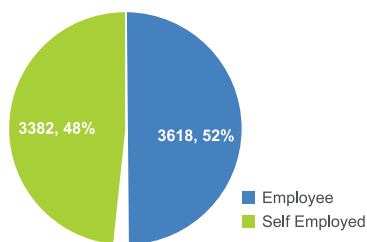
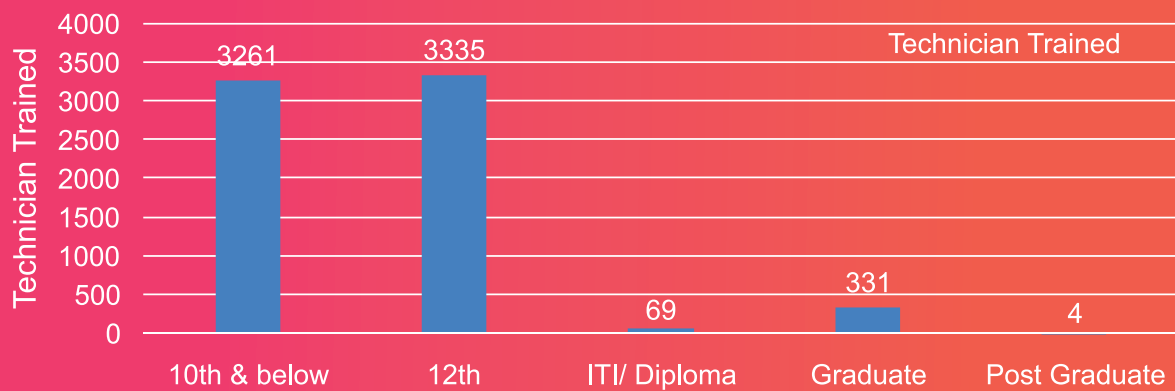
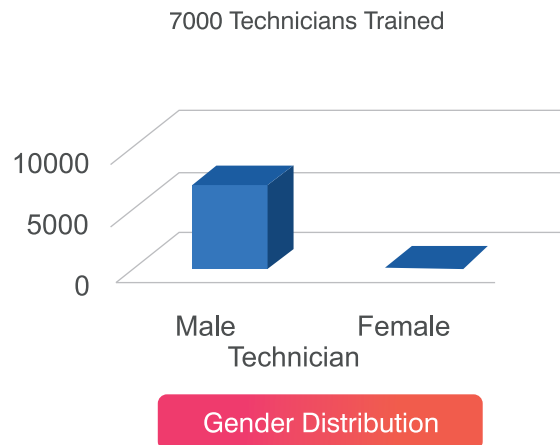
Target (Region Wise) vs Training Completed



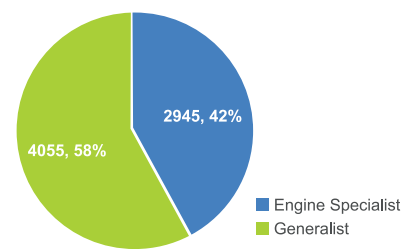
7000 Technicians trained across 33 cities

Technicians' Profile

- HMCL learning centre conducted 2 days **Training of Trainer** program for all the trainers at their **6 HMCL learning centres** involved in the project.
- ToT conducted in 2 lots-



Employment Category



Technician Category

Media Coverage

Print Coverage

Date: 17th January 2022
Publication: Hindustan
Page No. 07

एसडीसी और हीरो मोटोकॉर्प में साझेदारी

नई दिल्ली। मोटर वाहन कौशल विकास परिषद (एसडीसी) और हीरो मोटोकॉर्प ने दोपहिया वाहनों के अल्पावधि प्रशिक्षण के लिए करार किया है। हीरो मोटो द्वारा प्रदान सामग्री का उपयोग करके एसडीसी मोटर वाहन क्षेत्र में विभिन्न प्रकार के प्रमाणन जारी करेगा।

