

NSDC Partners' Meet

After a gap, NSDC resumed the practice of holding Partner's Meet, which was held in New Delhi in November 2016. The meet was attended by Sector Councils, Training Partners and Ministry officials.

Industry Reach out

Indian Vehicle After Sales Summit:

World Auto Forum organised *Vehicle After Sales* conference. ASDC CEO participated in the panel discussion on *Business Excellence powered by Skill Development*. The event was attended by a sizable gathering of auto industry representatives and several ideas were exchanged during a lively Q&A session.

Indian Automotive Technology and Innovation Awards (IATIA) 2016:

The media group, Auto Tech Review organized an award function for auto industry, it was a well attended programme that felicitated industry winners in different categories of Automotive Technology. ASDC CEO co-presented the award to the team from Maruti Suzuki who were the winners in one of the R&D categories.

Wild Card Entry Skills Competition

ASDC in collaboration with Tata Motors Limited, Pune successfully conducted the wild card entry selections round for the *Automobile Technology* skill category. This competition was held from 17~19 Nov'2016 at Tata Motors Training Centre, Pune. There were total 9 participants from various organizations and institutes such as Mahindra, Tata Motors, Maruti Suzuki, Rustomjee Academy (ASDC Training Partner), Auto Institute (ASDC Training Partner) and Smart Skills. The winners in this category were from Mahindra, Tata Motors and Rustomjee Academy.

ASDC also organised another round of Wild Card Entry Selections in collaboration with Mahindra & Mahindra limited, Nasik. This round was for the *Autobody Repair* and *Car Painting* skill categories. The event was successfully completed on 20th~21st December, 2016 at Mahindra Institute of Learning Excellence (MILE), Igatpuri. There were total six participants in each skill category from various organizations and institutes including Mahindra, Toyota, Maruti Suzuki, Audi India and St. Joseph ITI Institute, Mumbai. The winners in the *Autobody Repair* skill category were from Audi India and Maruti Suzuki, while the winners in the Car Painting category were from Toyota India, Maruti Suzuki and Mahindra.

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Hon'ble PM at ASDC Stall at Kanpur

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CEO Speak

In the second half of Dec '16, Kanpur hosted first of its kind mega Skills Exhibition. It was a grand affair that showcased skilling efforts of select sectors including our own Automotive sector. Hon'ble Prime Minister Mr Modi inaugurated the exhibition and ASDC had the privilege of welcoming the PM alongside Hon'ble Minister for Skills Sh Rajiv Rudy to our stall. The PM took keen interest in the Simulator based Driver Training that was on display there. On the occasion, the PM also remotely inaugurated three more Driver Training centres set up by ASDC partners. Several more centres are in the pipeline over the next quarter and beyond. It was exciting to witness a continuous stream of boys and girls visiting the exhibition. ASDC received a very large number of aspirants over the four days. That our large population offers possibility of a *demographic dividend* is well known ; and here was the evidence, if ever one was needed. Skilling ecosystem has the onus of delivering the required supply of skills while the economy needs to provide employment opportunities on the demand side. For the Automotive sector, ASDC will spare no effort in providing the bridge to connect both the sides.

During Nov-Dec 2016,Skills Ministry also organized *rozgar melas* across different cities of UP. Several of our Industry members along with ASDC participated in these events and Letters of Intent were extended to many candidates. Going forward we need to evolve mechanism that would provide a deeper connect between certified skills and the jobs on offer.

PMKVY 2 is now slowly gathering momentum. Several centres with acceptable quality norms are gearing up to deliver training aligned to ASDC QPs. Content books developed by ASDC for ten different job roles will now be available for the trainees.

ASDC has also renewed its focus on Training of Trainers. Within the month of December '16, as many as five ToTs were organized across Delhi, Pune, Chennai and Ranchi. Most of the participants were from the AICTE affiliated institutions who, for the first time, received orientation on industry aligned qualifications. ASDC plans to continue the focus on these programmes across different skill domains required in our sector.

Readers would recall ASDCs initiative in organizing Skill Competitions. It was exciting to organize *Wild Card Entry*selection round for different categories. Our Industry partners Tata Motors and Mahindra supported ASDC by hosting these events at Pune and Nashik respectively. Participants included representatives from various OEMs including Audi India who sent in a candidate for the first time. Also for the first time there were candidates from few of our non industry Training Partners. In times to come, ASDC has clear plans to spread the reach of these competitions, far and wide.

Your views and ideas are keenly awaited, so please do keep them coming!

Mega Skills Exhibition in Kanpur

Ministry of Skill Development and Entrepreneurship organized, first of its kind skills exhibition in the old industrial city of Kanpur. The four day exhibition was inaugurated by the Hon'ble Prime Minister. ASDC had the privilege of welcoming the PM at our stall. The PM took keen interest in simulator-based driver training, that was on display.

On this occasion, the Prime Minister also digitally launched three new ASDC affiliated Driver Training Centres.

