



ASDC Media Report March 2024

Abhilasha Productions

Media Coverage Index

(March 2024)

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Digital Advt. Value of ASDC								
S. No.	Publications	Date	Length (One Page)	Width (One Page)	Size (cc)/ Word/ Page	Rate (Full Page/ P. Word)	Total Amount	Monthly Reach
1	HT Syndication	20 th Mar. 2024			100	INR 45.00	INR 4,500.00	1,41,246
2	India Education Diary	20 th Mar. 2024			1700	INR 10.00	INR 17,000.00	3,54,385
3	Times Tech	20 th Mar. 2024			2000	INR 2.00	INR 4,000.00	1,47,863
4	Electronic Era	20 th Mar. 2024			1800	INR 2.00	INR 3,600.00	1,50,816
5	Electronic Media	20 th Mar. 2024			1800	INR 1.00	INR 1,800.00	31,661
6	BIS Infotech	21 st Mar. 2024			2200	INR 10.00	INR 22,000.00	80,707
7	Urja Daily	21 st Mar. 2024			2000	INR 5.00	INR 10,000.00	25,000
8	APN News	15 th Mar. 2024			1500	INR 15.00	INR 22,500.00	3,85,131
9	Electronic Maker	15 th Mar. 2024			1700	INR 5.00	INR 8,500.00	29,550
10	EV Mechanica	14 th Mar. 2024			1400	INR 2.00	INR 2800.00	5,15,830
11	Urja Daily	14 th Mar. 2024			1500	INR: 2.00	INR 3,000.00	5,000
12	Electronic Era	13 th Mar. 2024			1550	INR 2.00	INR 3,100.00	1,50,816
13	The News Strike	15 th Mar. 2024			1500	INR 1.00	INR 1,500.00	28,106
14	Online Media Cafe	15 th Mar. 2024			1400	INR .50	INR 700.00	5,000
15	Financial Express	11 th Mar. 2024			3200	INR 50.00	INR 1,60,000	36,910,000
16	Energetica India	11 th Mar. 2024			2800	INR 6.00	INR 16,800.00	47,418
17	Auto Guide India	11 th Mar. 2024			2800	INR 10.00	INR 28,000.00	95,872
18	Mobility Plus	11 th Mar. 2024			3800	INR 15.00	INR 57,000.00	37,342
19	Climate Samurai	12 th Mar. 2024			2500	INR 5.00	INR 12,500.00	1,21,827
20	The CSR Journal	12 th Mar. 2024			2200	INR 10.00	INR 22,000.00	1,35,831
21	Electronic Era	12 th Mar. 2024			2700	INR 2.00	INR 5,400.00	1,50,816
22	Electronic Maker	15 th Mar. 2024			2800	INR 5.00	INR 14,000.00	29,550
23	Business Micro	12 th Mar 2024			3000	INR.50.00	INR 1,500.00	41,237
24	Rashtra Mudra	12 th Mar. 2024			1200	INR 1.00	INR 1,200.00	15,000
				Total			INR 4,23,400.00	39,635,554

AD Rates are as per rate cards

Rs. Four Lakh Twenty Three Thousand Four Hundred Only

Advt. value means if those spaces purchase for commercial purpose or advertisement the cost will be Rs. 4,23,400.00 (Appx)

Advt. Value of ASDC (Print Media)								
S. No.	Publications	Date	Length (One Page)	Width (One Page)	Size (cc)/ Word/ Page	Rate (Full Page/ P. Word)	Total Amount	Reach
1	Deshdoot Times	12 th Mar. 2024	12	8	96	INR 315.00	INR 30,240.00	20,000
2	Punya Nagari	12 th Mar. 2024	15	10	150	INR 150.00	INR 22,500.00	40,900
3	Shivner	12 th Mar. 2024	16	9	144	INR 125.00	INR 18,000.00	15,000
							INR 70,740.00	75,900

Advt. value means if those spaces purchase for commercial purpose or advertisement the cost will be Rs. 70,740.00 (Appx)

Advt. Value of ASDC (Electronic/ You Tube Channel)								
S. No.	Publications	Date	Length (One Page)	Width (One Page)	Size (cc)/ Word/ Page	Rate (Full Page/ P. Word)	Total Amount	Reach
1	Lucknow Wale	11 th 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- 4,23,400.00 +70,740.00+6,650= 5,00,790.00

TOTAL Reach: - 39,502,177+75,900+ 40,900=39,618,977



Publication	HT Syndication	Published Date	20 th March. 2024
Edition	Online	Coverage	National
News Link	https://www.htsyndication.com/india-education-diary/article/empowering-india-s-workforce-for-the-future%3A-asdc-s-role-in-driving-skilling-initiatives-for-new-automotive-technologies/80149998		



Empowering India's Workforce for the Future: ASDC's Role in Driving Skilling Initiatives for New Automotive Technologies

India, March 20 – Amidst the recent announcement of the Electric Vehicle (EV) policy by the Government, signalling a decisive move towards sustainable transportation, and the introduction of the Production-Linked Incentive (PLI) scheme to bolster the automotive sector, the Automotive Skills Development Council (ASDC) emerges as the driving force behind India's journey towards electric mobility. ASDC's unwavering commitment to equipping India's workforce with the requisite skills is poised to catalyse this transformative shift in the automotive landscape.

Publication	India Education Diary	Published Date	20 th March, 2024
Edition	Online	Coverage	National
News Link	https://indiaeducationdiary.in/empowering-indias-workforce-for-the-future-asdcs-role-in-driving-skilling-initiatives-for-new-automotive-technologies/		



Empowering India's Workforce For The Future: ASDC's Role In Driving Skilling Initiatives For New Automotive Technologies

By India Education Diary ... — On Mar 20, 2024



Amidst the recent announcement of the *Electric Vehicle (EV) policy* by the Government, signalling a decisive move towards sustainable transportation, and the introduction of the Production-Linked Incentive (PLI) scheme to bolster the automotive sector, the Automotive Skills Development Council (ASDC) emerges as the driving force behind India's journey towards electric mobility. ASDC's unwavering commitment to equipping India's workforce with the requisite skills is poised to catalyse this transformative shift in the automotive landscape.

