

# ASDC TIMES

**Automotive Skills Development Council - Newsletter**

ISSUE 35 | AUGUST 2020



**Committed to empowering the  
youth of the nation by giving them  
#FreedomToLearn!**

## Editorial

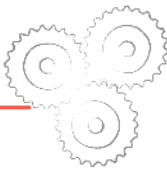
### From The CEO's Desk

"In this new normal, we need to brace ourselves to restart the businesses in terms of re-imagining people practices and categorizing and keeping an inventory of the workforce" Arindam Lahiri, CEO, ASDC at 9th Northern Region **ACMA India**



**Mr. Arindam Lahiri**  
CEO-ASDC

## News



Due to popular demand Mr. Arindam Lahiri, CEO, ASDC addressed the audience once again to answer all their unanswered questions related to #skilling and #automotive industry on 4th Aug'20.

On 21st August ASDC conducted the Quarterly Governing Council meeting amid the new normal. We thank all our Governing Council members for their valuable time.





### DID YOU KNOW?

**17,000+ people** have enrolled for ASDC's e-learning courses & getting skilled to excel in the automotive industry

**#FreedomToLearn**

Knowledge Partner SkillsTrainer LMS Partner TCS iON



### Celebrating the Spirit of Independence

Happy Independence Day

ASDC is ensuring access to skill training to larger workforce through its e-learning courses & various initiatives towards #skilling youth in the #automotive industry.

This #IndependenceDay, get #FreedomToLearn by enrolling for ASDC's e-learning courses.







ASDC has launched various online courses over the past few months with which it aims at #skilling & #upskilling the #auto workforce, revamping their professional capabilities, & urges everyone to #StayHomeStaySafe & keep learning new skills.

## E-LEARNING COURSES BY ASDC

- ⊗ Sales Executive Dealership
- ⊗ Service Technician Two Wheeler & Four Wheeler
- ⊗ The Telecaller- Auto Dealership
- ⊗ Showroom Hostess/Host - Auto Dealership
- ⊗ Taxi Driver

ASDC aims to continually develop and upgrade the auto industry workforce through its multifaceted endeavours

#SkillSeSmile



LMS Partner  
**TCS iON**



/ NATIONAL LEVEL E-WORKSHOP ON

## FUNDAMENTALS OF AUTOMOBILES

### COURSE DETAILS:

- / Foundation of Automobile
- / Powertrain
- / Suspension System
- / Steering System
- / Brakes System
- / Ergonomics
- / Body and Chassis
- / Vehicle Integration
- / Advance Automotive Technology

Enroll Now : Mail [info@carmate.co.in](mailto:info@carmate.co.in) or Call 996 7841 469

  Carmate Tech Centre



National level e-workshop on "Fundamentals of Automobiles" brought to you by Carmate with certification partner "Automotive Skills Development Council". A not to be missed program for the automotive enthusiasts. Enroll now. Hurry limited seats available. For more information - [www.carmate.co.in](http://www.carmate.co.in)





## #FreedomToLearn

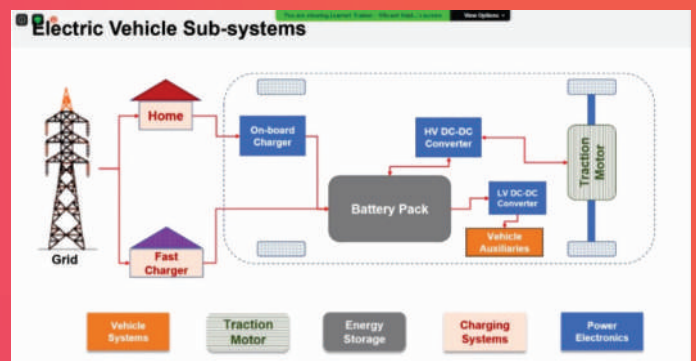


ASDC has developed qualification standards for 180 + job roles and contributed towards #skilling and #upskilling the #auto workforce to help automotive industry grow professionally.

