

Automotive Skills Development Council



India EU Seminar on Talent Mobility



Date: 05.12.18
1/17



Overview of the Automotive Sector



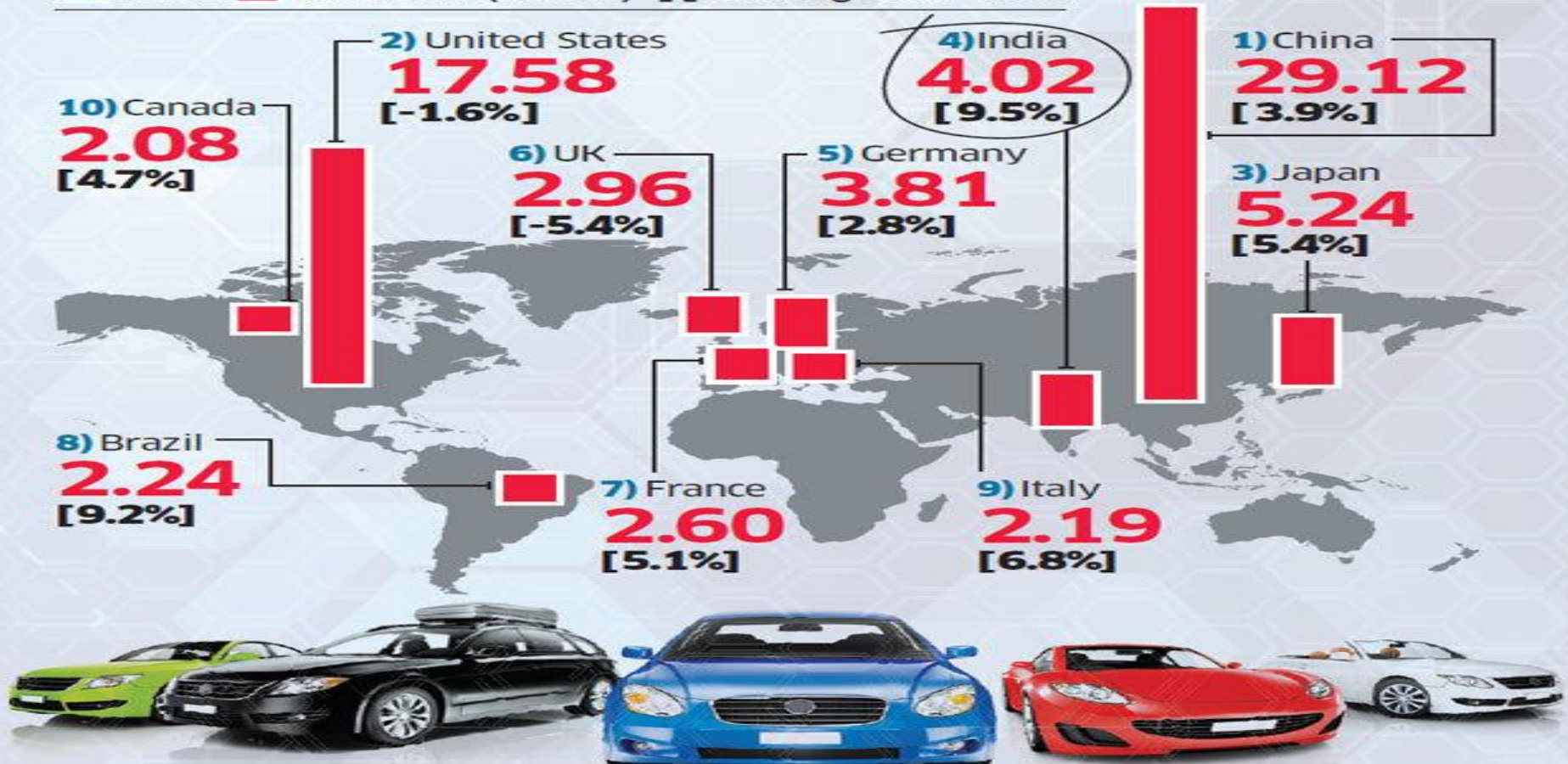
- Accounts for 7.1% of GDP and 45% of Manufacturing sector
- Direct & Indirect Employment: 23.8 million, to grow to 37 million by 2022
 - 45% of employment in Road Transportation.
- Investment multiplier (2-3 times) Employment Multiplier (5 – 6 times)
- Undergoing massive transformation
 - Smart Manufacturing –Industry 4.0
 - Smart Mobility –Zero Emission , Autonomous Driving
 - Shared Mobility – OLA / UBER

Overview of the Automotive Sector

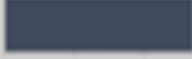
No.4-Ranked India Grows Fastest Among Top 10...

