

ASDC TIMES

Automotive Skills Development Council - Newsletter

ISSUE 42 | MARCH 2021



**CELEBRATING
A DECADE OF UPSKILLING**

#10YearsOfASDC

From The CEO's Desk

ASDC brings skilling to doorsteps with the e-Learning hub, to upskill the auto workforce and help them hone the automotive skills that suits their requirement perfectly.



Arindam Lahiri, CEO, ASDC

News

Magic Billion Collaboration



ASDC is delighted to associate with Magic Billion to explore genuine & specialised overseas opportunities for the #auto workforce and take a step ahead towards creating a skilled ecosystem in the #automotive sector.

ASDC Recruitment Drive- Andhra Pradesh



Job Alert!

ASDC is organizing a recruitment drive in Andhra Pradesh for the job role of a Machinists. Interested candidates can submit their CV at info@asdc.org.in

Stay tuned for more job updates!



ASDC's Agreement with Green Gas Limited & Indian Oil

ASDC has signed an Agreement with Green Gas Limited, JV of @gailindia & @IndianOil to skill Technicians for CNG Gas Kit Fitment in vehicles. Thanks to GGL for envisioning the #skill Development Program and making this possible.

RPL -Update

Here's a glimpse of the RPL-BICE Orientation & Assessment Program organised by ASDC for candidates at Victoria Auto Pvt Ltd. Haridwar.

@NSDCINDIA

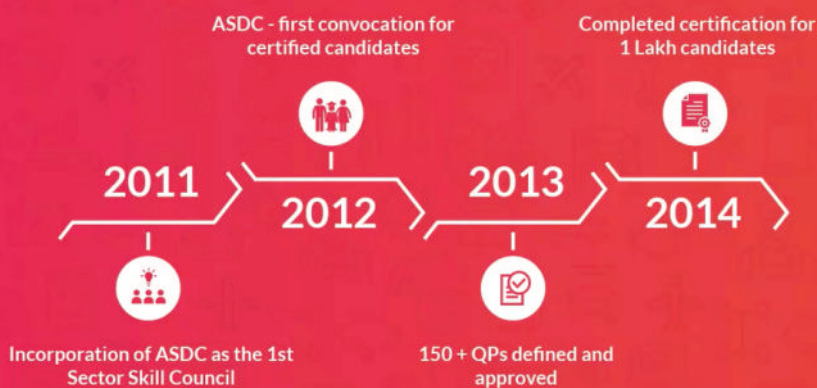
@MSDESkillIndia



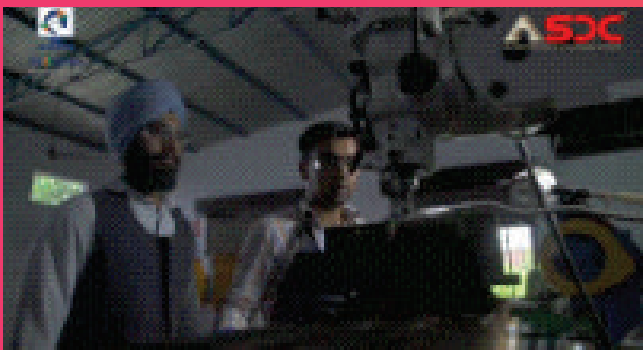
#10YearsOfASDC



#10YearsOfASDC



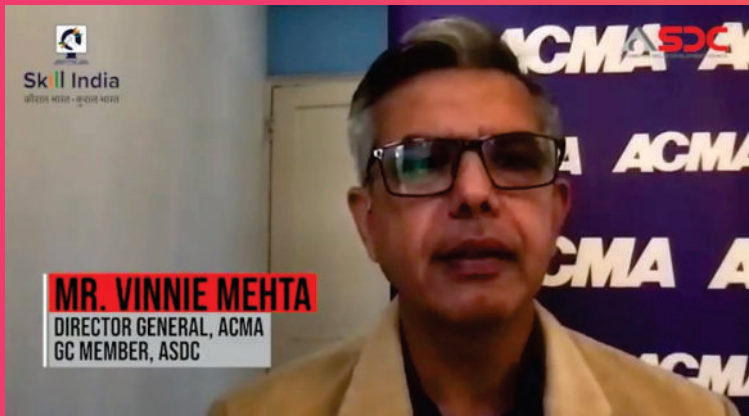
10 years ago ASDC became the 1st Sector Skill Council and began its journey towards making skills aspirational & integrated with academic pathways. Delighted to achieve the milestones in the process of creating a skilled environment for the automotive industry. #10YearsOfASDC



#SkillingIndia #AbSkillsKiBaari



#Skilling



Mr. Sanjoy Gupta, Head- Customer Care, Mahindra & Mahindra talks about the continuous efforts of ASDC in enabling youth to get trained, certified and become employable by giving them a platform to enhance their automotive skills.

