

ASDC TIMES

Automotive Skills Development Council - Newsletter

ISSUE 39 | DECEMBER 2020



Transforming the Automotive Industry

From The CEO's Desk

"ASDC is working tremendously to add a higher value to the automotive industry by imparting skills in the auto workforce that will help in skyrocketing their expertise and achievements."



Arindam Lahiri, CEO, ASDC


News

Recruitment Drive



Sneak peek into ASDC's recruitment drive organized at Hyderabad for Automotive Service Technicians (2 wheelers) for our @royalenfield channel partners.

#ServiceTechnicians #Automotive #RecruitmentDrive
#SkillIndia #twowheeler #automobile



Automotive Sales Consultant

Exp: 1-2 Yrs(min)

Salary: 11,000 - 18,000 + Incentives

Location: Guwahati, Lucknow, Ghaziabad, Gurgaon, Jalandhar, Ludhiana, Amritsar, Jammu, Chandigarh, Chennai, Cochin, Kottayam, Mysore, Hyderabad, Vadodara, Goa, Ahmedabad, Bangalore and Navi Mumbai.



Educational Qualification: Graduate in any discipline
Share us your cv at info@asdc.org.in

ASDC partnered with Nissan Placements to cater to the Huge Opening in Auto Dealerships, wherein Automotive Sales Consultants were required for an Auto Dealership. The placement drive took place in 20 cities.

#Placement #JobAlert #SalesConsultant #Jobs4All



May this festive season sparkle and shine, may all of your wishes and aspirations come true, and may you embark on a new journey towards a holistic development. Get skilled, get empowered!

ASDC wishes a Merry Christmas to you and your family.

#MerryChristmas #FestiveSeason



#ElectricVehicle technology & #ArtificialIntelligence



Register at :
<https://autobotacademy.com/courses/ev-engineering-architecture-and-components/>

The image shows a building facade with two large posters. The left poster is for the Automotive Skills Development Council (ASDC), featuring a portrait of a man and a car engine. The right poster is for the Sampoorna Skill Training Centre, with text in Hindi and English, including contact information and a list of services. A Google Maps location pin is overlaid on the bottom left of the image.

#Skilling #RPL #Automotive





Recognition of Prior Learning – RPL



Here are some pictures from the ASDC- RPL-1 training & assessment program at Skillsource Learning and Technologies training Centre in NTI Moradabad, Uttar Pradesh.

They're being trained for the Automotive Service Technician role in 2 & 3 wheelers.

#Skilling #RPL #Automotive



Sneak peek from the ASDC- RPL-1 training & assessment program at Skillsource Learning and Technologies training Centre in Amroha, Uttar Pradesh.

The attendees are being trained for the role of Automotive Service Technician in 2 & 3 wheelers.

#Skilling #RPL #Automotive

RPL In association with TIMKEN India Ltd



Under TIMKEN India Ltd, a CSR initiative was undertaken in the form of RPL training for the job role of Automotive Service technicians. Here are a few pictures from the training program. The program was held in Chennai.

#CSR #Training #skilling #automotiveindustry





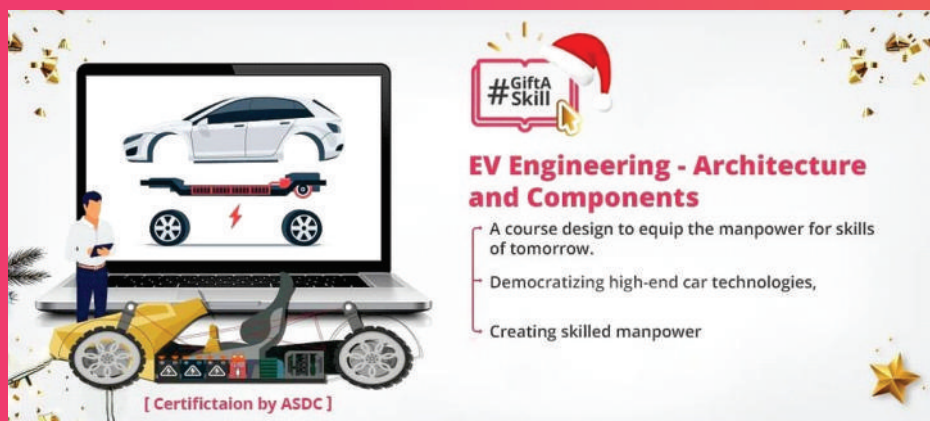
This Festive Season – Gift yourself a SKILL



Christmas is the season for learnings, happiness and giftings. ASDC is excited to bring some good news.



