



*Media Coverage*

ASDC Media Report LKO Kaushal Mahotsav 2024

Abhilasha Productions

**Media Coverage Index**

*(Lucknow Kaushal Mahotsav 2024)*

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1	APN News	15 <sup>th</sup> Mar. 2024			1500	INR 15.00	INR 22,500.00	3,85,131
2	Electronic Maker	15 <sup>th</sup> Mar. 2024			1700	INR 5.00	INR 8,500.00	29,550
3	EV Mechanica	14 <sup>th</sup> Mar. 2024			1400	INR 2.00	INR 2800.00	5,15,830
4	Urja Daily	14 <sup>th</sup> Mar. 2024			1500	INR: 2.00	INR 3,000.00	5,000
5	Electronic Era	13 <sup>th</sup> Mar. 2024			1550	INR 2.00	INR 3,100.00	1,50,816
6	The News Strike	15 <sup>th</sup> Mar. 2024			1500	INR 1.00	INR 1,500.00	28,106
				Total			INR 41,400.00	11,14,433

AD Rates are as per rate cards

Rs. Forty One Thousand Four Hundred Only

Advt. value means if those spaces purchase for commercial purpose or advertisement the cost will be Rs. 41,400.00 (Appx)

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1	Lucknow Wale	11 <sup>th</sup> Mar. 2024			6.41 (Min)	INR 1000.00 (Per 60 sec.)	INR 6,650.00	40,900
							INR 6,650.00	40,900

Advt. value means if those spaces purchase for commercial purpose or advertisement the cost will be Rs. 6,650.00 (Appx)

**TOTAL ADVT VALUE- 41,400+6,650= 48,050.00**

<b>Publication</b>	APN News	<b>Published Date</b>	15 <sup>th</sup> March. 2024
<b>Edition</b>	Online	<b>Coverage</b>	National
<b>News Link</b>	<a href="https://www.apnnews.com/lucknow-kaushal-mahotsav-rozgar-mela-successfully-concludes-with-asdc-facilitating-1300-job-placements/?__cf_chl_tk=88Awz_cZoXtmG6CxeoRGR4hyrAS6vTQhgZ_iVByJPYI-1710740338-0.0.1.1-1749">https://www.apnnews.com/lucknow-kaushal-mahotsav-rozgar-mela-successfully-concludes-with-asdc-facilitating-1300-job-placements/?__cf_chl_tk=88Awz_cZoXtmG6CxeoRGR4hyrAS6vTQhgZ_iVByJPYI-1710740338-0.0.1.1-1749</a>		

## Lucknow Kaushal Mahotsav Rozgar Mela Successfully Concludes with ASDC Facilitating 1300 Job Placements

Published on March 15, 2024



Lucknow, Uttar Pradesh – The Lucknow Kaushal Mahotsav Rozgar Mela, held at Lucknow University on March 9th and 10th, 2024, has drawn to a successful close, leaving a significant impact on the employment landscape of Uttar Pradesh. Organized with the aim of addressing unemployment challenges and fostering economic growth, the event witnessed enthusiastic participation from job seekers across various demographics.

Among the key contributors to the success of the Rozgar Mela was Automotive Skills Development Council (ASDC), a leading organization dedicated to skill development in the automotive sector. ASDC's active involvement in the event resulted in the facilitation of 1300 job placements, significantly contributing to the region's employment drive.

"ASDC's participation in the Lucknow Kaushal Mahotsav Rozgar Mela underscores our commitment to empowering individuals through skill development and employment opportunities," stated Mr. Vinkesh Gulati, Vice President of ASDC. "We are delighted to have facilitated 1300 job placements, offering pathways to success for numerous individuals and contributing to the growth of the automotive industry in Uttar Pradesh."

The Rozgar Mela featured a diverse range of job opportunities, with ASDC focusing on positions within the automotive sector. Through interactive sessions, skill demonstrations, and career counseling, ASDC aimed to guide job seekers towards lucrative career paths aligned with the evolving demands of the industry.

