

ASDC TIMES

Automotive Skills Development Council - Newsletter

ISSUE 38 | NOVEMBER 2020



Editorial

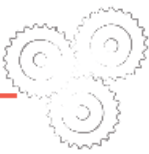
From The CEO's Desk

"ASDC strives for a holistic development of the auto workforce through its e-Learning Hub to develop the automotive industry by fostering and integrating skills with academic pathways."



Arindam Lahiri, CEO, ASDC

News




ASDC
Recruitment Drive
Delhi

Job Role: Sales Consultant

 Sparsh Kia Showroom, Moti Nagar Delhi

 17 Vacancies



Fresher & Experienced both can apply
Interested candidates can share their CV at info@asdc.org.in

If you are looking for a job in the #automotive industry that suits your #skills & capabilities, sign up for ASDC's Recruitment Drive in Delhi and send your CV at info@asdc.org.in. Stay tuned for more job updates! #SkillingIndia #Skilling #Auto



Celebrating Skills

The light that inspires, enlightens,
and en-routes to success

ASDC wishes you all a very happy, prosperous, and skillful #Diwali!

#DiwaliSkillsWali #Diwali2020
#HappyDiwali #DiwaliCelebration2020



ASDC MoU Signing Ceremony with MG Motor India

ASDC adds another feather in its cap by signing an MoU with @MGMotorIn & @AcademyAutobot and is honored to partner with Mr. Yash Yadav, CCO, @MGMotorIn, and Mr. Ashwini Tiwary, CEO, @AcademyAutobot, taking a step forward towards #skill development in the #automotive industry.



Mr. @nikunjsanghi, Chairman, ASDC, Mr. Yash Yadav, CCO, @MGMotorIn, Mr. Arindam Lahiri, CEO, ASDC, and Mr. Ashwini Tiwary, CEO, @AutobotInd at the launch of "Dakshata" an initiative by @MGMotorIn for #automotive #skill development program specializing in futuristic #technologies.



"Aatmanirbharta will only come when youth becomes aatma nirbhar in terms of skills & they're ready for #SkillsForTomorrow. This is also an opportunity for us to become a manufacturing-led economy, & with programmes like these, we hope to make it a success." - @arindaml, CEO, ASDC

"This relationship will help bolster talent in the skill development sector. With @AcademyAutobot on board & in collaboration with @MGMotorIn, we hope to benefit the youth & get them industry ready " - Mr. @nikunjsanghi, Chairman, ASDC at the Launch of Dakshata



#SkillsForTomorrow

"The biggest problem we see as a training institute is that industry is transforming & there's a lot of gap in the skilling sector, especially in the EV sector. This will be an interdisciplinary module as the industry requires automated skills"- Ashwini Tiwary, CEO, @AcademyAutobot





"Through Dakshata, we aim to equip youth with the skills which are required by the OEMs and dealers. We're delighted to partner with ASDC and @AcademyAutobot to drive this program" - Mr. Yash Yadav, CCO, @MGMotorIn



MG Motor partners ASDC, Autobot India to provide skilled manpower to automobile industry

Mr. @nikunjsanghi, Chairman, ASDC, shares his perspective on how #Dakshata, a futuristic #skilling program by @MGMotorIn will be a game-changer in empowering the youth with employability in the #automotive sector. Watch the video to know more.

We thank @MGMotorIn for collaborating with us for the Dakshata programme, which is part of our shared vision of building a sustainable #skilling ecosystem in the #automotive industry." - @nikunjsanghi, Chairman, ASDC.



MG Motor India partners with ASDC, Autobot India to introduce skill training program focusing on AI and EVs





The ASDC Taxi Driver Online Course

Free ₹ 589/-

To empower the fresher & existing Taxi Drivers with the entrepreneurial & customer service skills required in the auto industry

If you aspire to become a professional taxi driver, enroll for the ASDC's Taxi Driver online course to upgrade your #skills & enhance your professional capabilities. Register now for this course for INR 589 only!