**Register before 15th August, 2020**



ASDC is rolling out a first-ever Online Training & Certification Program on model-based development of Electric Vehicles in partnership with pManifold .Read the article to know more about the program & the opportunity it holds for the India #auto industry.  
<https://bit.ly/344VKrA>



On 17th August ASDC began hosted the first session of EV System Engineering Training Program, where industry experts helped the participants get a in-depth understanding of EV system & subsystem basics, their functions & other technical specifications.







## The ASDC Showroom

### Hostess/Host - Auto Dealership online course

To build and upgrade the skills of showroom hostess/host working at automobile dealerships.

**₹ 1299 Free**  
until 30<sup>th</sup> Sep'20



#### Eligibility

12th pass and above

#### Course Duration:

12 Weeks

#### How to enrol:

<https://www.asdc.org.in/learn-at-home>  
For More Details: Kindly email us at [info@asdc.org.in](mailto:info@asdc.org.in)

#### What will you learn

- ◆ Key concepts specific to the automotive industry
- ◆ Activities for hosting customers in an automobile showroom
- ◆ Steps to plan and organise work to meet organisational requirements

### E-Learning Course

Knowledge Partner

LMS Partner

Promoted by

**SkillsTrainer**  
Assure Skills - Assure Quality, Assure Future...

**TCS iON**  
Talent. Connect. Grow.

**SIAM**  
Society of Indian Automobile Manufacturers

**ACMA**  
Automotive Component Manufacturers Association of India

**ASDA**  
Automotive Skills Development Authority

## The ASDC Taxi Driver online course

To build and upgrade the skills of those who aspire to become professional taxi drivers & develop entrepreneurial skills

**₹ 1299 Free**  
until 30<sup>th</sup> Sep'20



#### Eligibility

10th pass and above

#### Course Duration:

12 Weeks (1-2 Hours/Week)

#### How to enrol:

<https://www.asdc.org.in/learn-at-home>  
For More Details: Kindly email us at [info@asdc.org.in](mailto:info@asdc.org.in)

#### What will you learn

- ◆ Ensure roadworthiness of vehicle
- ◆ Coordinate with the control room and reach customer pickup point on time
- ◆ Drop the customer safely using the quickest route and collect the applicable fare
- ◆ How to work effectively in a team
- ◆ Follow Health, Safety, and Environment (HSE) and Security-related guidelines
- ◆ Develop entrepreneurial and work readiness skills

### E-Learning Course

Knowledge Partner

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**SIAM**  
Society of Indian Automobile Manufacturers

**ACMA**  
Automotive Component Manufacturers Association of India

**ASDA**  
Automotive Skills Development Authority

Showroom Hostess/Host - Auto Dealership- | e-learning program offered by ASDC aims to #upskill the #auto workforce and designed especially to build & upgrade the skills necessary to be an effective showroom hostess/host at automobile dealerships.

ASDC, with its Taxi Driver Online course, provides an opportunity to all the existing & fresher's Taxi Drivers to learn & develop entrepreneurial & customer service skills required in the #auto industry.



#### SKILL UPGRADATION & TRAINING

### MAKE MANUFACTURING GREAT AGAIN: ATTRACTING TALENT FROM GEN Z



Jul 27, 2020 | With the 'Generation Z' or 'Gen Z' now making an entry into various sectors, it is important to tweak one's way of working/functioning to adapt to the nature of these digital natives. It is necessary for industries to attract quality talent and retain them at the same time. ASDC has been continually working on developing and upgrading automotive skills for higher value additions to the organisation by making skills aspirational and with integrated academic pathways. In this article, the author explores the idiosyncrasies of attracting the Gen Z to one's organisation, the 'retainment' factor and how change in leaders & technologies can be vital for

★★★★★ 1 RATING

## Role of Gen Z in Manufacturing

With the 'Generation Z' or 'Gen Z' now making an entry into various sectors, the manufacturing industries must attract & retain quality talent. We encourage our readers to read the article from the link below and find out the six key areas to be focused by the manufacturing industry to attract young workforce representing the Gen Z. <https://bit.ly/33PMwiP>