The forecast by the NITI Aayog indicating a significant shift towards electric mobility by 2030 presents both a challenge and an opportunity for India. As the nation embraces cleaner and more sustainable modes of transportation, there arises a pressing need for a skilled workforce capable of driving innovation, manufacturing, and maintenance in the electric vehicle sector.

ASDC recognises the immense potential of this transition and has been at the forefront of skilling initiatives tailored to meet the demands of the evolving automotive industry. Through strategic collaborations with industry stakeholders, educational institutions, and the government, ASDC has been instrumental in developing a robust ecosystem for skilling and upskilling in electric vehicle technologies. ASDC's commitment to staying abreast of industry advancements is evident through its diverse range of skilling initiatives tailored to meet the demands of the rapidly evolving automotive industry. One such initiative is the Electric Mobility Nanodegree Programme, a six-month program developed in collaboration with DIYguru, designed for individuals with an engineering or diploma background. This program equips participants with comprehensive knowledge and skills in electric vehicle technologies.

The PLI scheme introduced by the Government serves as a catalyst for domestic manufacturing and investments in the automotive sector. ASDC views this as a significant opportunity to align skilling efforts with industry requirements, thereby creating a talent pool that is not only job-ready but also adept at leveraging cutting-edge technologies. Currently, ASDC offers a range of courses specifically designed to cater to the emerging needs of the electric vehicle segment. These courses cover various aspects of EV technology, including battery management systems, power electronics, electric vehicle design, and maintenance.

Furthermore, ASDC is committed to expanding its reach and impact through innovative skilling programs and initiatives. The council aims to collaborate with industry leaders to develop advanced training modules, establish state-of-the-art training facilities, and facilitate apprenticeship programs to bridge the skill gap in the electric vehicle ecosystem.

F R Singhvi, President of ASDC, remarked, "In the wake of India's ambitious Electric Vehicle (EV) policy and the Production-Linked Incentive (PLI) scheme, ASDC spearheads the skilling initiatives of the nation's journey towards sustainable transportation. With about 3,000 candidates enrolled in EV job roles and more than 11,000 learners enrolled for e-learning courses, ASDC stands as the vanguard of skilling initiatives for new automotive technologies. As NITI Aayog forecasts a shift towards electric mobility by 2030, ASDC sees both challenge and opportunity. Through strategic partnerships and innovative programs like the Electric Vehicle Safety Program for E-Bus stakeholders, ASDC ensures a skilled workforce ready to drive innovation. With a commitment to aligning skilling efforts with industry needs, ASDC paves the way for India to emerge as a global leader in electric mobility."



As India embarks on its journey towards a greener and more sustainable future, ASDC remains steadfast in its commitment to nurturing talent and driving excellence in the automotive sector. Through strategic skilling initiatives and partnerships, ASDC envisions a future where India's workforce emerges as a global powerhouse in electric vehicle technology and innovation.

Publication	Times Tech	Published Date	20 th March. 2024
Edition	Online	Coverage	National
News Link	https://timestech.in/asdc-driving-skilling-for-future-automotive-technologies-in-india/		



ASDC Driving Skilling for Future Automotive Technologies in India

By **Kajal Mehra** - March 20, 2024

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Amidst the recent announcement of the **Electric Vehicle (EV) policy** by the Government, signalling a decisive move towards sustainable transportation, and the introduction of the Production-Linked Incentive (PLI) scheme to bolster the automotive sector, the **Automotive Skills Development Council (ASDC)** emerges as the driving force behind India's journey towards electric mobility. ASDC's unwavering

commitment to equipping India's workforce with the requisite skills is poised to catalyse this transformative shift in the automotive landscape.

The forecast by the NITI Aayog indicating a significant shift towards electric mobility by 2030 presents both a challenge and an opportunity for India. As the nation embraces cleaner and more sustainable modes of transportation, there arises a pressing need for a skilled workforce capable of driving innovation, manufacturing, and maintenance in the electric vehicle sector.



ASDC recognises the immense potential of this transition and has been at the forefront of skilling initiatives tailored to meet the demands of the evolving automotive industry. Through strategic collaborations with industry stakeholders, educational institutions, and the government, ASDC has been instrumental in developing a robust ecosystem for skilling and upskilling in electric vehicle technologies. ASDC's commitment to staying abreast of industry

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As India embarks on its journey towards a greener and more sustainable future, ASDC remains steadfast in its commitment to nurturing talent and driving excellence in the automotive sector. Through strategic skilling initiatives and partnerships, ASDC envisions a future where India's workforce emerges as a global powerhouse in electric vehicle technology and innovation.

Publication	Electronic Era	Published Date	20 th March. 2024
Edition	Online	Coverage	National
News Link	https://electronicera.in/asdcs-role-in-driving-skilling-initiatives-for-new-automotive-technologies/		

ASDC's Role in Driving Skilling Initiatives for New Automotive Technologies

by  **Nimish** — March 20, 2024 in AUTOMOTIVE ELECTRONICS, Industry News Reading Time: 3 mins read



F R Singhvi, President of ASDC

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Publication	Electronic Media	Published Date	20 th March. 2024
Edition	Online	Coverage	National
News Link	https://www.electronicmedia.info/2024/03/20/asdcs-role-in-driving-skilling-initiatives-for-new-automotive-technologies/		



ASDC's Role in Driving Skilling Initiatives for New Automotive Technologies

By **Electronics Media** - March 20, 2024



Mr. F. R. Singhvi, President of ASDC



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Publication	BIS Infotech	Published Date	21 st March, 2024
Edition	Online	Coverage	National
News Link	https://www.bisinfotech.com/asdcs-role-in-driving-skilling-initiatives-for-new-automotive-technologies/		

BISinfotech

ASDC Accelerates Skilling Initiatives for Emerging Automotive Technologies



Vidushi Saxena · March 21, 2024

2 minutes read



Amidst the recent announcement of the Electric Vehicle (EV) policy by the Government, signalling a decisive move towards sustainable transportation, and the introduction of the Production-Linked Incentive (PLI) scheme to bolster the

automotive sector, the Automotive Skills Development Council (ASDC) has emerged as the driving force behind India's journey towards **electric mobility**. ASDC's unwavering commitment to equipping India's workforce with the requisite skills was poised to catalyse this transformative shift in the automotive landscape.

