

ASDC TIMES

Automotive Skills Development Council - Newsletter

ISSUE 34 | JULY 2020



UNLOCKING SKILLS - THE DIGITAL WAY

Editorial

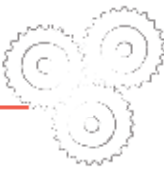
From The CEO's Desk

ASDC is one of the first organisations who have not only accepted the challenges of the pandemic situation but have prepared themselves for a post-Covid world. From online trainings to webinars, e-learning courses to modified rules of servicing we are focusing our energy not in fighting the old, but on building the new.



Mr. Arindam Lahiri
CEO-ASDC

News



Thanking our frontline warriors for their continuous efforts in fighting the pandemic

#NationalDoctorsDay



We at ASDC observed this National Doctors Day 2020, ASDC paid our heartfelt tribute to all the Doctors around the world for their relentless efforts, dedication, and selfless service to humanity.





Digital Sales Master Class

On July 4 2020, ASDC launched Digital Sales Master Class, under the revered leadership of Nikunj Sanghi, Chairman-ASDC. The event comprised of enriching panel discussion & insights on the digital transformation & challenges of the Automotive retail business.

Launch | 

Digital Master Class Launch for Automotive Dealerships

MODERATOR

DEEPSHIKHA KUMAR
Managing Partner
Speakin

PANELISTS

NIKUNJ SANGHI
Chairman
ASDC

SREEDHAR PRASAD
Consumer Internet Leader
Ft. Partner KPMG

RAJIV GUPTA
VP - Sales & Marketing
Honda Cars India

NAVEEN CHAUHAN
Head - Sales and Aftersales
Hero MotoCorp

VIKRANT ABROL
Founder & Director
SkillsTrainer.in

 **July 4, 2020**
 **3:00pm (IST) Saturday**

“The success of our dealership programs launched during the #COVID period encouraged us to take this initiative to empower the #automotive workforce digitally” – Mr. Nikunj Sanghi, Chairman-ASDC on launching the #Digital Sales Master Class for Automotive Dealerships.





Digital Sales Master Class

DIGITAL SALES MASTER CLASS FOR AUTOMOTIVE DEALERSHIPS

REGISTRATION DATE HAS BEEN EXTENDED

MASTER CLASS STARTS FROM 20TH JULY, 2020

**500+ registrations
for Digital Sales Master Class**

Due to huge response registration date for Digital Master Class for Automotive Dealership got extended, Master Class started from 20th July'20. It presented a golden opportunity to learn from the industry experts & take business to new heights of success

ASDC's Digital Sales Master Class, is already a roaring success with 500+ registrations. It is perfectly poised to bring to life a digital movement that will change dealer sales channels.


Inaugural Speaker

Dr. Manish Kumar, MD & CEO, NSDC National Skill Development Corporation inaugurated the first session of the Digital Sales Master Class, an initiative by ASDC & SpeakIn I Think Experts. Think SpeakIn.on 20th July 2020.

**ASDC announces
Digital Sales Master Class
for the Automotive Dealerships**

Inauguration by Chief Guest

Dr. Manish Kumar,
Managing Director & Chief Executive Officer,
National Skill Development Corporation

 20th July 2020 | 02:00 PM (IST)





Digital Sales Master Class - Speakers

LEARN FROM THE TOP DIGITAL MARKETING EXPERTS



AMIT DHAWAN

Head of Digital
Introduction to Digital Marketing
Building an online presence



HITESH MOTWANI

CEO
Display Advertising
SEO and SEM



JOYDIP GHOSH

Director, Digital Strategy
Social Media Marketing
(&)



SUKARAN THAKUR

Founder & Principal Partner
Branding and Communication
Power of Analytics



ROSHNI TARANI

CEO
Current Trends
Upcoming Trends

We at ASDC help you learn how to take your business online, engage with your customer & acquire the #skills necessary to be an effective dealer from our digital experts at the Digital Sales Master Class by ASDC & SpeakIn I Think Experts. Think SpeakIn.

Keynote Speakers



Importance of Digital and Online presence for Automotive Dealerships.
Debojit Sen, Director, CarDekho



Current trends transforming the automotive industry by leveraging digital technology.

Meherzad Karanjia, Chief Learning Officer at IIDE



How Social Media Marketing and display advertising will help companies to thrive.

Ankit Pandey, Digital Marketing and CRM expert at Dyson



Why is it important to establish Brands Communication Strategy?

Abhishank Babbar, Associate Director at Genesis BCW



Building a Digital Automotive Industry .

Mohit Arora, Partner at Mondriaan Group





Training of Master Trainer: Service Domain

Training of Master Trainer: Service Domain – a new e-learning program offered by ASDC aims to #upskill the existing workforce and is designed especially for Master Trainers to provide enhanced training delivery #skills.