Date: 17th January 2022
Publication: Rashtriya Sahara
Page No. 06

एसडीसी- हीरो मोटोकॉर्प में करार नई दिल्ली। मोटर वाहन कौशल विकास परिषद (एसडीसी) और हीरो मोटोकॉर्प ने दोपहिया वाहनों के अल्पावधि प्रशिक्षण कार्यक्रम के लिए साझेदारी की है। एसडीसी ने सोमवार को एक बयान में कहा कि हीरो मोटोकॉर्प द्वारा प्रदान की गई सामग्री का उपयोग करके एसडीसी मोटर वाहन सेवा क्षेत्र में विभिन्न प्रकार के प्रमाणन जारी करेगा। बयान में कहा गया कि वैश्विक मानकों को पूरा करने के लिए एसडीसी संकाय प्रशिक्षण के साथ-साथ पाठ्यक्रम निर्माण में अपनी क्षमताओं को भी बढ़ाएगा। दोपहिया वाहन निवारक रखरखाव और मरम्मत पाठ्यक्रम को शीर्ष नियामक राष्ट्रीय व्यावसायिक शिक्षा और प्रशिक्षण परिषद ने मंजूरी दी है।

Online Coverage

Date: 17th January 2022
Publication: The Economic Times

ASDC, Hero MotoCorp join hands for two-wheeler short term training course

The two-wheeler Short-term Training course & Brown color set has been approved by the state regulator, National Council of Educational & Training Research (NCERT) in the government of India.

Synopsis
The two-wheeler Short-term Training course & Brown color set has been approved by the state regulator, National Council of Educational & Training Research (NCERT) in the government of India.

Automotive Skills Development
Courses | ASDC and Hero MotoCorp have joined hands for a comprehensive two-wheeler short term training course. Utilising the content provided by Hero MotoCorp, ASDC will deliver a variety of learning modules and certifications in automotive services, ASDC said in a statement.

Through this programme, ASDC will also enhance its capacity and capabilities in curriculum building, along with faculty training, to meet global standards, it added.

Popular in Industry

1. GSK Revenue E-G...
Shareholders approved by L&I...
IN 500493 038
2. Tata Motors wants to make...
EVs and network, from 50,000...
annual sales to FY2023

Date: 17th January 2022
Publication: The New Indian Express

ASDC, Hero MotoCorp join hands for two-wheeler short term training course

Through this programme, ASDC will also enhance its capacity and capabilities in curriculum building, along with faculty training, to meet global standards.

Published: 17th January 2022 12:47 PM | Last Updated: 17th January 2022 02:47 PM

Date: 17th January 2022
Publication: Outlook India

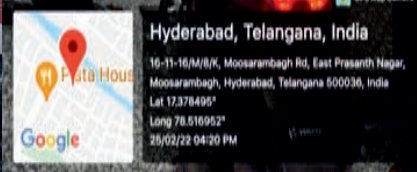
HeroMotoCorp, ASDC Team Up For Two-Wheeler Short Term Training Course

Utilising the content provided by Hero MotoCorp, ASDC will deliver a variety of learning modules and certifications in automotive services, ASDC said in a statement.

Training Glimpse



Practical Demonstration



RPL Certificate Distribution



Proud Participants Displaying Their Certificate



Technicians' Testimonial



Technician Name: Manoj Kumar
Workshop Name: The Royal Point
Location: Sangam Vihar, Delhi

"I am running a Two Wheelers Service shop in Sangam Vihar, Delhi from 8-9 Years. The training I received on BS-VI technology was very helpful and for that I would like to thank Hero Motors."



Technician Name: Mohd Yunus
Workshop Name: Yunus Bike Repairing Center
Location: Lucknow

"I am running my own shop and till today was knowing how to repair bikes on BS-IV technology. Now I have received training on BS-VI technology which will help me to expand my business and for that I am thankful to Hero Motors."



Technician Name: Sunil Kumar
Workshop Name: The Royal Bike Point
Location: Deoli Gaon, Sangam Vihar, Delhi

"Although I am having 20 Years of work experience as technician for Two-wheelers but was not updated on latest BS-VI technology. The training delivered under the Jeevika Project helped me a lot to understand this technology in a much better way. I am thankful to Hero Motors for this training."