Welding Technician Online Course

~~₹ 1299~~ **Free**
until 17th Feb'21

To equip freshers & existing welding technicians with the basics and advanced techniques of welding



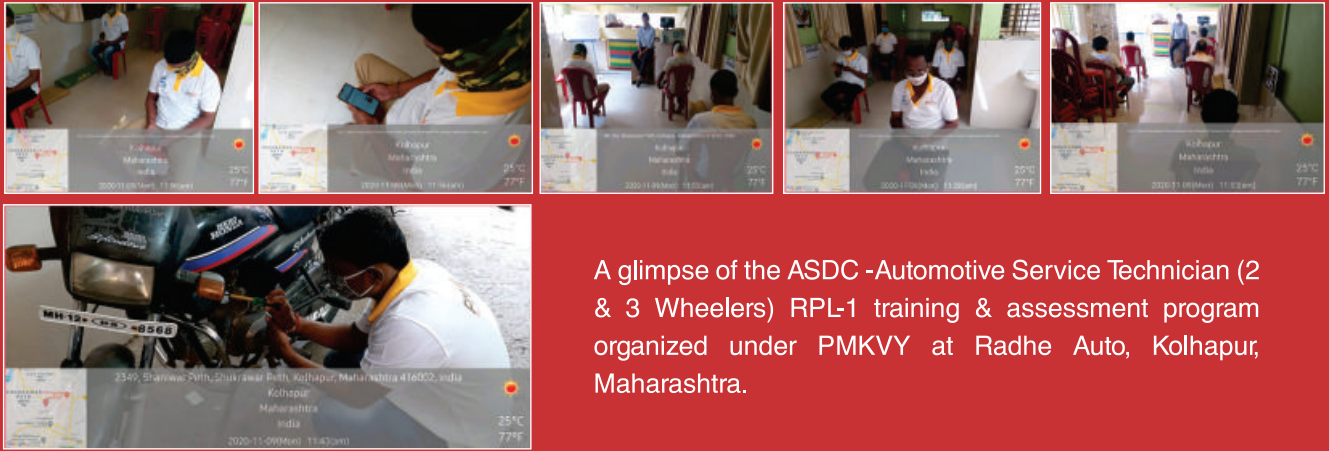
LMS Partner
TCS iON

A new e-learning course offered by ASDC aims to build and upgrade the #skills and capabilities of welding technicians required in the auto industry.





Recognition of Prior Learning – RPL



A glimpse of the ASDC -Automotive Service Technician (2 & 3 Wheelers) RPL-1 training & assessment program organized under PMKVY at Radhe Auto, Kolhapur, Maharashtra.



The ASDC - RPL-1 training & assessment program organized under PMKVY at Sampurna Skill Training Centre, Vaishali, Bihar where candidates are being trained for the job role of Automotive Service Technician (2 & 3 Wheelers).



Auto Service Technician RPL-1 training program initiated under PMKVY by Skillsource learning and technologies Pvt Ltd at Aadarsh Enterprises, Kanpur, Uttar Pradesh, where the candidates were trained and assessed for the job role of Automotive Service Technician.



Take a look at the RPL-1 training program conducted by the Skillsource Learning and Technologies Pvt Ltd, Amroha, Uttar Pradesh where a total of 50 candidates enrolled for the ASDC- Automotive Service Technician (Level 4) course.





Recognition of Prior Learning – RPL



The RPL-1 training & assessment program organized under PMKVY organised by IL&FS Skill Development Corporation Ltd. at Deoria, Uttar Pradesh to train & assess the candidates for #Automotive Service Technician (2 & 3 Wheelers) course.



The #RPL training & assessment program held at Zoya, Amhora, Uttar Pradesh while adhering to the norms of social distancing and sanitization, 50 candidates were assessed for the job role of Automotive Service Technician.




