

# ASDC TIMES

**Automotive Skills Development Council - Newsletter**

ISSUE 41 | FEBRUARY 2021



**Transforming the Automotive Industry**

## From The CEO's Desk

ASDC with its multifaceted endeavours aims at creating a pool of skilled workforce in automotive sector by upgrading their existing skill set to align it with new disruptive forces in the auto industry.



Arindam Lahiri, CEO, ASDC

## News

### SANKALP Skilling Program

**lokmat Times**

# Training for quality trainers should be up to par: Lahiri

**Online workshop for 'Sankalp Project Initiative' held**

**LOKMAT NEWS NETWORK  
AURANGABAD, FEB 28**

Automotive skill development council chief executive officer Arindam Lahiri stressed the need for a quality training programme to produce skilled people for the automobile industry. He said the training curriculum should be up to par as the quality of trainers is decided on what training they got.

He was speaking at the first online workshop for 'Sankalp Project Initiative' jointly organised at Marathwada Auto Cluster (MAC) by the automotive skill development council, GIZ-IGVET, Maharashtra state skill development society and MAC under the ministry of skill development

The first online workshop for Sankalp Project Initiative was jointly organised at Marathwada Auto Cluster, Abhay Hanchul, Shivprasad Jaju, Abhay Deshmukh, Ashish Garde and others were present.

and entrepreneurship. The workshop was inaugurated by MAC chairman Munish Sharma and CEO Jayant Padalkar. The workshop was organised to discuss the curriculum for creating skilled manpower for CNC programming, training pattern, on the job training and other issues.

The suggestions after the daylong deliberations in the workshop will be conveyed to the skill development ministry. Technical advisor of GIZ Ravishankar Korgal, CMIA president Abhay Hanchul, Shivprasad Jaju, Abhay Deshmukh, Mandar

Mahajan, Manish Rake suggested the training sessions structure. MAC director Ashish Garde proposed the vote of thanks. Vivek Korangalekar, co-ordinator Shirish Loya, Sanjay Gaurshete were present for the workshop.

**MAC is capable**

MAC has the capabilities to run the Sankalp initiative. It increases our responsibility. Training program for all three subjects, robotics, CNC programming and advanced technologies will be run simultaneously, said Munish Sharma.

Aurangabad First  
Page No. 2 Mar 01, 2021  
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**लोकात**

# ऑटोमोबाईल क्षेत्रासाठी 'क्लस्टर'चे भरीव योगदान

**उपक्रम : मराठवाडा ऑटो क्लस्टरच्या वतीने चर्चासत्र, तज्ज्ञ प्रशिक्षक निर्माण करण्याचा मान औरंगाबादला**

औरंगाबाद : ऑटो क्लस्टरच्या वतीने औरंगाबादला ऑटो क्लस्टरच्या वतीने चर्चासत्र, तज्ज्ञ प्रशिक्षक निर्माण करण्याचा मान औरंगाबादला

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ASDC is proud to associate with GIZ-IGVET, Maharashtra State Skill Development Society and Ministry of Skill Development and Entrepreneurship for Cluster-based training program under SANKALP with an objective to build a pool of quality trainers by incorporating domain training by industry experts and integrating 'On the Job Training' within the model.







# India's Largest Skill Competition Is Back!

Register Now!



#IndiaSkills2021



## Journey To WorldSkills Competition



### Attention!

#### All the aspiring champions!

India Skills is coming to your state, to help you attain world-class standards of competence, excellence, and productivity. India Skills 2021 gives you a chance to represent India at the World Skills competition and set the ball rolling for your journey towards your dreams.

Register today to exhibit your unique skill.





# Cluster-Based Training Of Trainers

A unique program to develop a scalable Industry led prototype



Knowledge Partner



Implemented by  
**giz**

State Partner



Join us for the first phase of the Training of Trainers (ToT) program under project "SANKALP", to equip local trainers with the expertise of CNC Programming & Operations. It is the first of its kind skilling project in India in association with GIZ & MAC.



## ASDC Partners With Magic Billion

To amplify skilling opportunities  
in automotive sector







## A Digital Approach to Drive Profitability for Auto Dealerships

### Modules for Auto Digitisation Program:

- Digital Marketing Trends and Insights
- Digital Marketing Basics with Google
- Build Awareness
- Build Consideration
- Lead Generation with Google
- Success Metrics and Measurement Strategies



Take a deep dive into the world of digital marketing and learn how to increase your auto sales and business profitability by engaging with your prospective buyers during different stages of their purchase journey.