Name – Ankur Sen
Workshop Name - Ankur Auto Garage
W Range, Elgin, Kolkata, West Bengal

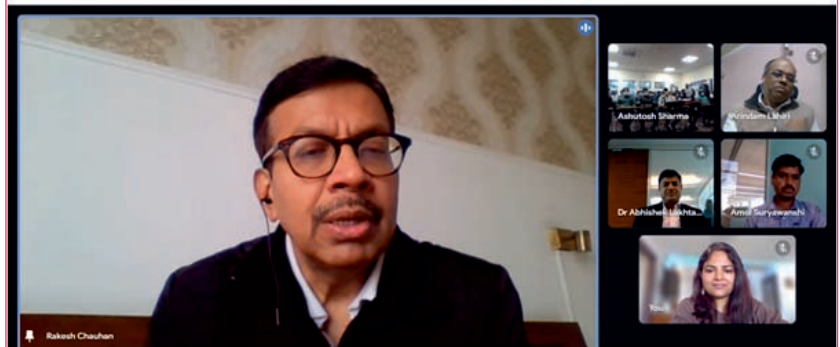
"I underwent the training under RPL held at Kolkata and completed the training successfully. The (BS6) training program increases the skills and provides recognition through certification. An extremely helpful and useful training, especially the Mechanism of an internal combustion engine. And the training equipment provided was much sufficient. The training helped me a lot for a better way to earn money. Thanks to HMCL, ASDC & Edujobs Academy for making such training program available for us

DTIDC Centre of excellence at Dwarka: CSR Initiative

- Program objective: Pioneer COE in NCR region focused on skilling for Automotive Sector in service domain
- Focused Candidates: Dropout from Delhi govt schools for this area/district
- COE Location: Dwarka, New Delhi
- Number of Candidates: 120 candidates in phase I
- Job Roles: Automotive service technician Level 4

Short Term Training – JSW Foundation

- Program objective: Project aims to create a pool of skilled candidates for manufacturing domain of Automotive Sector.
- Focused Candidates: 10th pass candidates from low-income group are the target candidates
- Training Location: The implementation of the project was at Victora, Palwal, Haryana.
- Number of Candidates: one batch of 30 candidates for each job role is proposed for the pilot
- Learnings: Theory hours to be increased with practical demo
- Job Roles: Automotive Machining Operator



SPECIAL PROJECT

Formula Women, United Kingdom (UK) Program:

Summary:

Auto Guru initiative along with Automotive Skills Development council and Formulae Women, UK provided a unique opportunity/platform for the women drivers who wants to have a career in motorsports for qualifying and competition themselves at international level.

Program Design:

The first edition of Indian assessments designed by ASDC and his training partner held at Erda;s Speedway in Vadodara, to check the skill set of participants and to educate by taking all necessary safety measures during qualifying driving test.

Key Benefits:

It gives golden opportunity to women drivers in India to be participating in Formular Women and get the change to drive Mc Laren on Silver Stone track, UK.

India is the only country to represent women drivers in Formulae Women across Asia and ASDC strengthening the skilling ecosystem and closing the digital skills gap by enabling Indian women to pursue the path to success in a digital first economy.

The qualified women drivers will get a platform to make a carrer in motorsport by competing with 47 other women across the 28 participants countries.

Creating a community for women drivers in India to encourage participation in motorsport irrespective of college students, doctors, engineers, lawyers or businesswomen.

Program Snap Shorts:





Trainers' skillsets

• Expert Trainer's qualification criteria-

- Minimum 5 years of experience in the field of road safety trainings
- American Heart Association (AHA) certification on first aid

• Master trainer's qualification criteria-

- Preferably should have a graduation degree
- Should have good communication skills, preferred languages are Oriya and English / Hindi
- Previous experience of having attended any safety and/or first aid training considered an advantage
- Should have basic computer skills like excel, power point, word and online meeting platforms like zoom, teams etc.
- Should be physically & medically fit to conduct the training program in an effective and energetic manner
- Should be open to travel within the district / state to conduct the training programs.