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Publication	Urja Daily	Published Date	20 th March 2024
Edition	Online	Coverage	National
News Link	https://urjadrjaaily.com/asdc-drives-skilling-initiatives-for-new-automotive-technologies-in-india/		



ASDC Drives Skilling Initiatives for New Automotive Technologies in India

By editor - March 20, 2024

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Publication	APN News	Published Date	15 th March. 2024
Edition	Online	Coverage	National
News Link	https://www.apnnews.com/lucknow-kaushal-mahotsav-rozgar-mela-successfully-concludes-with-asdc-facilitating-1300-job-placements/?__cf_chl_tk=88Awz_cZoXtmG6CxeoRGR4hyrAS6vTQhgziVByJPYI-1710740338-0.0.1.1-1749		

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.

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



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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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.

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."

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Publication	EV Mechanica	Published Date	14 th March 2024
Edition	Online	Coverage	National
News Link	https://www.evmechanica.com/lucknow-kaushal-mahotsav-1300-jobs-facilitated-by-asdc/		



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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“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.” **added 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.

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



Success at Lucknow Kaushal Mahotsav: ASDC Facilitates 1300 Job Placements

By editor - March 14, 2024

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Publication	Electronic Era	Published Date	13 th March 2024
Edition	Online	Coverage	National
News Link	https://electronicera.in/lucknow-kaushal-mahotsav-rozgar-mela-successfully-concludes-with-asdc-facilitating-1300-job-placements/		

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



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Publication	The News Strike	Published Date	15 th March. 2024
Edition	Online	Coverage	National
News Link	https://thenewsstrike.com/lucknow-kaushal-mahotsav-rozgar-mela-successfully-concludes-with-asdc-facilitating-1300-job-placements		

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

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Publication	Online Media Cafe	Published Date	15 th March, 2024
Edition	Online	Coverage	National
News Link	https://onlinemediacafe.com/newsbeat/lucknow-kaushal-mahotsav-rozgar-mela-successfully-concludes-with-asdc/		



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

🕒 March 15, 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.



Among the key contributors to the success of the Rozgar Mela was the 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.

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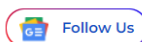
Publication	Financial Express	Published Date	10 th March. 2024
Edition	Online	Coverage	National
News Link	https://www.financialexpress.com/business/express-mobility-india-auto-inc-forms-strategic-partnership-with-the-government-to-provide-easy-access-to-solar-energy-and-evs-3420242/		



India Auto Inc forms strategic partnership with the government to provide easy access to solar energy and EVs

The collaboration aims to train 50,000 women under the PM EV2Solar Project for Social Justice, providing access to solar energy and electric vehicles (EVs) at 30% of the vehicle cost, with 70% funding support through state schemes.

Written by Express Mobility Desk
March 10, 2024 09:20 IST



Ramdas Athawale, Union Minister of State for Social Justice & Empowerment Govt of India (MOSJ&E) at the launch of Solar2EV initiative in Mumbai.

The Automotive Skill Development Council (ASDC), supported by Society of Indian Automobile Manufacturers (SIAM), Automotive Component Manufacturers Association of India (ACMA), Federation of Automobile Dealers Association (FADA), have forged a strategic partnership with the Government of India and the Social Justice Department of the Government of Maharashtra.

The collaboration aims to train 50,000 women under the PM EV2Solar Project for Social Justice, providing access to solar energy and [electric vehicles \(EVs\)](#) at 30% of the vehicle cost, with 70% funding support through state schemes.

Ramdas Athawale, Union Minister of State for Social Justice & Empowerment Govt of [India](#) (MOSJ&E) said, "Such vehicles will be distributed to socially disadvantaged women through Government of India and Government of Maharashtra schemes, empowering them with mobility and economic opportunities."

The Solar2EV initiative envisions a future of innovation, inclusivity, and sustainable development, reflecting the commitment to uplift marginalised communities. "As we embark on the Solar2EV journey, we envision a future where innovation and opportunity intersect to uplift the marginalised. This initiative reflects our unwavering commitment to fostering inclusive growth and sustainable development, empowering communities across Maharashtra and beyond," added Athawale.

Vinkesh Gulati, Vice-President, ASDC added, "ASDC is at the heart of empowering societal change, particularly for women, through our dedicated efforts in the Solar2EV initiative. By focusing on skill development and corporate engagement, we're not just opening up opportunities in Maharashtra's growing [EV](#) and solar sectors; we're ensuring that women are at the forefront of this transformative journey."

The partnership seeks CSR contributions from Corporate India, especially the Automotive Industry, to establish solar-to-EV connections across Maharashtra. The Solar2EV initiative aims to create job opportunities in the first- and last-mile mobility sectors, benefiting the e-commerce industry. Stakeholders like [Amazon](#), [Flipkart](#), and ride-hailing applications are encouraged to leverage social justice funds for innovative solutions.

A task force, led by Social Justice Commissioner Om Prakash Bhakoria and Randheer Singh, Former Director at NITI Aayog, will focus on creating socially sustainable products through ASDC's skill development programs. Bhakoria mentioned, "Initiatives of this nature are essential for ensuring equitable distribution of opportunities among socially and economically disadvantaged groups in society."

The Union Minister also flagged off Solar2EV- Women's EV electric mobility rally marking the commencement of the Solar2EV initiative.

The project features a mix of vehicles and iconic brands supporting the cause. Leading experts from the automotive industry like Forsee Consulting and some of India's largest two-wheeler to electric bus OEMs that have evinced interest to be a part of this program.

This include the likes of PMI Electromobility, Saera [Auto](#), Omega Seiki Mobility, Revin Services, Sun Mobility, Mahindra Last Mile Mobility, Kinetic Green and Citroen C2 fleet cars from Stellantis with a common view that such collaborations will propel the country on a journey lit by clean energy, fostering economic empowerment and social inclusion which contributes to nations collective well-being.

Sameer Agarwal, Founder & CEO, RevFin said, “Women have embraced opportunities in EV financing, transcending traditional gender roles with some of them becoming the primary bread winners of their households. I reaffirm RevFin’s dedication to celebrating women through such initiatives, and our program Stree Shakti, which we recently announced is in line with the government’s vision. By emphasising on the crucial role of financial literacy, I urge women to seize control of their financial destinies for a brighter future.”

Revfin has facilitated financing for over 40,000 E-rickshaws by extending loans to more than 10,000 women across the nation.