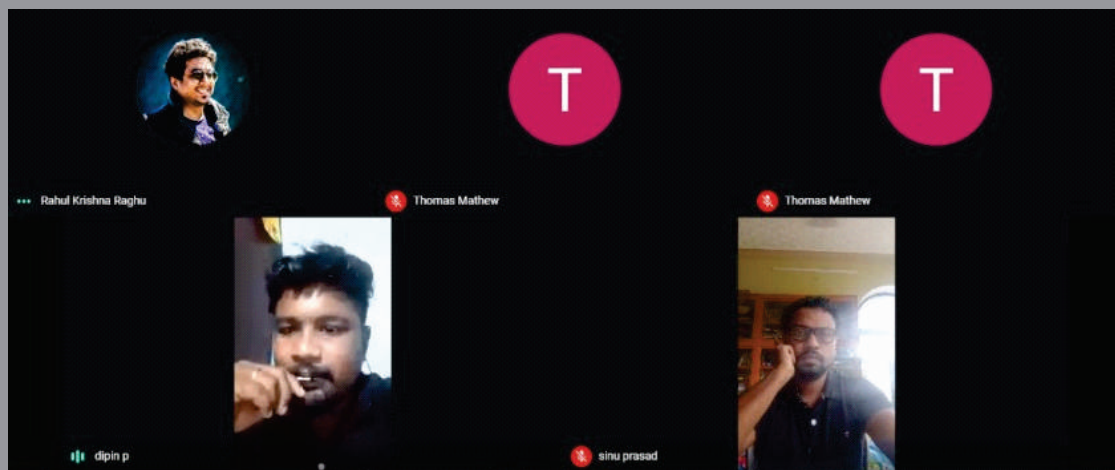
**Mr. Arindam Lahiri, CEO, ASDC**  
Co-Moderator at PManifold's Webinar

**Upskilling EV Industry in India:  
Product Design, Testing & Calibration**

 **5<sup>th</sup> Aug 2020 | 03:00 PM – 04:30 PM**




Mr. Arindam Lahiri, CEO, ASDC, Co-moderated the webinar organized by pManifold along with the other panelist, focusing on the #skills required for product design, the advancement of EV knowledge & hands-on skills, and the future trends.



ASDC's Virtual Recruitment Drive for Kasargod, Kerala has kicked off, making the recruitment process more effective & efficient for the #automotive dealership.

Webinar on

**Upskilling EV Industry in India: Product Design, Testing & Calibration**

**Aug 5, 2020 | 3 PM to 4.30 PM IST**

Jointly Organized By




 <b>F. R. Singhvi</b> Chairman, Education, Skilling, Training & Mentorship, ACMA	 <b>Prashant K. Banerjee</b> ED SIAM
 <b>Chandrasekaran Rengaraj</b> Chief Engineer Ather Energy	 <b>Kaustubhan Srivathsan</b> Sr. Technical Advisor Ola Electric Mobility Pvt. Ltd.
 <b>Arindam Lahiri</b> CEO ASDC	 <b>Vikrant Vaidya</b> Partner & Lead EV System Engineering, pManifold

On August 5 ASDC along with Pmanifold hosted a webinar on “Upskilling EV Industry in India: Product Design, Testing and Calibration” with our eminent speakers.



## Webinar on Up-Skilling EV Industry in India



Mr. Arindam Lahiri, CEO, ASDC co-moderating an insightful webinar session on Upskilling EV Industry in India: product Design, Testing and Calibration along with the other industry experts.



"We need specialized people in the EV Vehicle industry for the core activities and need to emphasize on #upskilling the workforce at both technical & non-technical front" - F R Singhvi, Chairman, Education, Skilling, Training & Mentorship, ACMA India in the webinar on Upskilling EV Industry in India: product Design, Testing and Calibration.