Training of Master Trainer: Service Domain

This Program will provide an opportunity to master trainer to enhance their skills and be expert in their domain.



₹ 8000/- + gst extra

How to pay ?

Account Name: Automotive Skills Development Council
Bank Name: Kotak Mahindra Bank
Account No: 6311923953
IFSC Code: KKBK0004575
Branch: Plot No. S-5 Green Park
Main Market, New Delhi -110016

E-Learning Course Eligibility

Minimum diploma in mechanical/ automobile and 3 year industry and 1 year minimum teaching experience

Course Duration:

12 Days, 22 Hours

How to enrol:

<https://skillindia.nsdcindia.org>

For More Details: Kindly Contact us at info@asdc.org.in

Knowledge Partners

SkillsTrainer
Acquire Skills - Anywhere, Anytime...

Promoted by

SIAM
Society of Indian Automobile Manufacturers

ACMA
Automotive Component Manufacturers Association

AFADA
Association of Automobile Dealers Association



Certificate after course completion



Showroom Hostess / Host

E-Learning Course

The ASDC Showroom Hostess/Host - Auto Dealership online course

Course duration: 12 Weeks Requirements: 12th Pass & Above

~~₹1299~~ **Free**
until 30th Sep'20

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



LMS Partner
TCS iON

ASDC has introduced yet another e-learning course for fresher & existing showroom hostess/host, to help them polish their communication #skills and become an effective showroom hostess/host at automobile dealerships



Taxi Driver Online Course



E-Learning Course

The ASDC Taxi Driver Online Course

Course duration: 12 Weeks Requirements: 10th Pass & Above

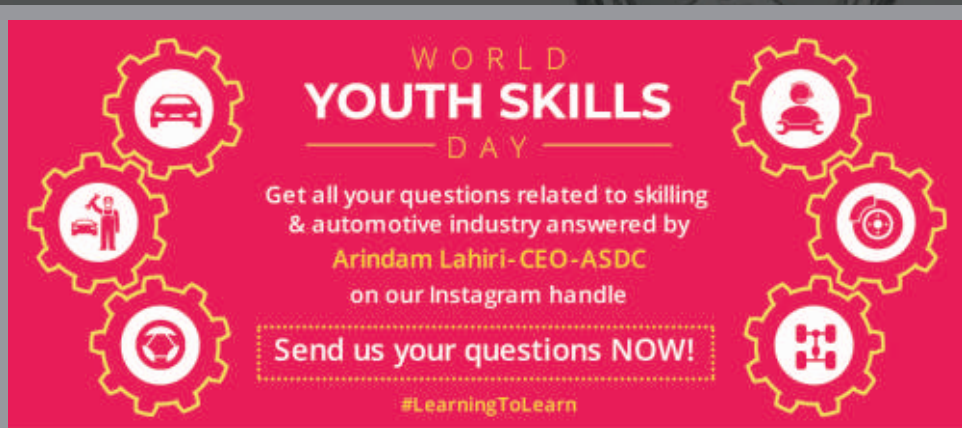
~~₹1299~~ **Free**
until 30th Sep'20

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

LMS Partner:
TCS iON

ASDC has introduced an online course to enable freshers & existing taxi drivers to gain excellent customer service skills required for picking & dropping customers & develop entrepreneurial #skills of those who aspire to become professional taxi drivers.





On the #WorldYouthSkillsDay, ASDC CEO Arindam Lahiri addressed all queries regarding #skilling and job roles in the #automotive industry on Instagram Live.



THANK YOU

We are extremely grateful to our partners who contributed to a meaningful week of “Unlocking skills”. From unfolding numerous success stories to exploring opportunities in the skilling sector as we traverse the new normal, the sessions were incredibly insightful. We look forward to more such sessions in the near future!

#UnlockingSkills #ThankYou

100+ Online Events in 8 Days



Virtual Conference

3rd Rajasthan Skills Summit



Mr Dilip Chetty
Secretary General
FICCI



Dr Lallit K Panwar
Vice Chancellor
Rajasthan ILT
Skills University



Mr Nikunj Sanghi
Chairman
ASDC



Mr F R Singh
Joint Managing
Director
Samara
Engineering Ltd



Mr Jaikant Singh
Senior Head -
State Govt &
Citizen
Engagement
NSDC



Mr Ashok Varma
Leader - Social
Sector Advisory
PwC India



Mr Sunil Kumar
Yadav
Vice President
Honda Cars India
Ltd

Supported by

Friday, 10 July 2020
10.30 AM - 1.00 PM



Virtual Conference was held with Mr. Nikunj Sanghi, Chairman-ASDC, and Mr. Singhvi, Chairman- ACMA India, Skilling Pillar & Treasurer –ASDC along with the other prominent industry leaders at the Rajasthan Skills Summit organized by FICCI Rajasthan State Council to know their views on "Skilling for Value Addition - The Cornerstone for Self Reliant India"



Webinar on "Emerging skills Amid Disruption in the Automotive Industry" with Mr. Arindam Lahiri, CEO- ASDC, was held to gain in-depth knowledge & understanding of the required #skills, opportunities & paradigm change in the #automobile industry.