Here's a sneak peek into Day- 1 classroom training for Automotive Service Technician (2 & 3 Wheelers) under PMKVY RPL- 1 training & assessment program organized at IIS-kanuru, Vijayawada, Andhra Pradesh.



Mr. Arindam Lahiri, CEO, ASDC

A Panellist at the Dialogue by CEEW

Scaling local value-addition & jobs from EV manufacturing in India

 **9th Nov 2020**

 **2:30 PM to 4:00 PM**



Scaling local value-addition & job from EV manufacturing in India

"If we have to get it right in terms of #skills & industry in general, we need to focus a lot more on research & development" – Mr. Arindam Lahiri @arindaml, CEO, ASDC in a webinar by @CEEWIndia on "Scaling local value-addition & job from EV manufacturing in India".

ASPIRE-Sub-board: Education, Training & Skill Development



"ASDC understands that the #SectorSkill councils need to come together to train the candidates and make them industry ready in order to align to the #SkillIndia Vision",

@nikunjsanghi, Chairman ASDC at "ASPIRE-Sub-board: Education, Training & Skill Development" webinar.



"We're working on new #industry partnerships to ensure world-class #skilling in the #automotive industry and getting the candidates ready for skills of tomorrow", @arindaml, CEO, ASDC at ASPIRE-Sub-board: Education, Training & Skill Development" webinar.

"ASDC is proud to be present in multiple areas of skilling - Training, Assessment, #DigitalLearning, placement, in the #automotive industry", Arindam Lahiri, CEO ASDC at ASPIRE-Sub-board: Education, Training & Skill Development" webinar.



Cartist Festival 2020

"Skilling is not about training but more of on-the-job training. This pandemic helped us launched e-Learning programs which eventually became a huge success with over **20,000 registrations**,"

Nikunj Sanghi, Chairman, ASDC at the Cartist Festival 2020.

Grow with Google | ASDC | FADA

Digitising Indian Auto Retail

Introduction To Digital Landscape



Vinkesh Gulati
President, FADA



Nikunj Sanghi
Chairman, ASDC



Nikhil Bansal
Head of Automotive, Google India

Keynote Speakers

10th Dec'20 | 3PM - 4PM

[Register Now!](#)

Only for Dealer Principals
(Chairperson, CEO/CFO, Managing Director, Director)

Here's an opportunity to meet some of the most influential leaders from the automotive industry & learn how to engage with today's #digital first buyer.

Grow with Google | ASDC | FADA

Digitising Indian Auto Retail

Webinar 1: Introduction to Digital Marketing

Key Learnings:

- Critical components of the digital marketing landscape
- Importance of creating a digital strategy for brand, business & marketing
- Marketing funnel & buyer journey
- Cost effectiveness and performance

10th Dec'20 | 3:00PM - 4:00PM

This is only for dealer principals
(Chairperson, CEO/CFO, Managing Director, Director)



We are pleased to announce the partnership of @asdc_india with @FADA_India & @GoogleIndia to digitize the Indian auto retail & build a profitable dealership in the Indian automotive industry.

Grow with Google | ASDC | FADA

Digitising Indian Auto Retail

Webinar 2: Hyperlocal Marketing

Key Learnings:

- Creating a hyperlocal strategy
- Producing hyperlocal content
- Optimizing strategy for better ranking
- Using optimized GMB listing for generating leads

17th Dec'20 | 3:00PM - 4:00PM

This is only for dealer principals
(Chairperson, CEO/CFO, Managing Director, Director)



Investing on effective #hyperlocal strategy can lead to building stronger brand engagement, generate more sales leads, and increase in-store visitors. Learn how to build your brand affinity from the Google experts.

Grow with Google | ASDC | FADA

Digitising Indian Auto Retail

Webinar 3: Drive Business Objectives with Google Solutions

Key Learnings:

- Creating a marketing sequence
- Creating branded content strategies to appeal to your TG
- Defining critical KPIs & supporting metrics across the marketing funnel
- Improving consideration to help your customers

23rd Dec'20 | 3:00PM - 4:00PM

This is only for dealer principals
(Chairperson, CEO/CFO, Managing Director, Director)



As consumers become more digitally savvy, it's time for dealerships too to strengthen their digital strategy. Register now and get a chance to learn from our experts on how to achieve your business goals.