The Lucknow Kaushal Mahotsav, held over two days, emerged as a beacon of hope for job seekers in Lucknow, Uttar Pradesh, offering a multitude of employment opportunities across diverse sectors. Participating employers, including VISION INDIA, DISTIL, PRERNA GROUP, GOAL INDIA, YSF, 2COMS, and JBM, collectively shortlisted 1339 candidates, comprising 964 on the first day and 375 on the second. These candidates, encompassing both males and females, were presented with apprenticeship roles ranging from machine operation to mechanical engineering, with salaries spanning from ₹9,000 to ₹20,000 per month. The event's success not only addressed immediate unemployment challenges but also laid the foundation for sustained economic growth by bridging the gap between skilled workforce demand and supply in the region, ultimately contributing to the socio-economic development of Lucknow and beyond.

"We believe in the transformative power of skill development and employment initiatives," added Mr. Gulati.

"Participating in events like the Lucknow Kaushal Mahotsav allows us to showcase the myriad opportunities available in the automotive sector and inspire the youth to pursue rewarding careers."

The success of the Lucknow Kaushal Mahotsav Rozgar Mela underscores the importance of collaborative efforts in addressing unemployment challenges and driving socio-economic progress. ASDC remains committed to its mission of empowering individuals through skill development and looks forward to continuing its contributions to the growth and prosperity of Uttar Pradesh's workforce.

<b>Publication</b>	Electronic Maker	<b>Published Date</b>	15 <sup>th</sup> March. 2024
<b>Edition</b>	Online	<b>Coverage</b>	National
<b>News Link</b>	<a href="https://electronicsmaker.com/lucknow-kaushal-mahotsav-rozgar-mela-successfully-concludes-with-asdc-facilitating-1300-job-placements">https://electronicsmaker.com/lucknow-kaushal-mahotsav-rozgar-mela-successfully-concludes-with-asdc-facilitating-1300-job-placements</a>		



## Lucknow Kaushal Mahotsav Rozgar Mela Successfully Concludes with ASDC Facilitating 1300 Job Placements



by **Electronics Maker** — March 15, 2024 in Electronics News



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"We believe in the transformative power of skill development and employment initiatives," added Mr. Gulati. "Participating in events like the Lucknow Kaushal Mahotsav allows us to showcase the myriad opportunities available in the automotive sector and inspire the youth to pursue rewarding careers." The success of the Lucknow Kaushal Mahotsav Rozgar Mela underscores the importance of collaborative efforts in addressing unemployment challenges and driving socio-economic progress. ASDC remains committed to its mission of empowering individuals through skill development and looks forward to continuing its contributions to the growth and prosperity of Uttar Pradesh's workforce.

<b>Publication</b>	EV Mechanica	<b>Published Date</b>	14 <sup>th</sup> March 2024
<b>Edition</b>	Online	<b>Coverage</b>	National
<b>News Link</b>	<a href="https://www.evmechanica.com/lucknow-kaushal-mahotsav-1300-jobs-facilitated-by-asdc/">https://www.evmechanica.com/lucknow-kaushal-mahotsav-1300-jobs-facilitated-by-asdc/</a>		



## Lucknow Kaushal Mahotsav: 1300 Jobs Facilitated by ASDC

by Vidushi • March 14, 2024



The Lucknow Kaushal Mahotsav Rozgar Mela, held at Lucknow University on March 9th and 10th, 2024, has drawn to a successful close, leaving a significant impact on the employment landscape of Uttar Pradesh. Organized with the aim of addressing unemployment challenges and fostering economic growth, the event witnessed enthusiastic participation from job seekers across various demographics.

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**Vinkesh Gulati, Vice President of ASDC, stated,** "ASDC's participation in the Lucknow Kaushal Mahotsav Rozgar Mela underscores our commitment to empowering individuals through skill development and employment opportunities. We are delighted to have facilitated 1300 job placements, offering pathways to success for numerous individuals and contributing to the growth of the automotive industry in Uttar Pradesh."

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"We believe in the transformative power of skill development and employment initiatives. Participating in events like the Lucknow Kaushal Mahotsav allows us to showcase the myriad opportunities available in the automotive sector and inspire the youth to pursue rewarding careers." **aded Gulati**.