#10YearsOfASDC



TOT - SANKALP



Training of Trainers is a detailed program designed to strengthen the whole process of skilling ecosystem” – Mr. Arindam Lahiri, CEO, ASDC at the online workshop held at Marathwada Auto Cluster to gain perspectives on structure & curriculum elements for ToT program under "SANKALP".

ASDC is pleased to invite you to the launch of the Training of Trainers (ToT) Programme in the #ElectricVehicle domain for the newly developed Electric Vehicle Service Lead Technician in collaboration with @FCDOGovUK and @NPTCGroup, UK.

Here's a glimpse of the Training of Trainers (ToT) program conducted by ASDC to build a pool of competent instructors and drive job roles in the #automotive sector.

#SkillingIndia #Skills4All #Skilling

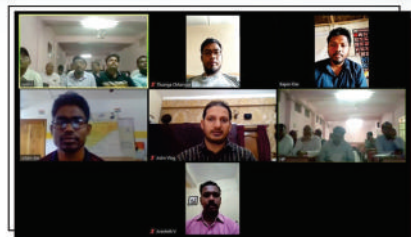
Training of Trainers Programme

Electric Vehicle Service Lead Technician
QP Code: ASC/Q1424

 **16th March - 20th April, 2021**



ToT Program For Driving Job Roles





"It was important to involve the entire industry to take the ownership for the program to roll it out effectively and make it successful" –
Mr. Nikunj Sanghi

Chairman, ASDC at the EV ToT Launch event as he talks about the partnerships by ASDC to take forward the EV journey in India.

"ASDC has launched successful EV programs in collaboration with industry partners in the past and the responses received shows that the awareness about EVs in the Indian ecosystem is increasing" - Mr. Nikunj Sanghi, Chairman, ASDC at the EV ToT Launch event.



"Infrastructure is a valid requirement for both hardware & software. The upcoming skill exhibition will allow the institutes to look at the learning aids that can help in the creation of better infrastructure in the auto sector." -
Mr. Arindam Lahiri, CEO, ASDC at the EV ToT Launch event





MR. ARINDAM LAHIRI
CEO, ASDC

Mr. Arindam Lahiri, CEO, ASDC talks about the ASDC, @FADA_India & @GoogleIndia's joint initiative focused on empowering the #automotive dealership with digital skills, with the #GrowWithGoogle program.

Grow with Google



Fundamentals of Digital Marketing is Live on ASDC

Course Modules: 6
Free | Unlimited Access

[Sign Up Now](#)



ASDC is excited to announce that the Fundamentals of Digital Marketing brought to you by "Grow with Google" in collaboration with @FADA_India is LIVE now! This course aims at #upskilling the auto dealerships with digital skills. Access the course here: <https://courses.asdc.org.in/>

Grow with Google



How to get started:



30 deep dive videos on digital marketing in Hindi



Take an assessment after every module



Bonus webinars to learn more about digital marketing



Get certified by ASDC, FADA & Google

[Sign Up Now!](#)

Get started with #GrowWithGoogle, a unique program created by Google trainers to help you master the basics of digital marketing and turn knowledge into action.