Uday Narang, Founder & Chairman, Omega Seiki Mobility said, “At Omega Seiki Mobility, we believe in the transformative power of NariShakti – the strength and resilience of women. By providing 3,000 electric passenger E3W Stream City vehicles for women-run initiatives, we aim to empower and celebrate the incredible contributions of women in our society. This initiative is a testament to our commitment to fostering a more inclusive and sustainable future, where the wheels of progress are driven by the indomitable spirit of NariShakti.”

The Solar2EV project, integrating with social justice schemes, aims to create 1 lakh new jobs, especially in cargo delivery powered by EVs.

Randheer Singh, Co-Founder, Forsee Consulting added, “Cargo delivery powered by EVs marks a seismic shift, as with solar it will push more money in the hands of the gig workers as they will save in electricity bills, while heralding a new chapter in sustainable urban mobility.”

Publication	Energetica India	Published Date	11 th March. 2024
Edition	Online	Coverage	National
News Link	https://www.energetica-india.net/news/goi-and-maharashtra-govts-social-justice-department-partner-to-empower-50000-women-with-asdc		



GOI and Maharashtra Govt.'s Social Justice Department Partner to Empower 50,000 Women with ASDC

This collaboration aims to train 50,000 women under the PM EV2Solar Project for Social Justice, providing access to solar energy and electric vehicles (EVs) at 30% of the vehicle cost, with 70% funding support through state schemes.

March 11, 2024. By News Bureau



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During an event in Mumbai, the Hon'ble Union Minister of State for Social Justice & Empowerment Govt of India (MOSJ&E), Ramdas Athawale, established this partnership with ASDC.

Speaking at the event he emphasized the distribution of vehicles to socially disadvantaged women through government schemes, providing mobility and economic opportunities. Ramdas Athawale stated, "Such vehicles will be distributed to socially disadvantaged women through Government of India and Government of Maharashtra schemes, empowering them with mobility and economic opportunities."

The Solar2EV initiative envisions a future of innovation, inclusivity, and sustainable development, reflecting the commitment to uplift marginalized communities. "As we embark on the Solar2EV journey, we envision a future where innovation and opportunity intersect to uplift the marginalized. This initiative reflects our unwavering commitment to fostering inclusive growth and sustainable development, empowering communities across Maharashtra and beyond," added Union Minister Athawale.

Vinkesh Gulati, Vice President of ASDC, highlighted the organization's commitment to women's empowerment through the Solar2EV initiative. "ASDC is at the heart of empowering societal change, particularly for women, through our dedicated efforts in the Solar2EV initiative. By focusing on skill development and corporate engagement, we're not just opening up opportunities in Maharashtra's growing EV and solar sectors; we're ensuring that women are at the forefront of this transformative journey."

ASDC now has access to resources through Solar2EV partners, enabling CSR funds utilization for PM Suryaghar scheme and women's entrepreneurship development.

The partnership seeks CSR contributions from Corporate India, especially the Automotive Industry, to establish solar-to-EV connections across Maharashtra. The Solar2EV initiative aims to create job opportunities in the first-mile and last-mile mobility sectors, benefiting the e-commerce industry. Stakeholders like Amazon, Flipkart, and ride-hailing applications are encouraged to leverage social justice funds for innovative solutions.

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The project is currently featuring a mix of vehicles and iconic brands supporting the cause. Leading experts from the automotive industry like Forsee Consulting and some of India's largest two wheeler to electric bus OEMs that have evinced interest to be a part of this program

They include the likes of PMI Electromobility, Saera Auto, Omega Seiki Mobility, Revin Services, Sun Mobility, Mahindra Last Mile Mobility, Kinetic Green and Citroen C2 fleet cars from Stellantis with a common view that such collaborations will propel the country on a journey lit by clean energy, fostering economic empowerment and social inclusion which contributes to nations collective well-being

Sharing his insights on such a program that will converge electric mobility and renewables the Founder & CEO of RevFin, Sameer Agarwal, said "Women have embraced opportunities in EV financing, transcending traditional gender roles with some of them becoming the primary bread-winners of their households. I reaffirm RevFin's dedication to celebrating women through such initiatives, and our program Stree Shakti, which we recently announced is in line with the Govt's vision. By emphasizing on the crucial role of financial literacy, I urge women to seize control of their financial destinies for a brighter future."

Revfin has facilitated financing for over 40,000 E-rickshaws by extending loans to 10,000+ women across the nation. Revfin's Stree Shakti highlights commitment to fostering inclusivity and gender equality, ensuring that women have access to the resources and support they need to thrive in today's world.

Uday Narang, Founder and Chairman of Omega Seiki Mobility, expressed his enthusiasm for the PM Solar2EV initiative, stating, "At Omega Seiki Mobility, we believe in the transformative power of NariShakti – the strength and resilience of women. By providing 3,000 electric passenger E3W Stream City vehicles for women-run initiatives, we aim to empower and celebrate the incredible contributions of women in our society. This initiative is a testament to our commitment to fostering a more inclusive and sustainable future, where the wheels of progress are driven by the indomitable spirit of NariShakti."

The Solar2EV project, integrating with social justice schemes, aims to create 1 lakh new jobs, especially in cargo delivery powered by EVs. Randheer Singh Co-Founder of Forsee Consulting which is the knowledge partner for the program emphasized the transformative impact on gig workers and sustainable urban mobility. "Cargo delivery powered by EVs marks a seismic shift, as with solar it will push more money in the hands of the gig workers as they will save in electricity bills, while heralding a new chapter in sustainable urban mobility."

Publication	Auto Guide India	Published Date	11 th March. 2024
Edition	Online	Coverage	National
News Link	https://www.autoguideindia.com/auto-makers/partnerships/goi-and-maharashtra-govt-s-social-justice-department-partner-with-asdc-to-empower-50000-women/		



GOI and Maharashtra Govt.'s Social Justice Department Partner with ASDC to empower 50,000 Women

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By **Autoguide India** - March 11, 2024

The Automotive Skill Development Council (ASDC), supported by SIAM, ACMA, and FADA, has forged a strategic partnership with the Government of India and the Social Justice Department of the Government of Maharashtra. This collaboration aims to train 50,000 women under the PM EV2Solar Project for Social Justice, providing access to solar energy and electric vehicles (EVs) at 30% of the vehicle cost, with 70% funding support through state schemes.