Driver Training

Road Safety is one of the biggest concerns in India currently. This issue is critically linked to Driving skills. ASDC has been making continuous efforts in galvanizing related actions by Industry, Training Centres and Government. ASDC is also committed to facilitating emergence of a large network of centres for training in various driving roles.

While the attempt has been directed towards aligning existing centres to ASDC process, effort is also focused in developing new centres. After the launch of centre at Chhapra, Bihar in October 2016, three new centres, at Coimbatore(Tamil Nadu), Sikar(Rajasthan) and Vijayawada(Andhra Pradesh) by ASDC partners Rise India were digitally launched by the Hon'ble Prime Minister, Mr. Narendra Modi in the company of Hon'ble Minister for Skills, Mr. Rajiv Pratap Rudy from Kanpur on 19th Dec 2016. Five more centres will be added by March 2017.

Rozgar Mela

Skilling for Jobs is of critical importance. It is one of our key responsibilities to understand the job requirements in the industry and then skill the youth accordingly. One such initiative was the series of Job Melas held in Uttar Pradesh recently. The programme was very well received by the masses and we had very successful job drives in cities like Lucknow, Agra, Muradabad, Ghaziabad, Saharanpur, Kanpur etc. Several Industry members collaborated with ASDC in these melas and more than 50 candidates were short listed for offering employment.

ASDC Initiatives with States

Manipur – Aligned with the broader objective of integration of North East, a one day workshop on skill development was organized by the state government of Manipur at Imphal. Select Sectors including Automotive put forward a list of opportunities for skilled manpower.

Tripura - During this period ASDC reached out to officials from the State Skill Development Board of Tripura to discuss possible avenues for skill development and employment within and outside the state.

Assam – Continuing with the focus on the North East, NSDC organized a workshop in Guwahati. The workshop was attended by training partners operating in the region. The partners shared their experiences and challenges faced. Several new ideas specific to the state of Assam and NE region as a whole were discussed during the event.

Himachal Pradesh – ASDC signed an agreement with Himachal Pradesh Kaushal Vikas Nigam with a special focus for skill development initiatives in the Automotive Sector.

RPL Project

The Automotive Industry provides large employment in the country. Among those employed, there is mix of formally trained/certified and untrained/uncertified people. However even the untrained and uncertified people acquire skills while on the job and therefore need to be recognized for their skills. RPL (Recognition of Prior Learning) project aims to achieve this very objective. Under the PMKVY scheme there is a large portion being earmarked for RPL projects. ASDC along with its partners is in the process of planning big numbers in this category.

SIAM CSR Conclave

Society of Indian Automobile Manufacturers(SIAM), one of the promoting bodies of ASDC for the first time organized a conference on Corporate Social Responsibility. Stakeholders including industry representatives and ASDC shared their views and experiences in organizing CSR initiatives and also ideas for projects in this category. ASDC shared few of the successful pilots that have been completed with the help of Maruti and Tide Water among others and urged corporates to come forward and use the ASDC platform for their CSR initiatives.

Alignment of DGT Courses with ASDC Qualifications

ASDC has been working on the project of mapping courses offered by DGT with QP/NOS. The idea is to work towards alignment of these programmes, keeping in view that they both address the same end users.



ASDC Training of Trainers in Chennai



ASDC Training of Trainers in Pune



Wild Card Entry in Automobile Technology Category held at TATA Motors, Pune



Indian Automotive Technology and Innovation Awards



Rozgar Mela in Lucknow



SIAM's first CSR Conclave held in New Delhi



Wild Card Entry in Painting Category held at MILE, Igatpuri.



ASDC Wild Card Entry Competition at MILE, Igatpuri



ASDC Training of Trainer Programme in New Delhi

Rationalisation of QP

Earlier, ASDC had pioneered development of Skill Qualification Standards in the form of QP/NOS. Continuous refinement, up gradation including obsolescence & creation of new qualifications is built into the QP/NOS process. The original development work was done with active participation of industry. In order to ensure that the revision work is also as per industry requirement the same is being initiated under the guidance of ASDC expert groups. These Expert Groups are being formed in R&D, Manufacturing, Sales, Service as well as in Driving & road transportation domains. These panels of experts are being formed by grouping leaders nominated by our industry. The revision work is expected to be completed over the next two quarters. At present ASDC is also developing qualifications for Highway Vehicle Toll Operations and for Bicycle repairs.

Training of Trainer Programmes

During the period under review, ASDC put renewed focus on ToT programmes and strengthened the team of Master Trainers for various domains. Mr. Arun Atal and Mr. Anil Tandon, who have long careers in automotive industry in the Manufacturing and Quality Assurance functions have augmented the team along with Mrs Alka Pande and Mr N Bala who have been spearheading this activity for several years now. In the month of December, 2016 five ToT programmes including two in Delhi, one at Ranchi, and one each at Chennai and Pune were completed.

International Certification

ASDC had recently signed an agreement with IMI, UK for international certification through select centres. In recent weeks both organisations have been working together to chalk out operational details.