“Conversations of EV in 2 wheelers will happen much faster than ever anticipated in this space, than any other segment in the auto industry” –

Mr. Nikunj Sanghi

, Chairman, ASDC in a webinar on Future Opportunities and Impact Analysis of COVID 19 on the world's largest 2W Market

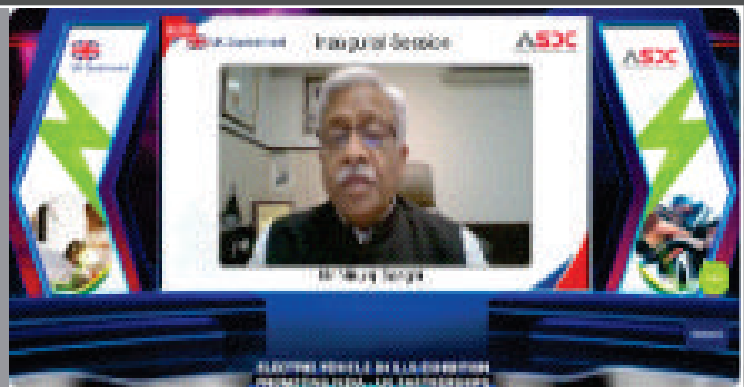
“EV's are the future, not only in terms of technology but also the ease of using an EV and the disruption that comes with it is unimaginable” -

Mr. Nikunj Sanghi, Chairman, ASDC in a session on "Future Opportunities and Impact Analysis of COVID 19 on the world's largest 2W Market"

“Connectivity is the key because a connected vehicle can do much more than a non-connected vehicle. There are going to be many mobile applications that can be used along with the vehicles and those are the convenience that the customers will look for” -

Mr. Nikunj Sanghi, Chairman, ASDC

“ASDC & the Government of India will ensure that skilling will not be a roadblock in taking forward the initiatives both nationally & internationally”- Mr. Nikunj Sanghi, Chairman, ASDC at the Inaugural session of the Electric Vehicle Skills Exhibition, Promoting India-UK Partnership.



Mr. Nikunj Sanghi, Chairman, ASDC

Special remarks at the inaugural session

**Electric Vehicle Skills Exhibition-
Promoting India-UK Partnerships**

📅 25th March 2021

🕒 02:55 PM



Join Mr. Nikunj Sanghi, Chairman, ASDC at the Electric Vehicle Skills Exhibition to be conducted on 25th March 2021, where he will be talking about need of upskilling the manpower in India to strengthen the EV sector in India.

As ASDC marks its 10th Anniversary tomorrow, Mr. Arindam Lahiri, CEO, ASDC will be LIVE on Instagram to discuss the journey and opportunities for women in the automotive industry.

#10YearsOfASDC

#10YearsOfASDC

Mr. Arindam Lahiri
CEO, ASDC

**Opportunities For Women
In Automotive Industry**

LIVE on Instagram

📅 18th March 2021 | 05:00 PM





Mr. Ravi Kumar, CEO, Himavasini Hyundai talks about the #GrowWithGoogle program and how it enables the automotive dealership digitally. Register for the second phase of the program to equip yourself with digital skills: bit.ly/3cbmeMa

Mr. Shashank Shrivastava, ED, Marketing & Sales, @Maruti_Corp talks about the importance of digitization in the #automotive industry and how #GrowWithGoogle is helping the #auto workforce scale up their businesses digitally. <https://courses.asdc.org.in>



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.

Ch Kumar's successful career began after getting trained as an Auto Service Technician from ICA Edu Skills Pvt. Ltd that helped him secure a stable job in the auto sector and help his family financially.

Sindhu Patil, a Mechanic at Somya Workshop is turning the tables with utmost confidence by taking charge of machines, as good as men in the #automotive sector. Let's celebrate & empower such women in order to create an inclusive workforce in the #auto industry.

#WomensDay





ASDC in association with @FCDOGovU and @DFID_UK invites you all to the Electric Vehicle Skill Exhibition, bringing together UK & Indian stakeholders for a focused operation in the Electric Vehicle Sector on 25th March'21. Register today: <http://evse-india-uk.framez.sg>

#SkillingIndia



ASDC along with @Maruti_Corp organized a Master-Class Jury Certification Program in Autobody Repair skill at Maruti Suzuki Training Academy, Gurugram on 4th-5th March'21, conducted by #WorldSkills Chief Expert, Mr. Dhaval Rajput.

#SkillingIndia #Skilling



ASDC wishes you all a very #HappyHoli, filled with colors of success & happiness.