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Vinkesh Gulati, Vice President of ASDC, highlighted the organization's commitment to women's empowerment through the Solar2EV initiative. "ASDC is at the heart of empowering societal change, particularly for women, through our dedicated efforts in the Solar2EV initiative. By focusing on skill development and corporate engagement, we're not just opening up opportunities in Maharashtra's growing EV and solar sectors; we're ensuring that women are at the forefront of this transformative journey."

ASDC is a leading skill development firm in the automotive sector, now has access to resources through Solar2EV partners, enabling CSR funds utilization for PM Suryaghar scheme and women's entrepreneurship development.

The partnership seeks CSR contributions from Corporate India, especially the Automotive Industry, to establish solar-to-EV connections across Maharashtra. The Solar2EV initiative aims to create job opportunities in the first-mile and last-mile mobility sectors, benefiting the e-commerce industry. Stakeholders like Amazon, Flipkart, and ride-hailing applications are encouraged to leverage social justice funds for innovative solutions.

A task force, led by Social Justice Commissioner Om Prakash Bhakoria and Randheer Singh, Former Director at Niti Aayog, will focus on creating socially sustainable products through ASDC's skill development programs. Bhakoria mentioned, "Initiatives of this nature are essential for ensuring equitable distribution of opportunities among socially and economically disadvantaged groups in society."

The Union Minister also flagged off Solar2EV- Women's EV electric mobility rally marking the commencement of the Solar2EV initiative.

The project is currently featuring a mix of vehicles and iconic brands supporting the cause. Leading experts from the automotive industry like Forsee Consulting and some of India's largest two wheeler to electric bus OEMs that have evinced interest to be a part of this program

They include the likes of PMI Electromobility, Saera Auto, Omega Seiki Mobility, Revin Services, Sun Mobility, Mahindra Last Mile Mobility, Kinetic Green and Citroen C2 fleet cars from Stellantis with a common view that such collaborations will propel the country on a journey lit by clean energy, fostering economic empowerment and social inclusion which contributes to nations collective well-being.

Sharing his insights on such a program that will converge electric mobility and renewables the Founder & CEO of RevFin, Sameer Agarwal, said "Women have embraced opportunities in EV financing, transcending traditional gender roles with some of them becoming the primary breadwinners of their households. I reaffirm RevFin's dedication to celebrating women through such initiatives, and our program Stree Shakti, which we recently announced is in line with the Govt's vision. By emphasizing on the crucial role of financial literacy, I urge women to seize control of their financial destinies for a brighter future."

Revfin has facilitated financing for over 40,000 E-rickshaws by extending loans to 10,000+ women across the nation. Revfin's Stree Shakti highlights commitment to fostering inclusivity and gender equality, ensuring that women have access to the resources and support they need to thrive in today's world.

Uday Narang, Founder and Chairman of Omega Seiki Mobility, expressed his enthusiasm for the PM Solar2EV initiative, stating, "At Omega Seiki Mobility, we believe in the transformative power of NariShakti – the strength and resilience of women. By providing 3,000 electric passenger E3W Stream City vehicles for women-run initiatives, we aim to empower and celebrate the incredible contributions of women in our society. This initiative is a testament to our commitment to fostering a more inclusive and sustainable future, where the wheels of progress are driven by the indomitable spirit of NariShakti."

The Solar2EV project, integrating with social justice schemes, aims to create 1 lakh new jobs, especially in cargo delivery powered by EVs. Randheer Singh Co-Founder of Forsee Consulting which is the knowledge partner for the program emphasized the transformative impact on gig workers and sustainable urban mobility. "Cargo delivery powered by EVs marks a seismic shift, as with solar it will push more money in the hands of the gig workers as they will save in electricity bills, while heralding a new chapter in sustainable urban mobility."

The initiative's visionary approach offers disadvantaged individuals the opportunity to lease electric autos, creating jobs and fostering economic growth. "Through strategic investments in EV infrastructure and training programs, we aim to create a ripple effect of prosperity, fostering job creation, and economic growth in communities nationwide," Singh added.

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EMOBILITY+

Empowering Women and Driving Sustainable Mobility: The Solar2EV Initiative Transforming Lives in Maharashtra

By Kavitha - 11th March 2024

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The Automotive Skill Development Council (ASDC), in collaboration with key industry bodies such as SIAM, ACMA, and FADA, has formed a significant partnership with the Government of India and the Social Justice Department of the Government of Maharashtra. This strategic alliance aims to provide training to 50,000 women under the PM EV2Solar Project for Social Justice, facilitating access to solar energy and electric vehicles (EVs) at a subsidized cost of 30%, with the remaining 70% funded through state schemes.

During a Mumbai event, the **Hon'ble Union Minister of State for Social Justice & Empowerment, Shri Ramdas Athawale**, formalized this collaboration with ASDC. He emphasized the distribution of vehicles to socially disadvantaged women through government schemes, thereby enhancing mobility and economic opportunities. "Such vehicles will be distributed to socially disadvantaged women through Government of India and Government of Maharashtra schemes, empowering them with mobility and economic opportunities," stated **Shri Ramdas Athawale**.

The Solar2EV initiative envisages a future characterized by innovation, inclusivity, and sustainable development, reflecting a dedication to uplifting marginalized communities. Union Minister Athawale expressed, "As we embark on the Solar2EV journey, we envision a future where innovation and opportunity intersect to uplift the marginalized. This initiative reflects our unwavering commitment to fostering inclusive growth and sustainable development, empowering communities across Maharashtra and beyond."

Vinkesh Gulati, Vice President of ASDC, underscored the organization's dedication to women's empowerment through the Solar2EV initiative. "ASDC is deeply committed to driving societal change, particularly for women, through our focused efforts in the Solar2EV initiative. By prioritizing skill development and corporate engagement, we are not only opening up opportunities in Maharashtra's burgeoning EV and solar sectors but also ensuring that women play a pivotal role in this transformative journey."

ASDC, a leading skill development firm in the automotive sector, now has access to resources through Solar2EV partners, enabling the utilization of CSR funds for the PM Suryaghar scheme and women's entrepreneurship development.

The partnership seeks CSR contributions from Corporate India, particularly the Automotive Industry, to establish solar-to-EV connections across Maharashtra. The Solar2EV initiative aims to generate job opportunities in the first-mile and last-mile mobility sectors, benefiting the e-commerce industry. Stakeholders like Amazon, Flipkart, and ride-hailing applications are encouraged to leverage social justice funds for innovative solutions.