Get the right skills to grow your dealership business and reach your career goals with the second phase of #GrowWithGoogle. Hurry! Register Now

## A program to digitally transform your dealership business

### Key Learnings:

- Grow your customer base
- Understand your customers' needs
- Engage with your customers
- Lead generation with Google
- Using Google trends for market research & consumer insights



### Feedback that Matters

Every bit of the webinar was enriching.  
Grow With Google is a grate initiative.  
Varun Kapoor AMP Motors

One of the best webinar I have ever  
attend about Digital Marketing.  
Naresh Bhagwani Bhagwani Motors Pvt. Ltd.

All the sessions were very informative and  
the use of GMB for business improvement mostly liked.  
Sajithkumar. K Hyson Bhagwani Motors Pvt. Ltd.





# India Skills 2021

**LIVE** on Instagram



19<sup>th</sup> Feb 2021



05:00 PM



**HOST**

**Mr. Arindam Lahiri**  
CEO, ASDC



**GUEST**

**Mr. Chittur Selvakumar Vigneshwar**  
Secretary, FADA

Join us for an insightful conversation with Mr. @arindam2309, CEO, ASDC, and Mr. Dharmendra, India Skills, to know all about the #IndiaSkills2021 competition, its skill categories, eligibility criteria, and registration process. Join us LIVE on Instagram on 23rd Feb'21 at 5 PM.



**Grow With Google –  
Leadership Qualities –Nikunj Sanghi**

Mr. @nikunjsanghi, Chairman, ASDC talks about the successful completion of the first phase of #GrowWithGoogle and how the second phase of this #skilling program intends to benefit the front-line dealers in the automotive sector





Earn #SafeSpeedMiles  
Win The Challenge &  
Get Rewarded



## Road Safety Month

### India Against Road Crash

Better to be safe, than sorry!

Make the right call by joining us for

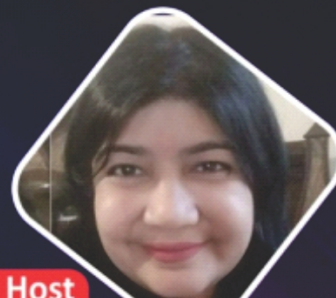
#SafeSpeedChallenge and contributing towards

making Indian roads safe for all. Take a #RoadSafety

**TALK SHOW**

**DRIVE SAFER  
MISSION POSSIBLE**

**04- FEB -2021 - 06:30 PM**



**Host**

**Ms. Prerana Arora Singh**  
CEO, People's Trust



**Guest**

**Mr. Anil Chhikara**

MLO Surajmal Vihar and VIU Jhuljhuli



CONVERSATION  
dChallenge

[www.indiaagainstroadcrash.org](http://www.indiaagainstroadcrash.org)

9354799345

#IndiaAgainstRoadCrash #SafeSpeedChallenge



### Talk Show

Join us on Safer Drives - Mission Possible! Mr. @nikunjsanghi, Chairman, ASDC for the launch of IARC Talkshow



The classes are simple and effective. I was able to learn the subject extensively and expanded my knowledge.

I extend my heartfelt gratitude to the trainer and ASDC for conducting the training programme.



**ZAKEER HUSSAIN**  
Peroor, Kollam



**GURMEET SINGH**

Auto Service Technician, CM Autos (Maruti Suzuki)

I was not able to attain higher education due to my poor financial condition of my family.

ICA Edu Skills Pvt Ltd, PMKK Muktsar provided me opportunity to develop my knowledge and skills through free training and further a good job. Now I will be able to support my family.



**MANULAL**

Service Technician, Nissan, Kuwait

I took admission in Tronix Pvt ITI & Institute of Engineering in Automobiles and as soon as I completed my Diploma I started looking out for a job. First I joined as a trainee in one of our local Garage then I got selected to work in Kuwait where I am working as a technician with a good package.

I thank Tronix Pvt ITI & Institute of Engineering, their trainers, and all other staff who ever helped me to achieve this Goal with the greatest support.

**Ch Kumar, Auto Service Technician, Sri Harsha Motors Pvt Ltd.**

He belongs to a very poor family. He came to know about the ICA Edu Skills Pvt. Ltd., training center from one of his friends and decided to support his father financially. During the training, he developed the confidence to face interviews and his active participation helped him to get the desired job. Now he is working as a successful Auto Service Technician and taking care of his family.

**Sandeep Bhargav, Head HR IR Group**

Talks about the NAPS program and how it is beneficial for all three parties, the employee, employer, and the government. Watch the video to find out more about the government initiative to upskill the Youth.

