

# ASDC Times

**Automotive Skills Development Council - Newsletter**

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 **BE SKILLED, BE INDEPENDENT**



## Update on Appointment of CEO:

Mr Arindam Lahiri (PGDBM, IIM Lucknow; Mechanical Engineer, Jadavpur University) has been selected for the position of CEO. He met ASDC team during a meet and greet session on the 14th of November, 2018. Mr Lahiri will take charge from January, 2019.

## Partnership with TCS:



ASDC has collaborated with Tata Consultancy Services iON, MoU has been signed with comprehensive schedule.

Complete re-imagination of the assessment process focussing on digital assessment with less human interference, resulting in credible assessment and quality output.

### Highlights are:

- Focus on standardization of learning content by digitizing the content and making it available/accessible to all TPs/Trainers/Learners. Focus on enhancing competencies and accountability of Trainer and assessor by providing digital solutions and access to learning content etc.
- Complete digitalization and real time process for affiliation of Training partner and training center providing complete transparency & accountability.
- Complete re-imagination of the assessment process focusing on digital assessment with less human interference, resulting in credible assessment process and quality output. Creating industry benchmark assessment which focuses on certifying/ensuring the skill level of learner and his/her job readiness, thus helping industry in resource planning and designing competency development of employees.
- Bringing skilled candidates closer to Industry and providing insights of Skilling process of candidate to industry. Real time inventory of skilled workforce will be available to the Industry by providing them access in a listing platform.



## Subject Matter Expert Groups:

Support for revaluation and updation of Standards and Qualifications has been further strengthened by involved and intense participation from the Industry.

- Mr Pradeep Kumar Kapse (Eicher) will continue to chair the ASDC Expert Group - Manufacturing,
- Mr Sanjoy Gupta(Mahindra & Mahindra) joins as the chairman of ASDC Expert Group – Service
- Mr Rajiv Gupta(Honda) joins as the chairman of ASDC Expert Group - Sales
- Mr Mahesh Rajoria will also continue as the chairman of ASDC Expert Group - Driving.

Kudos to the excellent industry support with over 335 experts contributing towards the various Expert Groups to update the existing skill standards. Looking forward to more and more participation from the industry!

## Electric Vehicles



ASDC is currently working very closely with Department for International Development(DFID), a UK ministerial body and Pricewaterhouse Coopers Pvt Limited (PwC), along with the Sector Skill Council for Green Jobs to develop Content and Curriculum for new and enhanced job roles in Electric Vehicles, along with Training of Trainers, Infrastructure Development support etc.



## National Apprenticeship Promotion Scheme (NAPS)

Since the launch of Skill India mission, Ministry of Skill Development & Entrepreneurship (MSDE) has made significant amendments to the Apprentices Act 1961, making it easier for the industry to hire apprentices. To further catalyse apprenticeship training across different sectors, MSDE launched NAPS. The program directly incentivizes corporates, to train and hire apprentices, through reimbursement of 25% stipend per month per apprentice, maximum up to Rs. 1500/- per apprentice. With this scheme, establishments can now engage apprentices in a band of 2.5% to 10% of the total manpower strength of the establishment. ASDC is organising workshops with SIAM, ACMA, FADA committees/members for skilling aided Capital Creation, which in turn would lead to higher Economic activity.



## Recognition of Prior Learning – Type 4: (RPL-4)

While there is an urgent need for skill training across the country, the absence of sufficient training avenues prevents people from acquiring skills training and certification through formal channels.

As a result, most of the skill acquisition takes place through informal channels such as family occupation, on-the-job training under master craftsman, etc. These skills go unrecognized as they are not acquired through formal means and are never formally recognized.

This prevents some sections of skilled workforce from accessing formal employment opportunities, utilizing their experience to further taking up educational courses and benefitting from other career progression opportunities available through formal training system.

Recognition of Prior Learning (RPL) is defined as the process of recognizing previous/ prior learning, often experiential, towards gaining a qualification. The program trains, assesses and certifies those who have acquired their skills informally.