The success of the Lucknow Kaushal Mahotsav Rozgar Mela underscores the importance of collaborative efforts in addressing unemployment challenges and driving socio-economic progress. ASDC remains committed to its mission of empowering individuals through skill development and looks forward to continuing its contributions to the growth and prosperity of Uttar Pradesh's workforce.

<b>Publication</b>	Urja Daily	<b>Published Date</b>	14 <sup>th</sup> March. 2024
<b>Edition</b>	Online	<b>Coverage</b>	National
<b>News Link</b>	<a href="https://urjadaily.com/success-at-lucknow-kaushal-mahotsav-asdc-facilitates-1300-job-placements/">https://urjadaily.com/success-at-lucknow-kaushal-mahotsav-asdc-facilitates-1300-job-placements/</a>		



## Success at Lucknow Kaushal Mahotsav: ASDC Facilitates 1300 Job Placements

By editor - March 14, 2024

159 0



**New Delhi** – The Lucknow Kaushal Mahotsav Rozgar Mela, held at Lucknow University on March 9th and 10th, 2024, has drawn to a successful close, leaving a significant impact on the employment landscape of Uttar Pradesh. Organized with the aim of addressing unemployment challenges and fostering economic growth, the event witnessed enthusiastic participation from job seekers across various demographics.

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<b>Publication</b>	Electronic Era	<b>Published Date</b>	13 <sup>th</sup> March 2024
<b>Edition</b>	Online	<b>Coverage</b>	National
<b>News Link</b>	<a href="https://electronicsera.in/lucknow-kaushal-mahotsav-rozgar-mela-successfully-concludes-with-asdc-facilitating-1300-job-placements/">https://electronicsera.in/lucknow-kaushal-mahotsav-rozgar-mela-successfully-concludes-with-asdc-facilitating-1300-job-placements/</a>		

## Lucknow Kaushal Mahotsav Rozgar Mela Successfully Concludes with ASDC Facilitating 1300 Job Placements

by Editorial — March 13, 2024 in Industry News Reading Time: 2 mins read



**New Delhi** – The Lucknow Kaushal Mahotsav Rozgar Mela, held at Lucknow University on March 9th and 10th, 2024, has drawn to a successful close, leaving a significant impact on the employment landscape of Uttar Pradesh. Organized with the aim of addressing unemployment challenges and fostering economic growth, the event witnessed enthusiastic participation from job seekers across various demographics.

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<b>Publication</b>	The News Strike	<b>Published Date</b>	15 <sup>h</sup> March, 2024
<b>Edition</b>	Online	<b>Coverage</b>	National
<b>News Link</b>	<a href="https://thenewsstrike.com/lucknow-kaushal-mahotsav-rozgar-mela-successfully-concludes-with-asdc-facilitating-1300-job-placements">https://thenewsstrike.com/lucknow-kaushal-mahotsav-rozgar-mela-successfully-concludes-with-asdc-facilitating-1300-job-placements</a>		

## THE NEWS STRIKE

VOCAL FOR LOCAL NEWS

### Lucknow Kaushal Mahotsav Rozgar Mela Successfully Concludes with ASDC Facilitating 1300 Job Placements

TNS BY EDITOR SAVE IT  
LAST UPDATED: 2024-03-16 11:46:44



The Lucknow Kaushal Mahotsav Rozgar Mela, held at Lucknow University on March 9th and 10th, 2024, has drawn to a successful close, leaving a significant impact on the employment landscape of Uttar Pradesh. Organized with the aim of addressing unemployment challenges and fostering economic growth, the event witnessed enthusiastic participation from job seekers across various demographics.

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<b>Publication</b>	Lucknow Wale	<b>Published Date</b>	11 <sup>th</sup> March 2024
<b>Edition</b>	Online	<b>Coverage</b>	National
<b>News Link</b>	<a href="https://youtu.be/GjxhEvY5ylc">https://youtu.be/GjxhEvY5ylc</a>		



*Thank You!*

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