Mr. Arindam Lahiri,
CEO, ASDC

**NAPS & how to leverage it to
upscale your professional career.**

LIVE on Instagram

 10th November 2020 | 05:00 PM



Mr. Arindam Lahiri @arindaml, CEO, ASDC, was LIVE on 10th Nov to talk about the National Apprenticeship Promotion Scheme (NAPS) & how to leverage it to upscale your professional career.

Auto Serve 2020



Auto Serve 2020 is back!

Join us at India's most trusted exhibition and trade fair from 23rd Nov'20 to discover the latest trends, innovations, & developments in the #Automotive Aftermarket Sector and connect with stakeholders beyond boundaries.

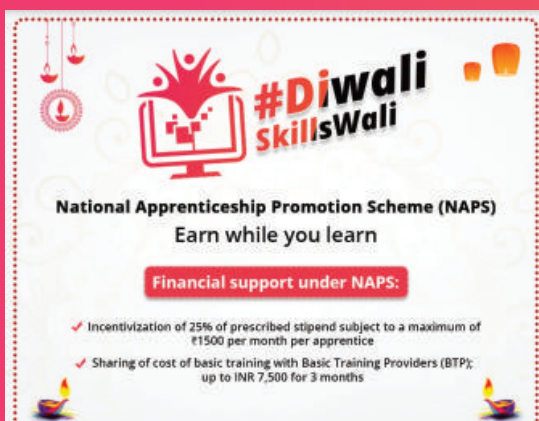


Auto Serve 2020 is around the corner & we are excited to exhibit at the first fully virtual exhibition organized by @FollowCII for the automotive aftermarket.

Register now to connect with us & know more about our offerings, skilling programs & employment opportunities.



This #Diwali, ASDC aimed at creating a skillful & brighter future for the youth of the nation. #DiwaliSkillsWali!



NAPS plays a vital role in addressing the skill gap in the industry by equipping the workforce with practical knowledge & skills required in their respective domain. Register now to get on-the-job training along with financial support.



Are you looking to kick start your career? Register for #NAPS, a structured training program that equips you with extensive technical & practical #skills across sectors, under the supervision of professionals.



The NAPS program is a win-win situation for both the company & candidates.



ASDC brings you an opportunity to fulfill your dreams through #NAPS, a program that enables learners to acquire the employability skills. Get a chance for a career counselling session with our leadership team.

Testimonials



Mr. Ajay Kumar Somvanshi, VP (HR), Victoria Group talks about #NAPS and how it helps filling the #skill gap by giving a platform to both the industry & young workforce to nurture their skills & revamp the industry.



Mr. Sunil Bhatia, CEO, Sigma Group, briefly talks about the NAPS program and explains why it's a win-win situation for both the company & candidates.

Blog



Reopening of the economy after the lockdown due to #COVID19 has led leaders to re-imagine their talent acquisition strategy, adopt new ways of working & relying on remote solutions for recruitment processes. <https://bit.ly/35ru3cT>