Trainers' selection- Trainers for ToTs were selected by STA in consultation with Red cross.

The medium of training- Two languages, Hindi and Odiya.

- Extraction Techniques (For People Trapped In Vehicles)
- Calling Help & Coordinating with Nodal Agencies
- Use Of Technology for First Responders
- Legal Protection for First Responders



Figure 1- District Covered as depicted in Table 2

Inauguration of Project Rakshak

The project was inaugurated by the hon'ble Chief Minister of Odisha, Shri Naveen Patnaik, on 10th November 2021 at the Lok Seva Bhawan, Bhubaneswar. Key highlights from the inauguration include:

- Unveiling of the logo of Project 'Rakshak' followed by a short video conveying the project concept
- Announcement of a reward of INR 2,000/- to every Good Samaritans by Odisha government. It may be noted that Union government has already launched a scheme for Good Samaritans under which anyone who voluntarily saves life of an accident victim within golden hour (refers to the one-hour time period following a traumatic injury) will get a cash reward of INR 5,000/- from Ministry of Road transport and highways (MoRTH) and a certificate of appreciation. Hence, a person saving lives during golden hour is entitled to a total of INR 7,000 reward in the state.
- 1st aid kit and T-shirts were distributed to selected project participants.
- It was announced that the State has set up a corpus fund of INR 147 Crore to treat accident victims
- It is worth highlighting here that State has provisions of extending a solatium fund of INR 2,00,000/- and INR 50,000/- to the deceased and critically injured person respectively in a hit and run cases.