## Benefits for the Industry/Employer:

- Improve employee motivation and their interest in workplace activities
- Facilitate access to jobs and progression in career pathways as well as academic pathways towards higher learning
- Promote a culture of continuous learning in the organization
- Focused training program depending on the need of employee (identification of skill gap) and avoid duplication of training programs, saving time which could be effectively utilized towards growth and innovation
- Provide employee recognition based on grading and pay/salary

ASDC is continually working towards value addition in the Automotive Skilling Ecosystem; in this regard SIAM, ACMA and FADA are supporting for implementing RPL-4 schemes. OEMs/Suppliers/Dealerships are shortlisting employees suitable for certification & Managers/Supervisors eligible to become assessors, who will get aligned to NSQF standards and requirements in order to take this forward. Proposals for the pilot project at Mahindra & Mahindra Dealership at Alwar, Rajasthan and with OLA for 1,00,000 Drivers across India have been submitted and awaiting approval from NSDC.



## Training of Trainers:

Continuing its focus on the very important area of quality of the Trainers, ASDC conducted 7 TOT programmes, training 139 Trainers during the period under review, in Kerala, Tamil Nadu, Sikkim and Madhya Pradesh. This ASDC initiative is being spearheaded by Mr Arun Atal for the Manufacturing domain, Mr Sanjeev Tiwari for the Sales domain, Mr Vinod Diwedi for the Service domain and Mr Arun Lakhsman for the Driving domain.

## ASDC initiative of Skilling in Higher Education:



Readers would recall that ASDC has been making efforts towards furthering the collaboration between industry and academia through skill interventions for making Skills aspirational and integrated with academic pathways, towards appropriate career pathways.

In this sense, acquiring a certain vocational skill is not an end in itself but the beginning of an aspirational career/journey which when integrated with vocational skills based Academic Pathways will facilitate realise a higher purpose and life's calling.





## India Skills Competition:



The journey of World Skills Competition-2019 (WSC) started from January, 2018 with a series of workshops conducted by ASDC for the Capacity Building of the various States.

All the regional competitions finally led to “India Skills National Competition-2018” from 2nd to 6th October, 2018 at Aero City Grounds, New Delhi. India Skills Nationals witnessed 400+ Competitors representing 27 participating States across 45 Skill categories, including 4 automotive skills, Automobile Technology, Autobody Repair, Car Painting & Prototype Modelling.

ASDC’s Cross-Functional Team (CFT) jury members from all across the industry such as Maruti Suzuki, Tata Motors, Mahindra & Mahindra, Toyota, Hyundai, Renault, Akzo Nobel, Axalta, BASF, PPG Asian Paints, Nippon Paints, Car-o-liner worked tirelessly towards the objective of shortlisting the best candidates to represent India at WSC-2019 Kazan.

Mr. Tushar Phadhatare from Maharashtra (Tata Motors) bagged the Gold in the Automobile Technology Skill Category, Mr. Suraj from Uttarakhand (Maruti Suzuki) won the Autobody Repair competitions, Mr. Govind Kumar Sonkar from Uttar Pradesh (Maruti Suzuki) won the Gold in Car Painting category and Mr. Abhishek AN from Karnataka (Toyota) topped the Prototype Modeling category.



## Website:

As it is well-known and established that a website is one of the most critical communications tool for an organisation. It makes a significant difference on how target audiences view a business or company and potentially turn them into acceptors/customers. As such, developing a website design that has an impressive user interface will lead to better performance. The current website was developed in 2014 and requires revamp and up-gradation to remain aligned to ASDC objectives.

We have hired Interactive Bees to design a new website which is purposeful, integrated, consistent, flexible, efficient, engaging, usable, scalable, content-rich and with effective content dissemination. The first phase of development has been completed and the new website will be Live by the end of November.

## Digital Marketing Agency:

ASDC's primary function is to bridge the gap between industry demand and skilled manpower available in the ecosystem. To meet these objectives, ASDC interacts with the Industry (SIAM, ACMA and FADA members), NSDC, various Ministries and the State Governments/Skill Missions on a regular basis to take its agenda forward. These interactions are of critical importance for aligning ASDC activities and output to Industry needs, the Government's plans and targets and to participate in various Government schemes for skilling and employment. To be able to achieve these objectives, we need to continually strengthen interaction with the target audience on a regular basis and keep them informed and updated about ASDC.

Towards this objective we have hired AdFactors PR as our Digital Marketing Agency to promote ASDC and its initiatives and engage with the ecosystem by suitably using platforms like Facebook, Twitter, LinkedIn, Instagram, Youtube, Blogger Tie-ups and online promotions (Google & Facebook).