Bengal National Chamber of Commerce & Industry and National Skill Development Corporation

Jointly present an online session with
2COMS Group

POST COVID: SCOPE AND REFORMS IN APPRENTICESHIP FOR INDUSTRY 4.0

SPEAKERS

Dr Arpan Mitra

President, Bengal National Chamber of Commerce & Industry

Shri Jaikant Singh

State Govt. & Citizen Engagement, National Skill Development Corporation

Dr Roopak Vashishtha

CEO, Apparel Made-ups and Home Furnishings Sector Skill Council

Shri Arindam Lahiri

CEO, Automotive Skills Development Council

Shri Prashant Pachisia

CEO, 2COMS

FRIDAY | 10TH JULY 2020 | 3:00 - 4:00 PM

IN ZOHO

For participation please register at: secretary@bncci.com or bncci@bncci.com before or on 9th July, 2020 by 6:00 P.M.
RSVP: Bikram Das : NSDC +91 95605 78080 | Prajnaparamita Jana : BNCCI +91 98305 35474

Bengal National Chamber of Commerce and Industry and National Skill Development Corporation in association with 2COMS presented an online session on "Post Covid- Scope and Reforms in Apprenticeship for Industry 4.0".


CLUB DES
An NGO for Road Safety


SVKM'S
INSTITUTE OF DESIGN


SDC
AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL


India skills
2020

Micro Training on Traffic Distancing for Skyy Rider Institution!




**Saturday,
18th July, 20**


2:00 pm – 3:00pm

SPEAKER

Mr. Rama Shankar Pandey, Managing Director, Hella India Lighting Ltd. and President CWC, Drive Smart Drive Safe


Principal Partner





Training Session

Meeting Code: 949 0182 6666
Password: 980363




IILM Academy of Higher Learning,
College of Engineering & Technology,
Greater Noida


SDC
AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL


India skills
2020

&

Automotive Skills Development Council

Department of Mechanical & Automobile Engineering

** E - certificate will be provided to all Participants by DDLM*





A Webinar on

Unlocking Skills & Making Skills Aspirational

Resource Persons


Mr. Ranjan Choudhary, Head
WorldSkills India, National
Skill Development Corporation


Mr. Anuj Garg,
CEO World Auto Forum

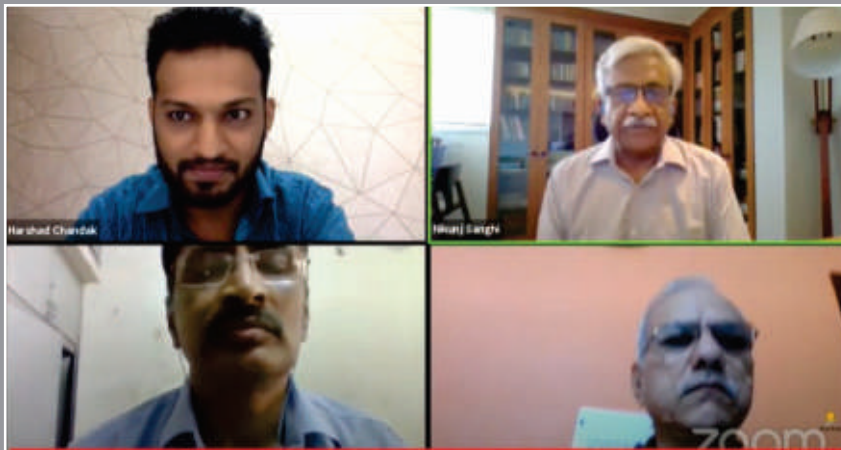

Mr. Vikrant Ahluwalia,
Founder & Director
Skills Training


Mr. Aditya Pratap Singh
Rathore, Medalist of ex-
cellence in WorldSkills Asia
Doha 2017, Winner in IndiaSkills
2018

Convener
Dr. Shiv Sharma
Associate Professor & Head / Mechanical & Automobile Engineering
Coinciders : Mr. Naveen Ahmad, Assistant Professor
Mr. Gaurav Kumar Sharma, Assistant Professor

Date : 18th July 2020 , 10.30 am - 12 noon

Contact us : +91 - 9412431787, 9560824416
Email id - naveen.ahmad@iilmcet.ac.in , gaurav.sharma@iilmcet.ac.in



#UnlockingSkills webinar series with Pratham Institute and Mr. Nikunj Sanghi, Chairman-ASDC, along with other industry experts to re-imagine the #automotive sector post COVID.