Event Launch by the Hon'ble Chief Minister of Odisha, Shri Naveen Patnaik

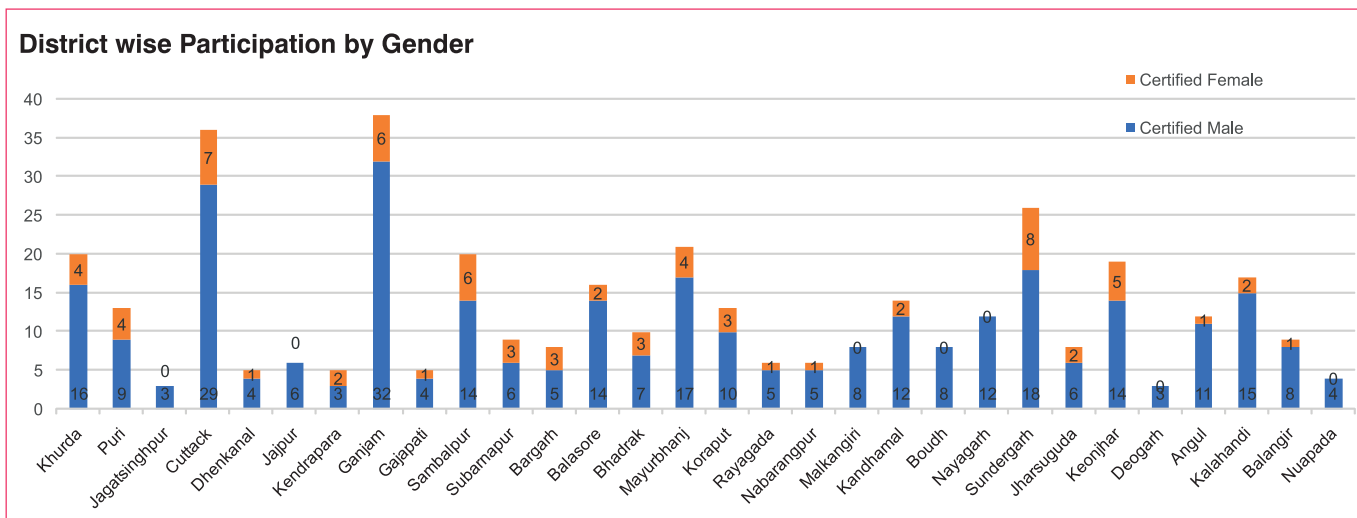
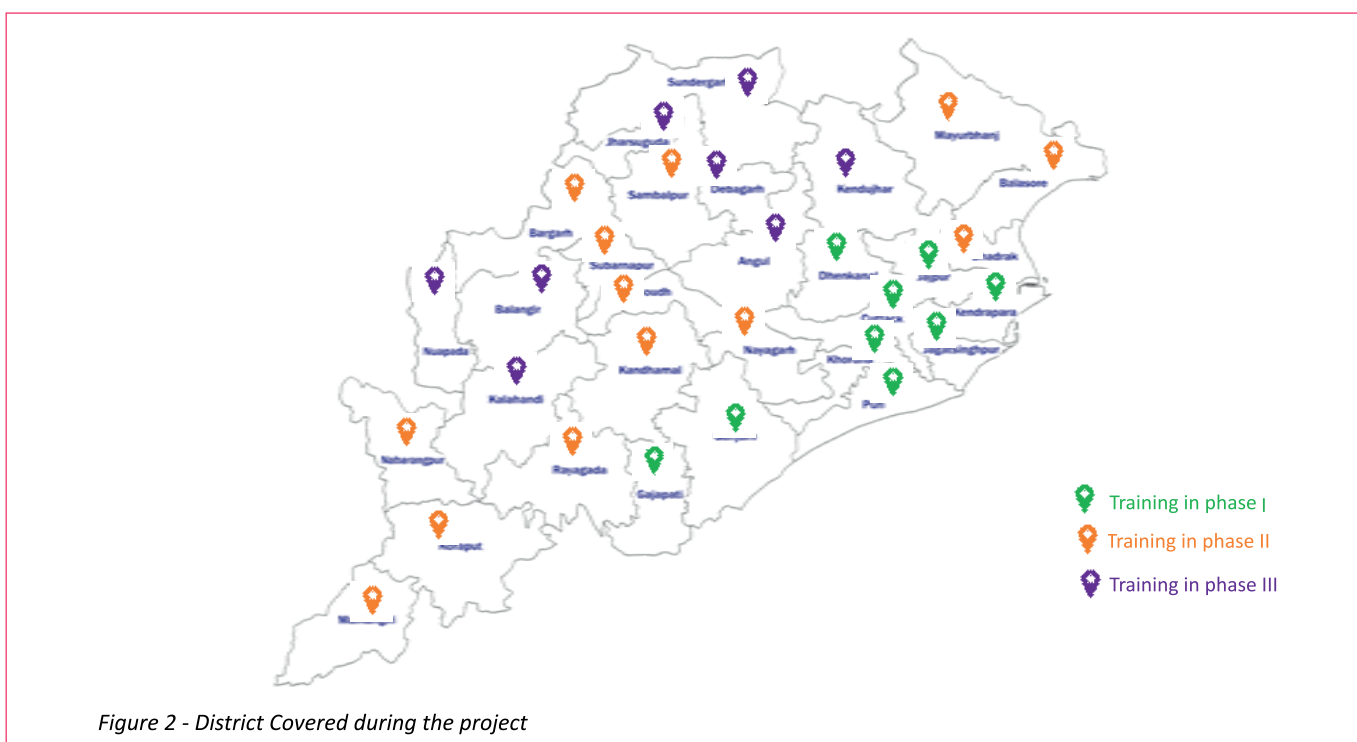


Commencement of Training of Trainers (ToTs)- 11th Nov'21

Post inauguration, the Training of Trainer program commenced from 11th November 2021 in presence of dignitaries from various organisations such as STA, GIZ, Red Cross, Police personnel, and RTOs.