A task force, led by Social Justice Commissioner Om Prakash Bhakoria and Randheer Singh, Former Director at Niti Aayog, will concentrate on creating socially sustainable products through ASDC's skill development programs. Bhakoria emphasized, "Initiatives of this nature are crucial for ensuring equitable distribution of opportunities among socially and economically disadvantaged groups in society."

The Union Minister also inaugurated the Solar2EV-Women's EV electric mobility rally, signaling the initiation of the Solar2EV initiative.

The project currently features a range of vehicles and prominent brands supporting the cause. Leading experts from the automotive industry, such as Forsee Consulting, and major two-wheeler to electric bus OEMs have expressed interest in participating in this program. These include PMI Electromobility, Saera Auto, Omega Seiki Mobility, Revin Services, Sun Mobility, Mahindra Last Mile Mobility, Kinetic Green, and Citroen C2 fleet cars from Stellantis, all sharing a common vision of propelling the country towards a future illuminated by clean energy, fostering economic empowerment and social inclusion, which contributes to the nation's collective well-being.

Offering insights into such a program that converges electric mobility and renewables, **Sameer Agarwal, Founder & CEO of RevFin**, stated, "Women have embraced opportunities in EV financing, transcending traditional gender roles, with some becoming the primary breadwinners of their households. I reaffirm RevFin's dedication to celebrating women through such initiatives, and our program Stree Shakti, aligns with the Government's vision. By emphasizing the crucial role of financial literacy, I urge women to seize control of their financial destinies for a brighter future."

Revfin has facilitated financing for over 40,000 E-rickshaws by extending loans to 10,000+ women across the nation. Revfin's Stree Shakti highlights commitment to fostering inclusivity and gender equality, ensuring that women have access to the resources and support they need to thrive in today's world.

Uday Narang, Founder and Chairman of Omega Seiki Mobility, expressed enthusiasm for the PM Solar2EV initiative, stating, "At Omega Seiki Mobility, we believe in the transformative power of NariShakti – the strength and resilience of women. By providing 3,000 electric passenger E3W Stream City vehicles for women-run initiatives, we aim to empower and celebrate the incredible contributions of women in our society. This initiative is a testament to our commitment to fostering a more inclusive and sustainable future, where the wheels of progress are driven by the indomitable spirit of NariShakti."



The Solar2EV project, integrated with social justice schemes, aims to create 100,000 new jobs, especially in cargo delivery powered by EVs. Randheer Singh, Co-Founder of Forsee Consulting, the knowledge partner for the program, emphasized the transformative impact on gig workers and sustainable urban mobility. “Cargo delivery powered by EVs marks a seismic shift, as with solar, it will put more money in the hands of gig workers as they save on electricity bills, while heralding a new chapter in sustainable urban mobility.”

The initiative’s visionary approach offers disadvantaged individuals the opportunity to lease electric autos, creating jobs and fostering economic growth. “Through strategic investments in EV infrastructure and training programs, we aim to create a ripple effect of prosperity, fostering job creation, and economic growth in communities nationwide,” Singh added.

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Groundbreaking Solar2EV Initiative Launched to Empower Women and Promote Sustainability

March 11, 2024 by CS News Network

Solar2EV Project to Provide Training, EVs, and Clean Energy Access to 50,000 Women

In a landmark collaboration, the Government of India, the Government of Maharashtra's Social Justice Department, and the Automotive Skill Development Council (ASDC) have joined forces to launch the PM EV2Solar Project for Social Justice. This ambitious initiative aims to empower 50,000 women across the country by providing them with access to solar energy, electric vehicles (EVs), and vital skill development training.

The project prioritizes the distribution of EVs to socially disadvantaged women through government schemes. This empowers them with mobility, fostering economic independence and creating new opportunities. Union Minister of State for Social Justice & Empowerment, Shri Ramdas Athawale, emphasized, "These vehicles will be distributed through government schemes, empowering women with mobility and economic opportunities, uplifting marginalized communities."

The Solar2EV initiative is a beacon of innovation, inclusivity, and sustainable development. "This initiative reflects our unwavering commitment to inclusive growth and sustainable development, empowering communities across Maharashtra and beyond," added Minister Athawale.

The ASDC plays a pivotal role by spearheading skill development programs specifically designed for women. Vinkesh Gulati, Vice President of ASDC, stated, "The Solar2EV initiative is at the heart of empowering societal change, particularly for women. By focusing on skill development, we're ensuring that women are at the forefront of this transformative journey in Maharashtra's growing EV and solar sectors."

The project seeks crucial Corporate Social Responsibility (CSR) contributions from the Indian corporate sector, particularly the automotive industry. This collaboration will establish a robust solar-to-EV infrastructure across Maharashtra. Additionally, stakeholders like e-commerce giants and ride-hailing applications are encouraged to leverage social justice funds for innovative solutions within the EV sector.

A dedicated task force led by Social Justice Commissioner Om Prakash Bhakoria and Randheer Singh, a former director at Niti Aayog, will focus on developing socially sustainable products through ASDC's training programs. Bhakoria noted, "Such initiatives are essential for ensuring equitable distribution of opportunities among disadvantaged groups."

The project launch coincided with the ceremonial flag-off of a women's electric vehicle rally, symbolizing the official commencement of the Solar2EV initiative. Leading figures from the automotive industry, electric vehicle manufacturers, and financing companies have expressed their enthusiastic support for the project. Sameer Agarwal, Founder & CEO of RevFin, a company specializing in EV financing, highlighted the growing role of women in the EV sector. "Women have embraced opportunities in EV financing, transcending traditional gender roles. RevFin's Stree Shakti program aligns with the government's vision of empowering women," Agarwal said.

Omega Seiki Mobility, electric vehicle manufacturer, has pledged to provide 3,000 electric vehicles specifically for women-run initiatives. Uday Narang, Founder and Chairman of the company, stated, "This initiative is a testament to our commitment to fostering a more inclusive and sustainable future, where the wheels of progress are driven by the indomitable spirit of women."