TOP 10 AUTO MARKETS, 2017

■ Rank ■ Units Sold (Million) [] % Change Over 2016



Overview of the Automotive Sector

Rank	Country		Growth % 18_19	
1		India		9.50
2		Japan		5.40
3		China		3.90
4		Germany		2.80
5		United States		-1.60

- **Automotive Mission Plan 2026** states that sector is projected to grow 3 times creating 65 million jobs up to 2026 - Machining, Welding, Fitter Assembly, Auto Sales, Car Mechanic, Driver, etc.

S.No	Sectors	Existing work Force - 2018 (in mn)	Work Force required by 2020 (in mn)	Work Force required by 2022 (in mn)	Skill Gap 2018-2022 (in mn)
1	R&D & Manufacturing*	6.8	8.6	10.6	3.8
2	Sales (Auto & Allied Services)	3.8	4.8	6	2.2
3	Service (Technical & Allied)	2.5	3.2	4	1.5
4	Road Transportation	10.7	13.2	16.3	5.6
	TOTAL	23.8	29.8	36.9	13.1

ASDC and Its Role



Promoting Bodies

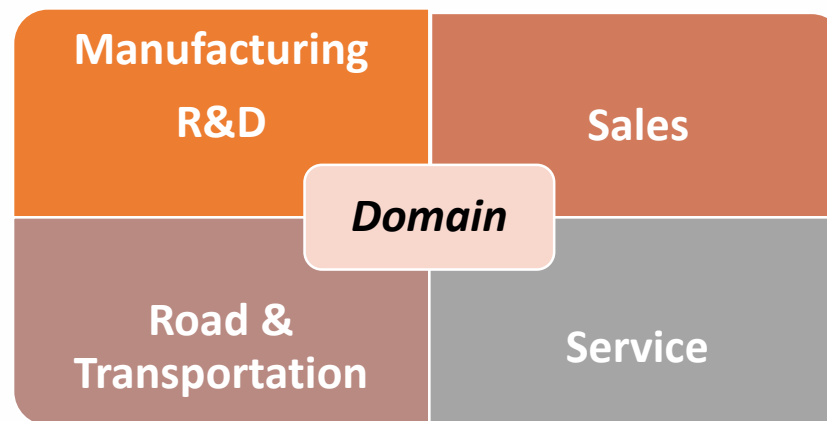
- 1) Society of Indian Automobile Manufacturers (**SIAM**)
- 2) Automotive Components Manufacturers Association (**ACMA**)
- 3) Federation of Automobile Dealers Association (**FADA**)
- 4) National Skill Development Corporation (**NSDC**)
- 5) Department Of Heavy Industry (**DHI**)

ASDC and Its Role

❑ ASDC – What We Do

- A) Make Qualification Packs (QPs)
- B) Whet the Curriculum, Training Material etc.
- C) Appoint training Partners
- D) Appoint Assessing Partners
- E) Conduct Train the Assessors
- F) Conduct Train the trainer

Covers entire value chain of Automotive Industry including:



ASDC and Its Role



□ ASDC – PURPOSE

ASDC objective is to continually **develop** and **upgrade Automotive Skills**:

- For Higher **value additions**
- Through making Skills **aspirational** and integrated with **academic pathways**
- By **Honouring** and **celebrating** the Skilling achievements

This will be achieved through:

- Complete **commitment of the Industry** (SIAM, ACMA and FADA) who are already contributing a lot in Skilling on their own
- **Ensuring credibility**, reliability and robustness of the **Skill Assessment process**.