10 ToT Batches	30 Districts Covered	Phase	Training Dates	No. of Batches
380 Master Trainers Certified	3126 First Responder Trained	I	11th Nov - 22nd Nov' 2021	3
		II	24th Nov - 4th Dec' 2021	4
		III	6th Dec - 16th Dec' 2021	3



Glimpse from Bhubaneswar (Headquarter of Khordha dist.) Training Program



Source- State Transport Authority, Odisha and Expert Trainers

Glimpse from Cuttack Training Program



Source- State Transport Authority, Odisha and Expert Trainers

Glimpses from Ganjam Training Program



Source- State Transport Authority, Odisha and Expert Trainers

Media Coverage

The project received widespread media coverage, print as well as digital, praising STA and its partner agencies such as GIZ, Red Cross for initiating this unique program to respond to one of the most critical issues of mobility that is road safety and giving due attention to the life of every single residents of Odisha

State Transport Authority, Odisha Retweeted

CMO Odisha @CMO_Odisha

CM @Naveen_Odisha inaugurated an innovative road safety programme 'Rakshak' at Lok Seba Bhawan.

State Transport Authority, Odisha @STAOdisha

The first phase of First Responder's Training Programme #Rakshak commenced today with simultaneous Training of Trainers(ToTs) sessions in Bhubaneswar,Cuttack & Chatarpur. In Bhubaneswar a total of 29 Master trainers were sensitised about CPR & Emergency care during 'Golden Hour'.

State Transport Authority, Odisha @STAOdisha

A total of 51 master trainers from Cuttack, Dhenkanal, Jajpur & Kendrapara district were present at the ToT session held at STA, Cuttack. #Rakshak

ସଡ଼କ ସୁରକ୍ଷା ସକାଶେ 'ରକ୍ଷକ' ଆରମ୍ଭ

ଭୁବନେଶ୍ୱର, ୧୧ ଜୁଲାଇ (ଫୋଟୋ): ରାଜ୍ୟ ସରକାରଙ୍କ ପକ୍ଷରୁ ଆରମ୍ଭ ହେଉଥିବା 'ରକ୍ଷକ' ପ୍ରକଳ୍ପର ଆରମ୍ଭ କାର୍ଯ୍ୟକ୍ରମର ସମ୍ବନ୍ଧରେ ପ୍ରତିମନ୍ତ୍ରୀ ପ୍ରଶାନ୍ତ କୁମାର ସିଂହାଙ୍କ ଦ୍ୱାରା ଉଦ୍ଘୋଷଣା କରାଯାଇଛି । ସମସ୍ତଙ୍କୁ ଉପସ୍ଥିତ ରଖି ଉଦ୍ଘୋଷଣା କାର୍ଯ୍ୟକ୍ରମରେ ଯୋଗ ଦେଇ ଶ୍ରୀ ପ୍ରଶାନ୍ତ କୁମାର ସିଂହାଙ୍କ ଦ୍ୱାରା ଉଦ୍ଘୋଷଣା କରାଯାଇଛି । ପ୍ରକଳ୍ପର ଉଦ୍ଦେଶ୍ୟ ହେଉଛି ରାଜ୍ୟରେ ଘଟୁଥିବା ରାଜ୍ୟ ସଡ଼କ ଦୁର୍ଘଟଣା ସଂଖ୍ୟାକୁ ହ୍ରାସ କରିବା ଏବଂ ଯାତ୍ରୀଙ୍କୁ ସୁରକ୍ଷିତ ଭାବରେ ଘରକୁ ଫେରିବା ପାଇଁ ସହାୟତା ପ୍ରଦାନ କରିବା । ପ୍ରକଳ୍ପର ଉଦ୍ଦେଶ୍ୟ ହେଉଛି ରାଜ୍ୟରେ ଘଟୁଥିବା ରାଜ୍ୟ ସଡ଼କ ଦୁର୍ଘଟଣା ସଂଖ୍ୟାକୁ ହ୍ରାସ କରିବା ଏବଂ ଯାତ୍ରୀଙ୍କୁ ସୁରକ୍ଷିତ ଭାବରେ ଘରକୁ ଫେରିବା ପାଇଁ ସହାୟତା ପ୍ରଦାନ କରିବା । ପ୍ରକଳ୍ପର ଉଦ୍ଦେଶ୍ୟ ହେଉଛି ରାଜ୍ୟରେ ଘଟୁଥିବା ରାଜ୍ୟ ସଡ଼କ ଦୁର୍ଘଟଣା ସଂଖ୍ୟାକୁ ହ୍ରାସ କରିବା ଏବଂ ଯାତ୍ରୀଙ୍କୁ ସୁରକ୍ଷିତ ଭାବରେ ଘରକୁ ଫେରିବା ପାଇଁ ସହାୟତା ପ୍ରଦାନ କରିବା ।