## Skills-deficit faced by the industry and youth employability issues Awareness on National Apprenticeship Promotion Scheme (NAPS)

Virtual Session 19.08.20 (Wed) 1100Hrs – 1230Hrs

### SESSION SPEAKERS & PANEL



**Anita Srivastava**  
Keynote Speaker  
Jt. Director, MSDE



**Jan Ebben**  
Sr. Head, Apprenticeship  
Division, NSDC



**Nikunj Sanghi**  
Chairman, ASDC



**Raman Sharma**  
Senior Advisor, ASDC



**Abhishek Pandit**  
Eduvantage Pvt. Ltd



**Rajkumar Yadav**  
Amass Skill Ventures  
Private Limited



**Arindam Lahiri**  
Session Moderator  
CEO, ASDC

### EVENT SPONSORS



An enriching virtual session with Nikunj Sanghi, Chairman, ASDC, Arindam Lahiri, CEO, ASDC & Raman Sharma, Senior Advisor, ASDC on National Apprenticeship Promotion Scheme to spread awareness on issues like skills-deficit & youth employability.

## Webinar on National Apprenticeship Promotion Scheme



Thanking all the eminent panelists for the enlightening session on National Apprenticeship Promotion Scheme and sharing their views on the importance of apprenticeship and #skilling in the #automotive industry.



“The new NAPS program is extremely industry-friendly and entirely digital to help people navigate through the system efficiently” – Mr. Nikunj Sanghi, Chairman, ASDC at the virtual session on National Apprenticeship Promotion Scheme.