Press Release

THE ECONOMIC TIMES Industry

ht auto

THE NEW INDIAN EXPRESS

BW BUSINESSWORLD

Outlook

professional
Essential reading for the Automotive Industry

UNI
UNITED NEWS OF INDIA

United News of India
India's Multilingual News Agency

OVERDRIVE

NSI
NATIONAL SKILLS NETWORK

india
EducationDiary.com



Easy Shiksha
A Way of Simple Learning

Devdiscourse
Devdiscourse Devdiscourse

FLIPBOARD

Jd

NFA POST

THE NEW BOX.in

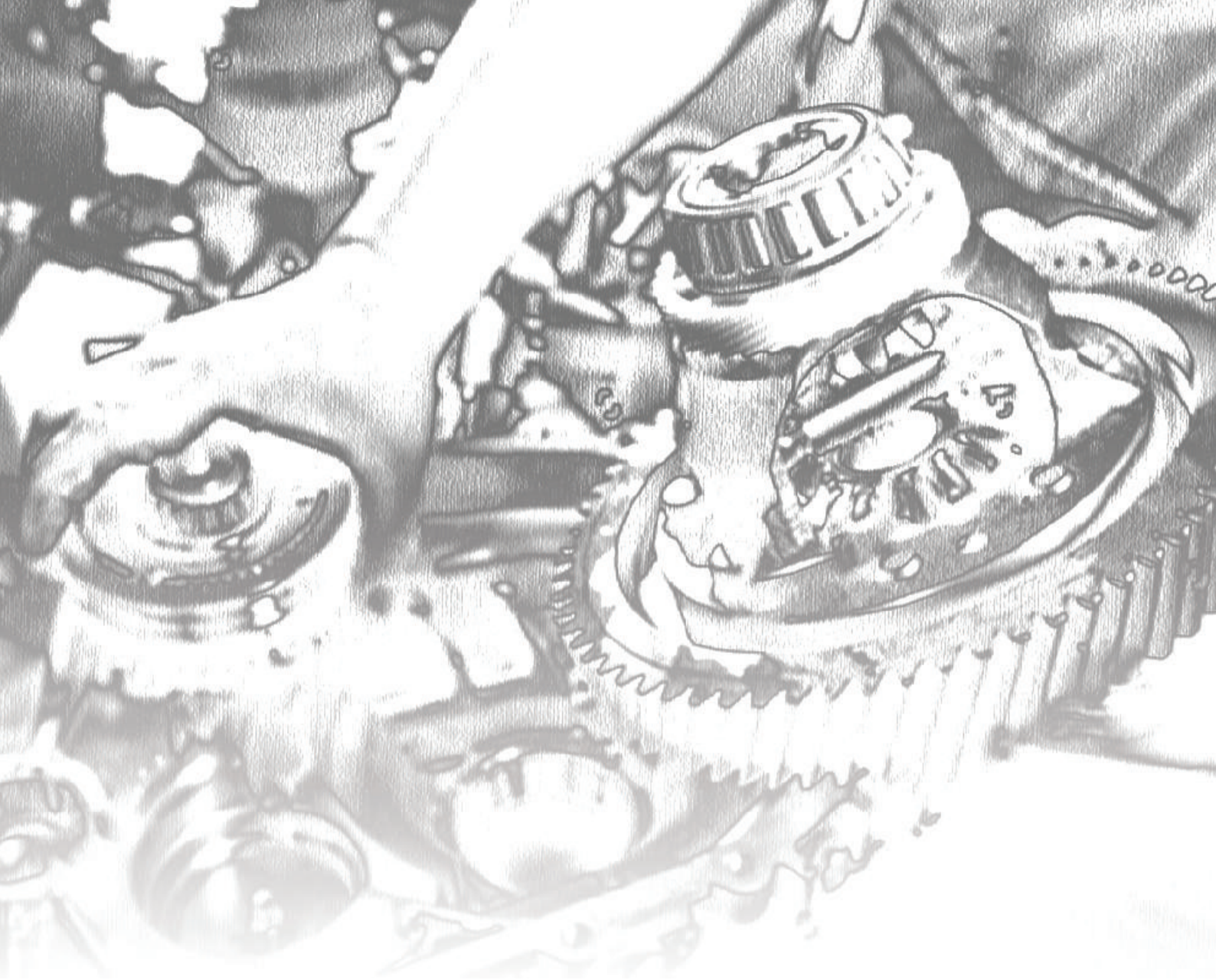
MECHNOTECHS

AUTOPHARE

yahoo! finance

ET Auto
From The Economic Times

MOTORINDIA
INDIAN BUSINESS REVIEW



Automotive Skills Development Council



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