ପାଞ୍ଚର ଶ୍ରେଣିକ ପ୍ରଶିକ୍ଷଣ

CM launches road safety drive 'Rakshak'

PNS ■ BHUBANESWAR

Chief Minister Naveen

economy also. "So we all need to work together to prevent this," he said. He reiterated that the

CM launches 'Rakshak' for mishap victims

POST NEWS NETWORK

Bhubaneswar, Nov 10: Chief Minister Naveen Patnaik Wednesday launched the First Responder's Training Programme – 'Rakshak' - a road safety initiative to save precious lives. It is first-of-its-kind state level programme in the country under which 30,000 volunteers, staying or working at the eateries and business establishments located near accident prone spots, will be trained as First Responders to road accidents.

As many as 30,000 volunteers, staying or working at the eateries and business establishments located near accident prone spots, will be trained as First Responders to road accidents

First Responders will be equipped to administer first aid and pre-hospital trauma care to accident victims within the golden hour. The First Responders will also educate and inform people about road safety measures and the Good Samaritan law. Speaking on the occasion, Chief Minister said, "Road accidents are a serious cause of concern for all of us. This is a serious concern for all of us."



ସଡ଼କ ସୁରକ୍ଷା ପାଇଁ ଅଭିନବ ଚାଳିମ କାର୍ଯ୍ୟକ୍ରମ 'ରକ୍ଷକ'



ରାଜଧାନୀରେ 'ରକ୍ଷକ' ପ୍ରଶିକ୍ଷଣ

ରାଜଧାନୀରେ 'ରକ୍ଷକ' ପ୍ରଶିକ୍ଷଣ

ରାଜଧାନୀରେ 'ରକ୍ଷକ' ପ୍ରଶିକ୍ଷଣ

- ଚାଳିମ ନେତୃତ୍ୱରେ ମାଷ୍ଟର ଟ୍ରେନର
- ପ୍ରଦର୍ଶନୀରେ ଓଡ଼ିଶାରେ ବର୍ଷକୁ ୫ ହଜାର ଗୁଡ଼
- ଦିନକୁ ଓଡ଼ିଶାରେ ମରୁଛନ୍ତି ୧୩ ଲକ୍ଷ ୧୫ କୋଟ
- ଦେଶରେ ବର୍ଷକୁ ମରୁଛନ୍ତି ଦେବୁଲକ୍ଷ ରୋଗ

Source- CMO Odisha (Social Media Handle), State Transport Authority, Odisha and National & Regional Newspaper

Conclusion from the program

The project was inaugurated by the hon'ble Chief Minister of Odisha, Shri Naveen Patnaik, on 10th November 2021 at the Lok Seva Bhawan, Bhubaneswar. Key highlights from the inauguration include:

- Unveiling of the logo of Project 'Rakshak' followed by a short video conveying the project concept
- Announcement of a reward of INR 2,000/- to every Good Samaritans by Odisha government. It may be noted that Union government has already launched a scheme for Good Samaritans under which anyone who voluntarily saves life of an accident victim within golden hour (refers to the one-hour time period following a traumatic injury) will get a cash reward of INR 5,000/- from Ministry of Road transport and highways (MoRTH) and a certificate of appreciation. Hence, a person saving lives during golden hour is entitled to a total of INR 7,000 reward in the state.
- 1st aid kit and T-shirts were distributed to selected project participants.
- It was announced that the State has set up a corpus fund of INR 147 Crore to treat accident victims
- It is worth highlighting here that State has provisions of extending a solatium fund of INR 2,00,000/- and INR 50,000/- to the deceased and critically injured person respectively in a hit and run cases.