Tomorrow can wait, but your skills cannot. Enroll today for the most innovative course focusing on new #technologies (AI, EV) that involve live case studies & best practice sharing in the #Automotive industry. #GiftASkill this Christmas!



It's time to embrace new #skills, new technologies & move up the ladder to success. The #EV Engineering course is designed to empower you with the skills of new-age vehicles and #technologies.

This Christmas #GiftASkill to yourself!





Mr. @nikunjsanghi, Chairman, ASDC talks about the role of digital skills in driving business at scale for the #auto dealerships. Watch the video to know more about a new #skilling program for the dealer principals. #GrowWithGoogle

Grow with Google



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/CIO, Managing Director, Director)



Webinar to learn how to use paid marketing to drive #automotive dealership business objectives with the top product experts from Google.

Grow with Google



Last Day To Register for a three-part webinar series on Digitising Indian Auto Retail

Webinar Topics:

- Introduction To Digital Landscape
- Hyperlocal Marketing
- Drive Business Objectives with Google Solutions

Register Now!

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



A one-stop shop to learn everything about being digital first and driving efficiencies and business objectives at scale. Don't miss this opportunity to learn from the Google experts.

Grow with Google



Digitising Indian Auto Retail

Webinar 2: Hyperlocal Marketing

Key Learnings:

- Creating a hyperlocal strategy
- Producing hyperlocal content
- Driving your online presence with Google my Business
- Optimizing your website to drive more traffic & leads

3:00PM - 4:00PM

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



As consumers become more digitally savvy, it's time for dealerships too to strengthen thEnhance your digital skills by learning the most talked about marketing method-
#HyperlocalMarketing with
@GoogleIndia.

#GrowWithGoogle and optimize your marketing strategy for driving better online presence and lead generation among others.



Mr. @arindaml, CEO ASDC talking about our partnership with @GoogleIndia @FADA_India to upskill the existing manpower in the automobile dealership in #DigitalMarketing. #GrowWithGoogle

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

3:00 PM - 4:00 PM

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



Learning never stops with @GoogleIndia. Webinar with #GrowWithGoogle will focus on 'Driving business objectives with Google Solutions'.

Learn how to create content strategies, reaching the right target audience, and much more.

CUTS & FES India Webinar

Mr. Arindam Lahiri, CEO, ASDC

A Panelist at CUTS & FES India Webinar

Boosting Green Economy

Is E-Mobility the way forward in Rajasthan?

10th Dec 2020

04:00 PM - 05:30 PM



Join @arindaml, CEO, ASDC at the CUTS & FES India Webinar on "Boosting Green Economy: Is E-mobility the way forward in Rajasthan?"@CUTSCCIER

Arindam Lahiri, CEO, ASDC on partnership with MG Motor India & Autobot Academy



Mr. @arindaml, CEO, ASDC talks about the ASDC's association with @MGMotorIn & @academyautobot and how it will be a remarkable step towards equipping the Indian youth with emerging technologies in the #automotive sector.

Auto Serve 2020

Mark your presence
at the most exciting
Virtual Exhibition

HALL NO 1



23 November - 22 December 2020

on **CII** **HIVE** Platform
Where the buzz is



India's Go to Event for Automotive Aftermarket



ASDC proudly participated in the 9th edition of #AutoServe2020 organized by @FollowCII. The Virtual Conference witnessed the Automotive Aftermarket Sector coming together & deliberating on building a strong growth trajectory for the sector.