Creating a Sustainable Urban Future

The Solar2EV project, when integrated with existing social justice schemes, has the potential to create over 100,000 new jobs, particularly in the EV-powered cargo delivery sector. Randheer Singh, Co-Founder of Forsee Consulting, the project's knowledge partner, emphasized the transformative impact on gig workers and the environment. "Cargo delivery powered by EVs will usher in a new chapter in sustainable urban mobility," Singh concluded.

The Solar2EV initiative presents a groundbreaking vision for India's future. By empowering women, promoting clean energy, and fostering sustainable economic growth, this project has the potential to create a more equitable and prosperous future for all.

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Solar2EV Initiative: GOI and Maharashtra Govt.'s Social Justice Department Partner with ASDC, and Industry Stakeholders to empower 50,000 Women

By The CSR Journal - March 12, 2024

SHARE



The Automotive Skill Development Council (ASDC), supported by SIAM, ACMA, and FADA, has forged a strategic partnership with the Government of India and the Social Justice Department of the Government of Maharashtra. This collaboration aims to train 50,000 women under the PM EV2Solar Project for Social Justice, providing access to solar energy and electric vehicles (EVs) at 30% of the vehicle cost, with 70% funding support through state schemes.

During an event in Mumbai, the Hon'ble Union Minister of State for Social Justice & Empowerment Govt of India (MOSJ&E), Shri Ramdas Athawale, established this partnership with ASDC.

Speaking at the event he emphasized the distribution of vehicles to socially disadvantaged women through government schemes, providing mobility and economic opportunities. Shri Ramdas Athawale stated, "Such vehicles will be distributed to socially disadvantaged women through Government of India and Government of Maharashtra schemes, empowering them with mobility and economic opportunities."

The Solar2EV initiative envisions a future of innovation, inclusivity, and sustainable development, reflecting the commitment to uplift marginalized communities. "As we embark on the Solar2EV journey, we envision a future where innovation and opportunity intersect to uplift the marginalized. This initiative reflects our unwavering commitment to fostering inclusive growth and sustainable development, empowering communities across Maharashtra and beyond," added Union Minister Athawale

Vinkesh Gulati, Vice President of ASDC, highlighted the organization's commitment to women's empowerment through the Solar2EV initiative. "ASDC is at the heart of empowering societal change, particularly for women, through our dedicated efforts in the Solar2EV initiative. By focusing on skill development and corporate engagement, we're not just opening up opportunities in Maharashtra's growing EV and solar sectors; we're ensuring that women are at the forefront of this transformative journey."

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The Solar2EV project, integrating with social justice schemes, aims to create 1 lakh new jobs, especially in cargo delivery powered by EVs. Randheer Singh Co-Founder of Forsee Consulting which is the knowledge partner for the program emphasized the transformative impact on gig workers and sustainable urban mobility. "Cargo delivery powered by EVs marks a seismic shift, as with solar it will push more money in the hands of the gig workers as they will save in electricity bills, while heralding a new chapter in sustainable urban mobility."

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GOI & Maharashtra Government Social Justice Departments Partner with ASDC

by  Nimish — March 12, 2024 in AUTOMOTIVE ELECTRONICS, Industry News Reading Time: 5 mins read



GOI & Maharashtra Government Social Justice Departments Partner with ASDC

MUMBAI – The Automotive Skill Development Council, which is backed by SIAM, ACMA and FADA and is supported by Ministry of Skill Development and Entrepreneurship, Ministry of Heavy Industries and Ministry of Road Transport and Highways, has formed a dual strategic partnership with the Government of India and the Social Justice Department of the Government of Maharashtra. The partnership aims to provide training to nearly 50,000 women across India as part of the PM EV2Solar Project for Social Justice. This initiative aims to provide access to PM Suryaghar and Electric Vehicles (EVs) to socially disadvantaged individuals at a remarkable 30% of the vehicle cost, with funding support close to 70% through state schemes.

During the event held in Mumbai, in the presence of the Hon'ble Union Minister of State for Social Justice, a strategic partnership was established with ASDC as a precursor to International Women's Day on March 8th. The Honorable Union Minister of State for Social Justice & Empowerment, Shri Ramdas Athawale, who inked the partnership with ASDC, said that skill training is the need of the hour for women from socially disadvantaged groups of society. To facilitate this initiative, individuals first need to undergo skill training, which may encompass essential aspects such as personality development and road safety awareness. Furthermore, ASDC's fundamental grasp of technology, especially in utilizing electric mobility products, has expedited the adoption of electric vehicles. This approach is expected to create nearly 10,000 new jobs in the state of Maharashtra, as informed by ASDC officials.

Flagging an all-women's car rally, **Minister Athawale** remarked: "Such vehicles will be distributed to socially disadvantaged women through Government of India and Government of Maharashtra schemes, empowering them with mobility and economic opportunities." "As we embark on the Solar2EV journey, we envision a future where innovation and opportunity intersect to uplift the marginalized. This initiative reflects our unwavering commitment to fostering inclusive growth and sustainable development, empowering communities across Maharashtra and beyond." – added **Union Minister, Ramdas Athawale**.

On Behalf of Maharashtra Government Social Justice Commissioner **Om Prakash Bhakoria** said, "Initiatives of this nature are essential for ensuring equitable distribution of opportunities among socially and economically disadvantaged groups in society. By aligning with the benefits of electric mobility and the anticipated progress in the solar economy, these efforts are set to play a pivotal role in the country's advancement."

Bhakoria will be leading a task force for the same which will have the MD of all state corporations and solar2EV project of social justice participants who will showcase their solutions and create products that will be socially sustainable through skill development provided by ASDC. "I have called a meeting of all such stakeholders during the 2nd week of March 2024 in Pune where the state department under a special task force will go into minute details of leveraging benefits of both the electric and solar world to the socially and economically weaker sections of society" he said.

Speaking on behalf of the Automotive Skills Development Council (ASDC), **a Mr. Vinkesh Gulati, Vice President, ASDC** said, "ASDC is at the heart of empowering societal change, particularly for women, through our dedicated efforts in the Solar2EV initiative. By focusing on skill development and corporate engagement, we're not just opening up opportunities in Maharashtra's growing EV and solar sectors; we're ensuring that women are at the forefront of this transformative journey. Our commitment extends beyond mere participation—our aim is to cultivate leadership, entrepreneurship, and empowerment among women, firmly believing that their advancement is integral to sustainable growth and inclusive prosperity. This approach underscores the essence of our collaboration across government, industry, and NGOs, demonstrating how strategic investment in women's skills and potential leads to broader societal benefits. As we move forward, ASDC remains dedicated to breaking barriers and creating an ecosystem where women can excel and lead in shaping a greener, more equitable future." The Solar2 Womens EV car rally which had a god mix of two., three wheelers dhowcased a vibrant Women's Day rally, marking the commencement of the Solar2EV initiative with an array of iconic vehicles such as the Kinetic Luna, Omega Seiki, Sara Keto, and Citroen C2 fleet cars.