Celebrating the **strength & resilience of women** in the automotive industry

HAPPY WOMEN'S DAY



Let's keep breaking stereotypes and continue #upskilling the women at ASDC. Honoring the empowered and inspired women from the #automotive industry. Wishing everyone a very Happy #WomensDay

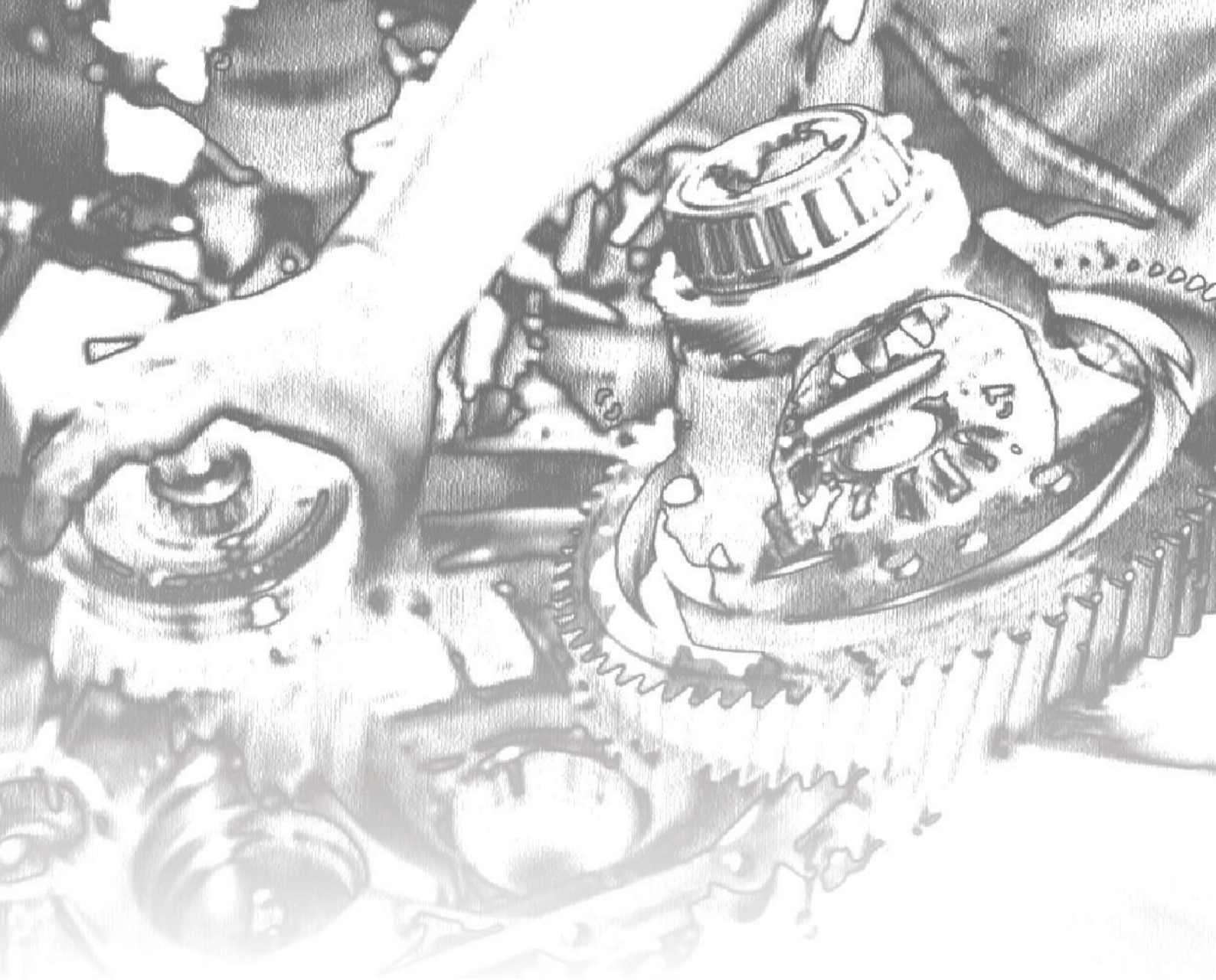
#InternationalWomensDay #WomenEmpowerment #SkillingIndia

While the #automotive industry continues to struggle to create a gender-diverse workforce, ASDC along with @WorldBankIndia takes an initiative to empower women and advance their careers in the #auto sector by equipping them with technical & soft #skills.



Press Release





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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