India's Go to Event for Automotive Aftermarket

Skills Requirement for Spare Parts Management for Auto Aftermarket

FRIDAY, 04 December 03:00 PM - 04:00 PM



MODERATOR
Mr. Arindam Lahiri
CEO, ASDC



SPEAKER
Mr. Satyam Sarma
Co-founder, All Pro Auto Consultants

On 4th Dec at 9th edition of #AutoServe2020, Mr. @arindamI, CEO, ASDC & Mr. Satyam Sarma, Co-founder All-Pro Auto Consultants deliberated on 'Skills Requirement for Spare Parts Management for Auto Aftermarket'.



India's Go to Event for Automotive Aftermarket

Engaging Skilled Service Technicians through National Apprenticeship Promotion Scheme (NAPS)

FRIDAY, 11 December 03:00 PM - 04:30 PM



MODERATOR
Mr. Arindam Lahiri
CEO, ASDC



SPEAKER
Prashant Pachisia
2COMS Consulting Pvt. Ltd.

Mr. @arindamI, CEO, ASDC & Mr. Prashant Pachisia, CEO @2COMS_Career at a conference on 'Engaging Skilled Service Technicians through National Apprenticeship Promotion Scheme' at the 9th Edition of #Autoserve2020

Date: 11th Dec 2020, 3pm



India's Go to Event for Automotive Aftermarket

ASDC IS JUST A CLICK AWAY! 

Connect with us virtually at India's go to event for Automotive Aftermarket

HALL NO 1



23 November - 22 December 2020

on **CII** **HIVE** Platform
Where the buzz is



Looking out for the job opportunities in the auto sector & want to know more about #skilling initiatives by ASDC? Look no further, #AutoServe2020 virtual exhibition presents a one-stop platform that meets all your requirements.



India's Go to Event for Automotive Aftermarket

Technician Skilling and RPL Certification



FRIDAY, 18 December 03:00 PM - 04:00 PM



MODERATOR

Mr. Arindam Lahiri
CEO, ASDC

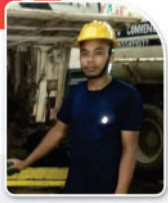


SPEAKER

Mr. B Vishnu
Technical Trainer, Hella India Lighting Ltd.

Insightful conference on 'Technical Skilling and RPL Certification' at 9th edition of #AutoServe2020 with Mr. Arindam Lahiri, CEO, ASDC and Mr. B Vishnu, Technical Trainer


Testimonials




SUMIT BORGHAIN
Junior Technician, FMC TATA Motors Commercial

Sumit's source of income was Seasonal Farming and his prior income/ contribution to the household was nil. He has successfully completed his training and appeared for the assessment of SSC. After completion of training, he joined French Motor Commercial (FMC) TATA Motors Commercial as a junior technician.

He is thankful to Frostees Export (India) Pvt. Ltd. Employability Training Services for providing him with such a wonderful opportunity to build his career. His monthly income has substantially increased and he now feels very proud to support his family which was earlier depended on Seasonal Farming only.

 Sumit Borgohain's financial struggles finally took a backseat after he enrolled for a skilling program, which enabled him to secure a job with TATA Motors Commercial.

Take a step towards a successful career with ASDC's skilling programs. 

Blogs



#StartUps are the new hope for lakhs of fresh graduates coming out of #colleges every year. It is the golden opportunity for job creators & innovators to do their thing and set off their ventures once and for all.

Read here to know about this ecosystem.

<https://bit.ly/39i2THE>

Trivia

What is the name of the new skilling program launched by MG Motor India in collaboration with ASDC & Autobot Academy?