Ultimately, **higher value addition** through Skilling will facilitate **capital creation**, leading to more **economic activity** and **consequent additional jobs**.

Industry Collaborations



Existing

- Along with existing Industry collaborations with **Hero Moto Corp, Mahindra & Mahindra, Toyota Kirloskar Motor, Tata Motors, Maruti Suzuki, TVS Motors, Ashok Leyland**, ASDC recently signed MoU's with Sandhar Technologies Limited, Hyundai Motor India Limited and Honda Cars India Limited for skilling in Manufacturing, Sales and Service domains.

Upcoming

- **OEMs** –Mercedes, Audi, KIA Motors, MG Motors, Mahindra CIE, Royal Enfield, Suzuki 2-Wheelers, Super auto Forge, Chennai etc.
- **Suppliers**– 3M India, Wuerth, Axalta Coatings, PPG Asian Paints, etc.
- **Auto Component Makers**- Minda India Ltd., QH Talbros Ltd., Mark Exhaust Ltd., RICO Auto Ind Ltd., Anand Group, etc.

Other Highlights

- **Partnership with TCS: -**
- ASDC has collaborated with Tata Consultancy Services iON, MoU has been signed with comprehensive schedule.
- **Highlights are:**
 - 1- Focus on standardization of learning content by digitizing the content and making it available/accessible to all TPs/Trainers/Learners. Focus on enhancing competencies and accountability of Trainer and assessor by providing digital solutions and access to learning content etc.
 - 2- Complete re-imagination of the assessment process focusing on digital assessment with less human interference, resulting in credible assessment process and quality output.
 - 3- Data Base : Bringing skilled candidates closer to Industry and providing insights of Skilling process of candidate to industry. Real time inventory of skilled workforce will be available to the Industry by providing them access in a listing platform.

Other Highlights



Higher Education

- **Create academic pathways** towards higher levels of skill acquisition and corresponding certificates (Diploma, Graduation, Post-Graduation, etc.) in their chosen skills/vocational area through collaborating with various vocational universities and colleges such as **Bhartiya Skill Development University (BSDU), Haryana Vishwakarma Skill University (HVSU), Noida Institute of Engineering & Technology (NIET), Amity, Manipal, SRM, BM Munjal, Chitkara**, etc

Body & Paint Training Centres in India

- ASDC is currently setting up Body & Paint Training Centres in India, the pilot project is being implemented at one of the prominent dealerships.

The Road Ahead/Short Term Work Plan



- Skills for future jobs

Industry 4.0

NSDC has initiated the process of NextGen Technologies under Industry 4.0 with Sector Skill Councils to Create new QP's/Modify/Enhance existing QP's.

ASDC will work on **3D Printing, Big data Analysis, Robotic Process Automation and Internet of Things.**

4 New QPs are being prepared and **59 QPs** are being Enhanced/Modified by 30th Nov,2018.

Electric Vehicle (EV) / Zero Emission Vehicle

Department for International Development (DFID), UK Govt. and Pricewaterhouse Coopers Pvt Ltd. are collaborating with ASDC for **Electric Vehicle QP development.** The **Occupational Map** will be finalized with the help of industry by the end of August, 2018.

India has Talent – Success stories – Audi

- Baljit Sing Chana, Guru Prasad, Suryakant - International Audi Twin Cup - 1st place Technology in 2017
- Baljit Sing Chana, Virendra Sing Rawat, Uday Kumar Velmurugan - International Audi Twin Cup - 2nd place Technology in 2018



India has Talent – Success stories – JLR

- Awdhoot Papde(Modi Motors) Winner Global(Jaguar Brand)-2016 and 2017
- Ganesh Kochare(Navnit Motors) 1st Runner Up(Land Rover Brand)-2017 and winner 2018
- Sajeesh(Muthoot Motors)Global Technician Of The year - 2018 (First time we got this award) and he scored the highest marks so far in competition



India Has Demographics

Country		Median Age
	India	27.6
	China	37.1
	UK	40.5
	USA	37.9
	Japan	46.9
	Germany	46.8
	Italy	45.1
	Europe	42.7

Thank You!