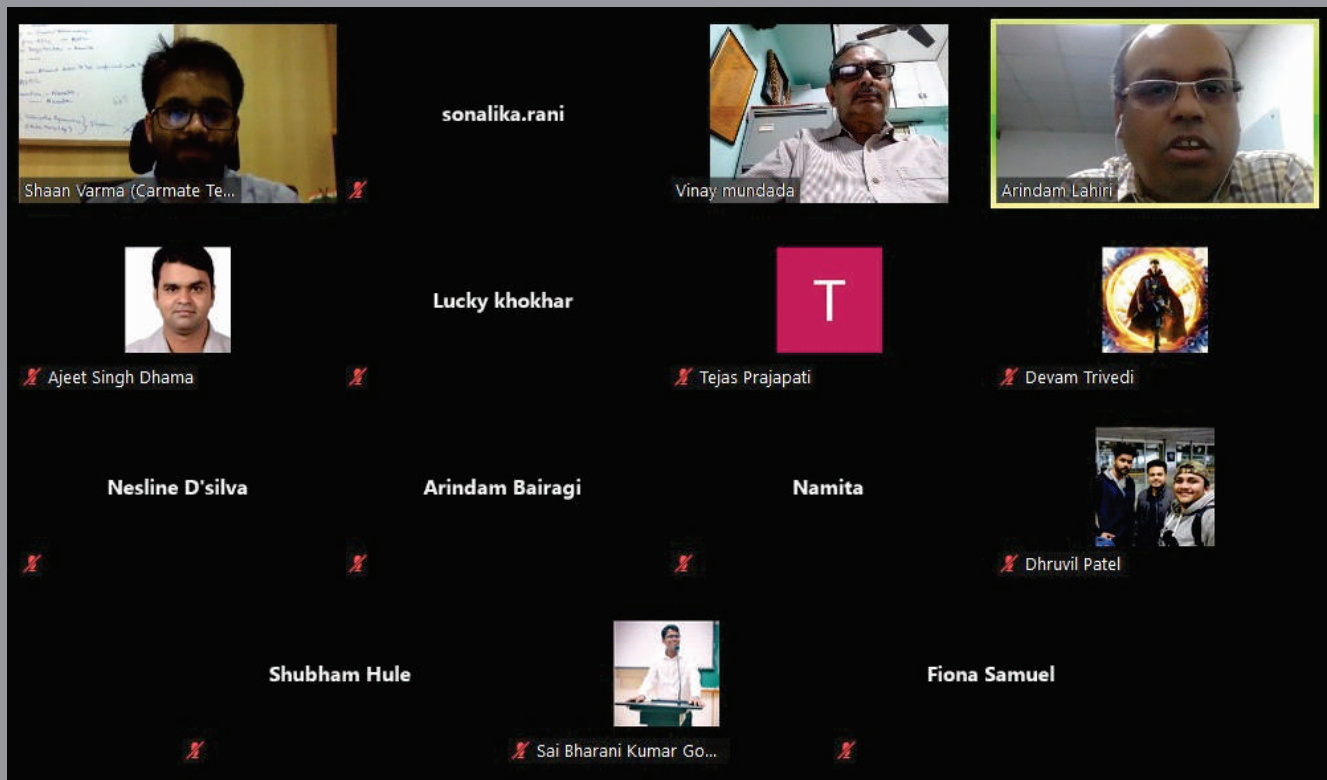


“It’s an inevitable situation for the industry to engage trainees as part of apprenticeship scheme under NAPS, building up their skills & competencies framework” -Raman K Sharma, Senior Advisor, ASDC while sharing his views on the importance of NAPS in the #automotive industry.





Mr. Nikunj Sanghi, Chairman, ASDC, along with other industry experts, in a live panel discussion on “OTA Updates & Cyber Security” organized by Commercial Vehicle Forum



## Inauguration of the e-workshop on Fundamentals of Automobile by Carmate

“The particular program designed by Carmate Tech Centre will be extremely useful for those who want to build a career in the automobile industry in terms of understanding the basics right” - Mr. Arindam Lahiri, CEO, ASDC at the inauguration of the e-workshop on Fundamentals of Automobile by Carmate.



## H R Conclave



**ACMA**  
(Northern Region)  
Automotive Component  
Manufacturers Association Of India

### 9th HR Conclave

## "Re- Emerging in New Normal"

**28th August, 2020      1400 hrs- 1730 hrs**

**Focus on**

- Managing Manpower Challenges & Re-skilling
- Panel Discussion on Leadership during COVID
- HR Challenges Pre/Post COVID -19 & Best Practices in the Industry
- Strategies for Enhancing Energy levels : An Yogic Way

 <b>Deepak Chopra</b> Chairman- Northern Region, ACMA	 <b>Chaitali Mukherjee</b> Partner- Management Consulting & Leader, People & Organization, PwC	 <b>Jayant Davar</b> Past President, ACMA & Founder, Co-Chairman & MD, Sandhar Technologies	 <b>Shradha Suri Marwah</b> Co-Chairperson- Northern Region, ACMA	 <b>Chandan Sengupta</b> Chairman- NR HR Forum, ACMA & CHRO, Sandhar Technologies	 <b>Arindam Lahiri</b> CEO Automotive Skills Development Council- (ASDC)	 <b>Raj Nehru</b> Vice Chancellor, Shri Vishwakarma Skill University, Govt. of Haryana	 <b>Rajiv Kapoor</b> Executive-Director & CEO Group HRM, UNO Minda Group	 <b>Sunil Ranjhan</b> Sr. Vice President- HR, Maruti Suzuki India
 <b>Dharm Rakshit</b> Sr. GM- HR, Dharuhera, Hero MotoCorp.	 <b>Lalitendu Samanta</b> Group Head- HR, Lumax Industries	 <b>Manoj K Sethi</b> CFO & EVP (Organisational Capability), Subros	 <b>Anadi Sinha</b> President- Group Corp. Aff., Minda Industries	 <b>Harbhajan Singh</b> Ex- HMSI & Chief of Strategy & People care, SGT University	 <b>Mahesh Sharma</b> Art of Living	 <b>Dr. Sandeep Saluja</b> Ex- AIIMS & Medical Volunteer, Radhasoami Faith	 <p><b>Contact Us</b> for more details @</p> <p><a href="mailto:hansraj.sarma@acma.in">hansraj.sarma@acma.in</a> <b>+91 7060508867</b></p> <p><a href="mailto:jairaj.kumar@acma.in">jairaj.kumar@acma.in</a> <b>+91 9873479790</b></p>	

**Thank You Sponsors**









"In this new normal, we need to brace ourselves to restart the businesses in terms of re-imagining people practices and categorizing and keeping an inventory of the workforce"- Arindam Lahiri, CEO, ASDC at 9th Northern Region ACMA India