A Kaushal Mart

B Dakshata

C NAPS

D RPL



#Trivia #Skilling

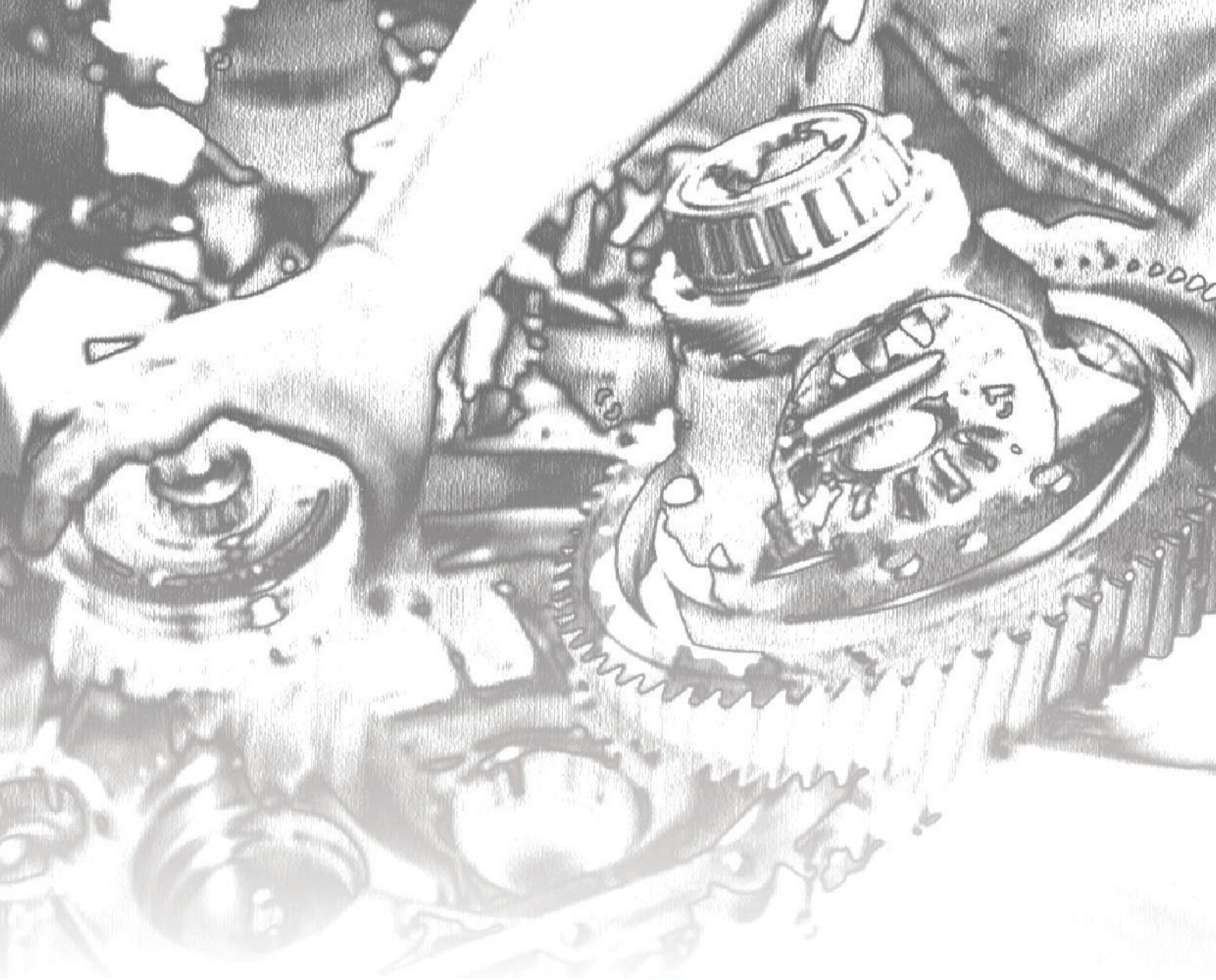
What is the name of the new skilling program launched by MG Motor India in collaboration with ASDC & Autobot Academy.

#Trivia #Skilling #SkillingIndia

- Kaushal Mart
- Dakshata
- NAPS
- RPL

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

153 Ground Floor, Okhla Industrial Estate, Phase-3, New Delhi

Phone: +91 11 42599800 | E-Mail: info@asdc.org.in

www.asdc.org.in

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<https://www.youtube.com/channel/UCHEukIRdNjFO6d73wfm8l8w>