**Press Release**



**APN NEWS**

**FINANCIAL EXPRESS**  
READ TO LEAD

**BW AUTO WORLD**

**Outlook**

**Skill Outlook**  
NURTURING SKILL CAPITAL  
Education & jobs, career & skills, HR & learning

**BIG NEWS NETWORK.com**

**Devdiscourse**  
Discourse on Development

**India EducationDiary.com**

**YAHOO! NEWS**

**EM**  
EFFICIENT MANUFACTURING

**CNBC TV18**

**LATESTLY**

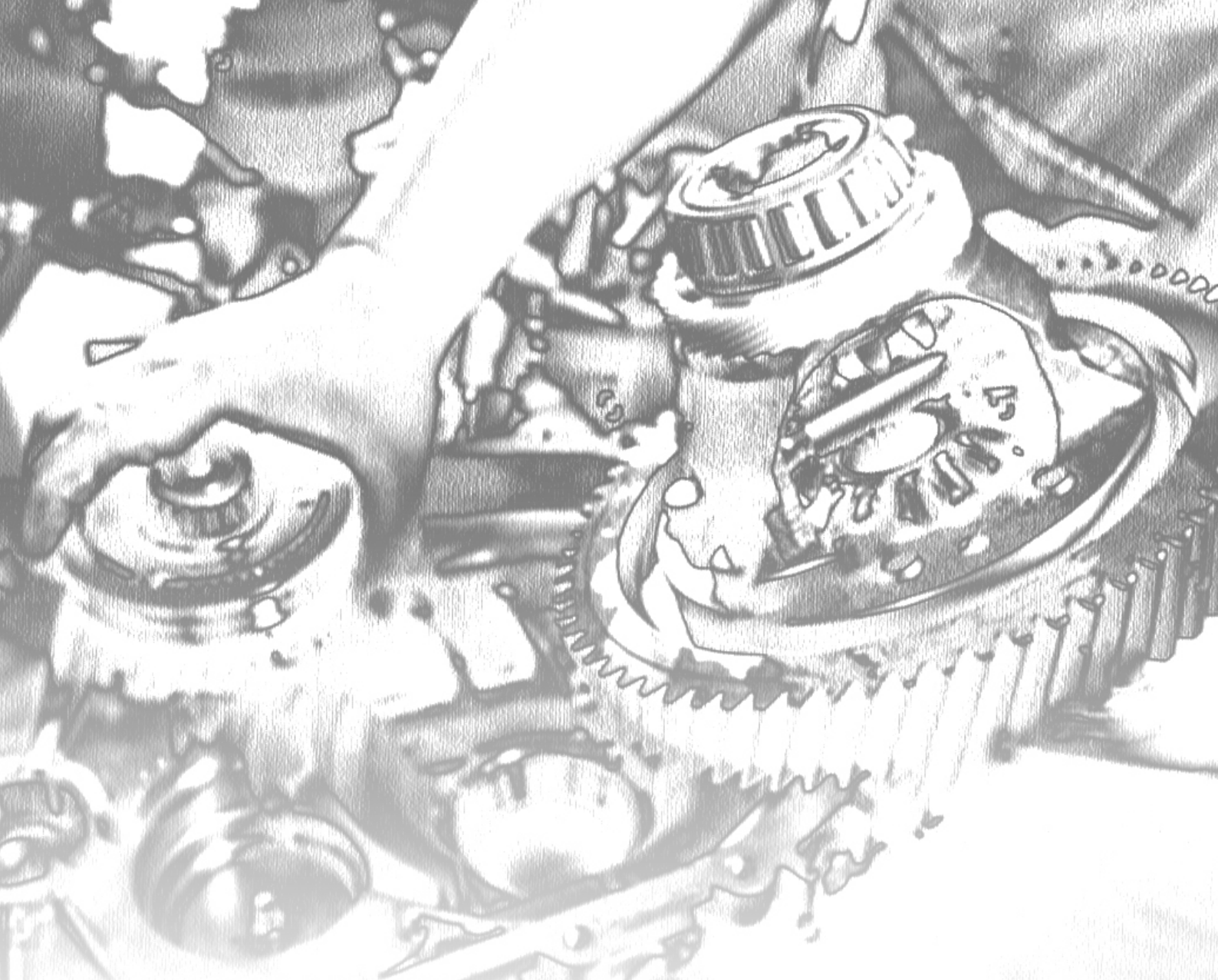
**ET Auto.com**  
From The Economic Times

**PNI** | **PRESS NET WORK OF INDIA**

**AUTOCAR pro**

**Easy Shiksha**  
A Way of Simple Learning





**AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL**

**Automotive Skills Development Council**

**ACMA**

Automotive Component Manufacturers Association

**SIAM**

Society of Indian Automobile Manufacturers



Federation of Automobile Dealers Association

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