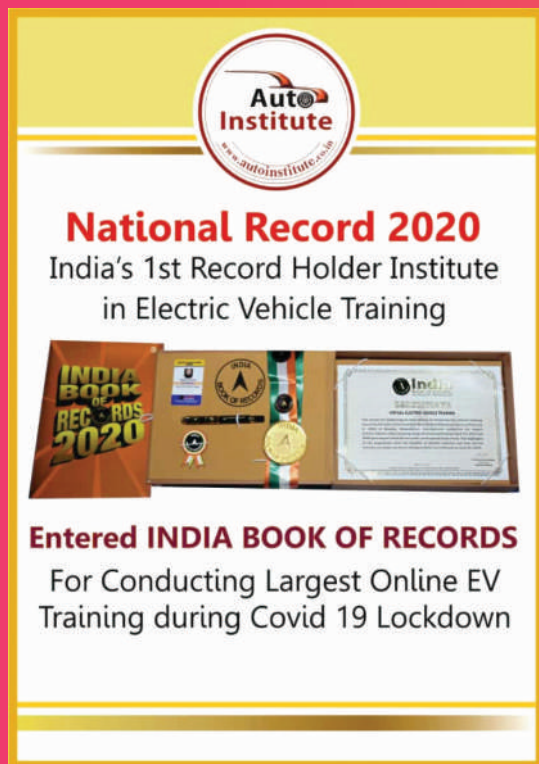


Virtual recruitment : ASDC's Recruitment Drive for Automotive Service Technicians, Automotive Electricians and Service Advisor started today at Shillong, Meghalaya while maintaining social distancing.

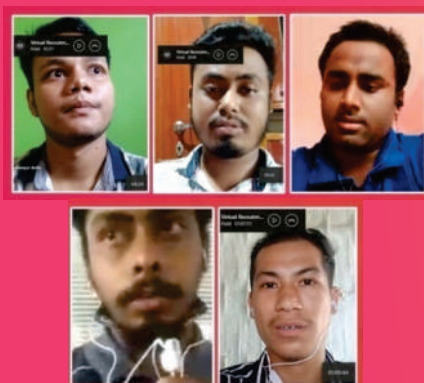


We are glad to announce that Hero Moto Corp conducted their first practical Assessment training for the Vehicle Assembly fitter/ technician level 4 under the self-funded program at Hero Motors Training center after lockdown.





ASDC is proud to announce that Auto Institute one of ASDC's training partners, has made to India Book of Records for conducting India's Largest Electric Vehicle Online Training for 3 days with covering 2000 participants across India and 5 major countries.



## Virtual Recruitment Drive

On the 24th of August ASDC's virtual recruitment drive for Automotive Service Technicians by **Tata Motors** was kicked off at Guwahati. It is aimed in making the recruitment process instrumental and efficient for the Service Technicians in the **#auto** industry.



"The change will not come if we wait for some other person, government, or authorities. We all have to come forward and work together to change the condition of our roads and to stop all road crashes.

Be a volunteer and join with me **#DooriHaiZaroori**. Because, **Jab Hum BadlengeTohDeshBadlega**" - Mr. Nikunj Sanghi, President



"We are all set for the Inauguration ceremony of the Virtual Job Fair 2020 organized by the Swatirtha Charitable Trust." – Arindam Lahiri, CEO, ASDC and other industry veterans as they share their views on the future of jobs and **#skilling** in the industry.