Mr. Arindam Lahiri, CEO, ASDC, briefly explained the role of ASDC in providing flexibility in terms of the execution of the apprenticeship act at the Webinar organized by Yashaswi Academy.



Get all the remaining questions answered by
Arindam Lahiri, CEO, ASDC

LIVE on Instagram

4th Aug'20 | 6:00 PM

#LearningToLearn





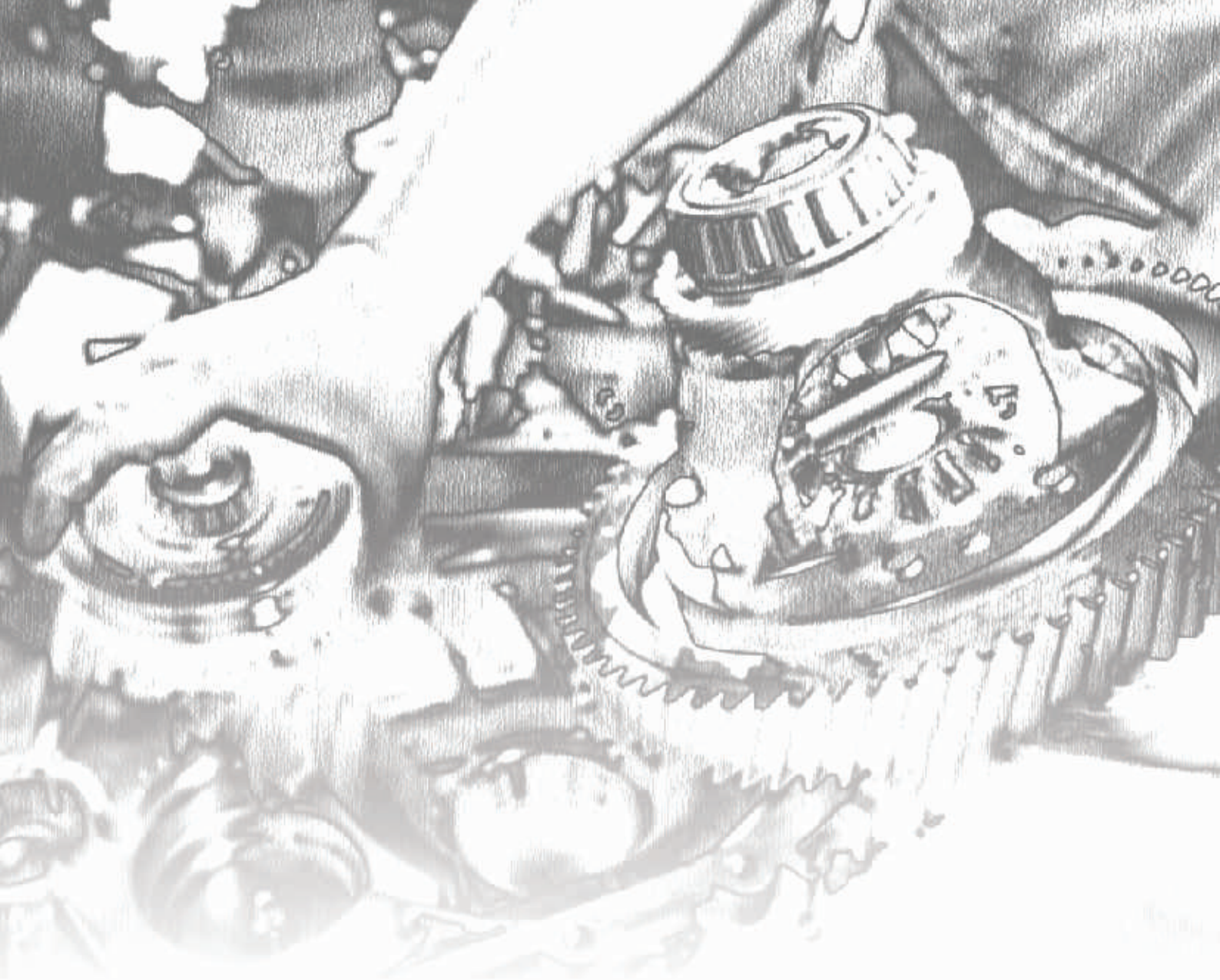
As the pandemic hit the world, sanitization and keeping abide by the rule of social distancing has become the need of the hour. This event presented a guide on vehicle sanitization for the service technician to help them manage the risk of spread of the virus. #SkillSeSwachhata #SkillingIndia



Mr. Rama Shankar Pandey, MD, HELLA India Lighting Ltd. and President CWC, DRIVE SMART DRIVE SAFE - CLUB D2S addressed the audience and encouraged them to follow the traffic rules & maintain distance on road at the Micro Training on Traffic Distancing under #DoorHaiZaroori campaign.

Press Release





Automotive Skills Development Council



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www.asdc.org.in

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