Cluster based ToT under SANKALP

Program objective: Project aims to create a pool of highly skilled Trainers for Automotive Sector in manufacturing domain

- Focused Candidates: Industry experts to be trained as Trainers for the skilling ecosystem
- Training Location: The implementation of the project will be in Aurangabad as its an Automotive cluster identified. It is one of the biggest clusters with more than 3,000 + industries supporting the auto OEMs all over India and manufacturing auto components
- Number of Candidates: 3 batches of 25 candidates each were proposed for the pilot
- Job Roles: There are 3 courses identified
 - a) CNC Programming and Operations – Completed 23 Numbers
 - b) Advanced Welding Technologies – Completed 20 Numbers
 - c) Robotic Technology and Operations – Completed 32 Numbers

Snapshots





Working Group Meetings



Lokmat Times

Sankalp initiative at MAC to create skilled manpower

LOKMAT NEWS NETWORK
AURANGABAD, AUG 25
union ministry of skill development and entrepreneurship has launched the Sankalp initiative to prepare certified trainers to impart required training to the skilled manpower in the industrial sector.

automobile sector. The training to trainers (TOT) programme will be jointly implemented by the ministry of skill development, Automotive skill development council (ASDC), GIZ, Maharashtra skill development society and MAC.
The training required to become a certified instructor in the field of robotics technology, CNC and advanced welding technology will now be available in MAC.
Inauguration today
The inauguration of Sankalp will take place on Thursday. ASDC chief executive officer Arindam Lahiri, Dr R Rodni from

GIZ, MAC president Munish Sharma, managing director Jayant Padalkar will be present, informed MAC director Ashish Garde.
What is Sankalp initiative
In view of the growing demand for skilled manpower, the ministry of skill development in collaboration with the World Bank, has launched the Sankalp initiative. Certified trainers in robotics technology, CNC programming and welding technology will be created in the Sankalp initiative. Training of three batches has started under advanced welding and CNC programming.



COMMUNICATION AND ADVOCACY

Communication 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.

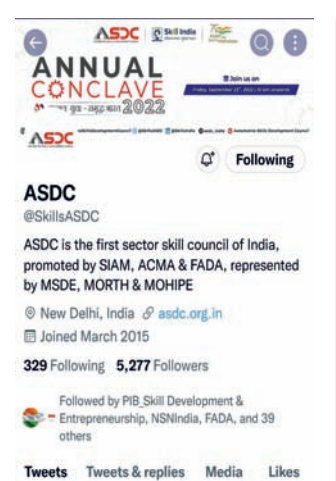
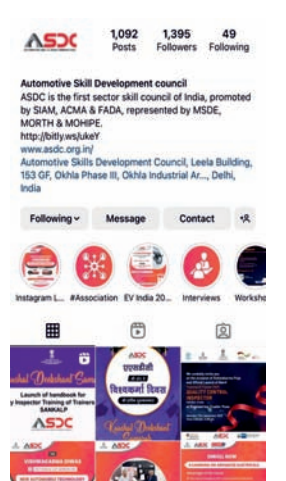


Interactive Bees has been providing complete Brand Communication Solutions, across various industries for 13+ years now. With notable International and Domestic brands under our belt, we are an innovative and enthusiastic bunch that delivers Quality and much more to our clients. The hive of Interactive Bees is always buzzing with ideas for both mainline and digital advertising work. We are instrumental in offering a vast and diverse solutions, including Web Designing and Development, SEO, SMM and ORM, along with our expertise in Traditional Branding, Content Generation and Corporate Branding solutions, Video Production, and Print Collaterals are just to name a few.



SOCIAL MEDIA

Social Media Handle		Followers
	@AutomotiveSkillsDevelopmentCouncil	6,540
	@SkillsASDC	6,541
	@asdcindia	5,913
	@asdc_india	1,277
	@asdc	1,290









Automotive Skills Development Council

ACMA

Automotive Component Manufacturers Association

SIAM

Society of Indian Automobile Manufacturers



Federation of Automobile Dealers Association

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