## Testimonials



Neha Sharma, JS Fourwheel Motors shared her learning experience and talks about how the SED course helped her upgrade existing sales #skills and become a better sales professional for the #auto industry. #Skillsesmile



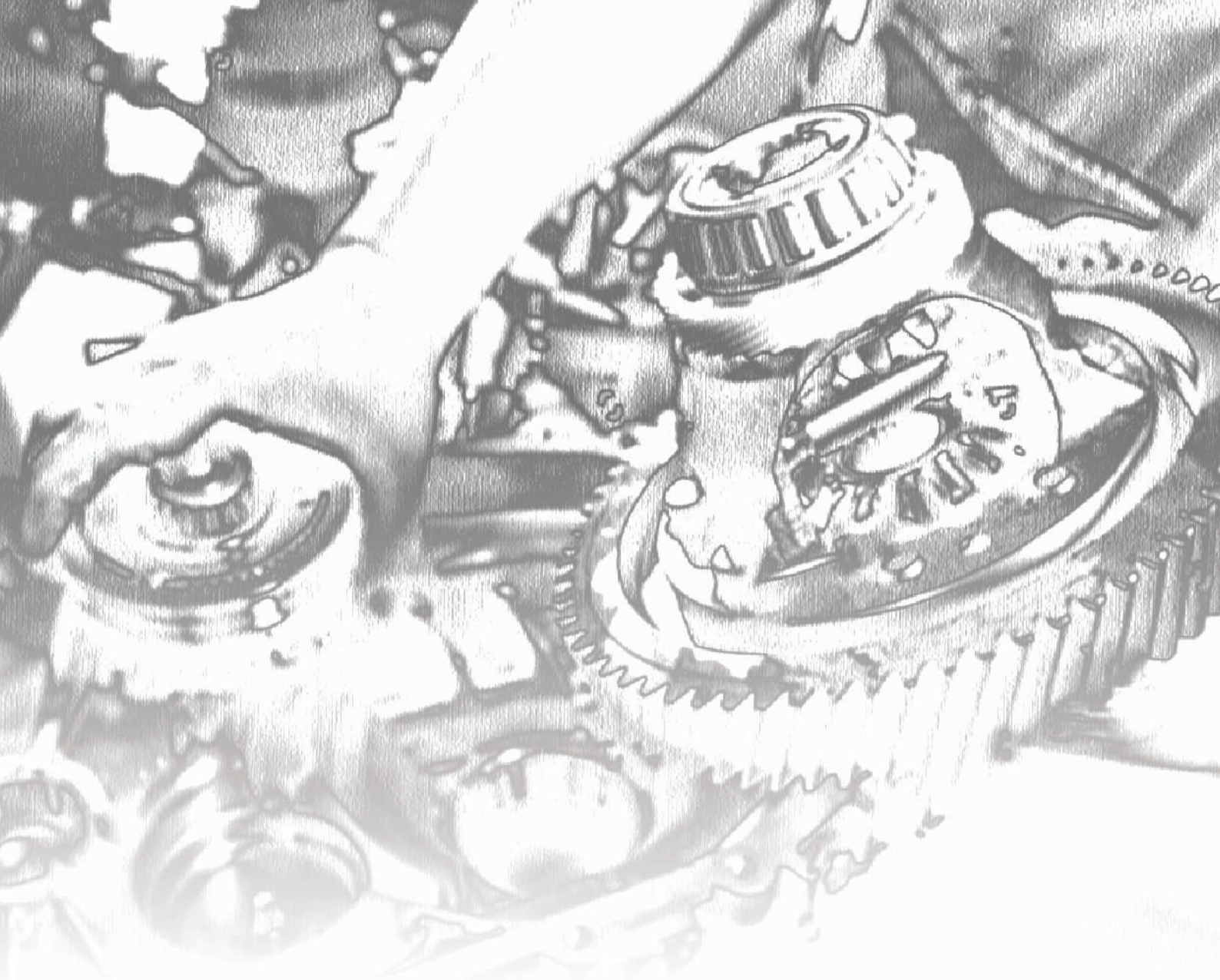
Dr. Ankur Sagar, Assistant Professor, Bhartiya Skill Development University – (BSDU) Jaipur, talks about the Training of Master Trainer: Service Domain program by ASDC and how it will benefit him & help in training more people in the #automotive service sector in future.



## Press Release







**Automotive Skills Development Council**



153 Ground Floor. Okhla Industrial Estate, Phase-3, New Delhi  
Phone: +91 11 42599800 | E-Mail: [info@asdc.org.in](mailto:info@asdc.org.in)  
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