These vehicles serve as poignant symbols of the integration of the Solar2EV project into diverse government social justice schemes, fostering enhanced accessibility and inclusivity. On the other hand, Original Equipment Manufacturers (OEMs) provided valuable insights into the development of Solar2EV products, showcasing their dedication to innovation and sustainability.

Speaking about the initiative **Randheer Singh, Ex-Niti Ayog, Mobility Expert, Founder, Forsee Consulting** said "Cargo delivery powered by EVs marks a seismic shift, empowering gig workers while heralding a new chapter in sustainable urban mobility. This transformative synergy not only fuels economic empowerment but also catalyzes our collective journey towards a greener, more equitable future. Through strategic investments in EV infrastructure and training programs, we aim to create a ripple effect of prosperity, fostering job creation, and economic growth in communities nationwide."

Essential to the Solar2EV initiative is its commitment to providing a transformative pathway for disadvantaged youth and women. Through this innovative program, individuals have the opportunity to lease electric autos, with the ultimate goal of ownership within a three-year timeframe. This visionary approach not only aims to create 50,000 new jobs within the dynamic EV and solar economy but also serves as a powerful engine for driving sustained economic growth and fostering upward social mobility.

The Solar2EV initiative marks a significant leap toward empowerment and inclusivity, highlighting the unwavering commitment of both the Government of India and the Government of Maharashtra to elevate the less privileged sectors of society. As industry giants such as Forsee Consulting, PMI Electromobility, Saera Auto, OSM, Sun Mobility, and Kinetic come together, their collective participation emphasizes a united dedication to sustainable development and inclusive growth. This collaboration propels us forward on a journey lit by clean energy, fostering economic empowerment and social inclusion, and paving the way for a future where everyone has the chance to prosper and contribute to our collective well-being.

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India's leading skill development firm, specializing in the automotive sector, will now have access to a broad pool of resources through the Solar2EV project partners, including Mahindra Last Mile Mobility, Saera Keto Auto, Omega Seiki Mobility, Stellantis, Kinetic Green, and the premier health management firm, Wockhardt Group. This initiative not only enables the premier training and development agency to tap into their CSR funds to help fund the implementation of the PM Suryaghar scheme but also supports skill development initiatives aimed at fostering women's entrepreneurship.

ASDC intends to leverage Corporate India's, and particularly the Automotive Industry's, CSR contributions to establish solar-to-EV connections across the state. Their goal extends to facilitating job access in the first-mile and last-mile mobility sectors for the e-commerce industry. The Solar2EV partnership will enable ASDC to merge the advantages of solar energy and electric vehicle economies, thereby creating new job opportunities with last-mile mobility entities and e-commerce giants like Amazon, Flipkart, ride-hailing applications, and even battery swapping leaders. These stakeholders are encouraging the Maharashtra state government to employ their social justice funds in offering innovative solutions.

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GOI & Maharashtra Government Social Justice Departments Partner with ASDC to Empower 50,000 Weaker Sections of Women Pan India through Skill Development Training While Leveraging CSR Funds

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



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The Solar2EV initiative marks a significant leap toward empowerment and inclusivity, highlighting the unwavering commitment of both the Government of India and the Government of Maharashtra to elevate the less privileged sectors of society. As industry giants such as Forsee Consulting, PMI Electromobility, Saera Auto, OSM, Sun Mobility, and Kinetic come together, their collective participation emphasizes a united dedication to sustainable development and inclusive growth. This collaboration propels us forward on a journey lit by clean energy, fostering economic empowerment and social inclusion, and paving the way for a future where everyone has the chance to prosper and contribute to our collective well-being.

India's leading skill development firm, specializing in the automotive sector, will now have access to a broad pool of resources through the Solar2EV project partners, including Mahindra Last Mile Mobility, Saera Keto Auto, Omega Seiki Mobility, Stellantis, Kinetic Green, and the premier health management firm, Wockhardt Group. This initiative not only enables the premier training and development agency to tap into their CSR funds to help fund the implementation of the PM Suryaghar scheme but also supports skill development initiatives aimed at fostering women's entrepreneurship.

ASDC intends to leverage Corporate India's, and particularly the Automotive Industry's, CSR contributions to establish solar-to-EV connections across the state. Their goal extends to facilitating job access in the first-mile and last-mile mobility sectors for the e-commerce industry. The Solar2EV partnership will enable ASDC to merge the advantages of solar energy and electric vehicle economies, thereby creating new job opportunities with last-mile mobility entities and e-commerce giants like Amazon, Flipkart, ride-hailing applications, and even battery swapping leaders. These stakeholders are encouraging the Maharashtra state government to employ their social justice funds in offering innovative solutions.

Publication	Business Micro	Published Date	12 th March. 2024
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GOI & Maharashtra Government Social Justice Departments Partner with ASDC to Empower 50,000 Weaker Sections of Women Pan

by Rabindra • Mar 12, 2024 • 0 Comment

MUMBAI – The Automotive Skill Development Council, which is backed by SIAM, ACMA and FADA and is supported by Ministry of Skill Development and Entrepreneurship, Ministry of Heavy Industries and Ministry of Road Transport and Highways, has formed a dual strategic partnership with the Government of India and the Social Justice Department of the Government of Maharashtra. The partnership aims to provide training to nearly 50,000 women across India as part of the PM EV2Solar Project for Social Justice.



This initiative aims to provide access to PM Suryaghar and Electric Vehicles (EVs) to socially disadvantaged individuals at a remarkable 30% of the vehicle cost, with funding support close to 70% through state schemes.

During the event held in Mumbai, in the presence of the Hon'ble Union Minister of State for Social Justice, a strategic partnership was established with ASDC as a precursor to International Women's Day on March 8th. The Honorable Union Minister of State for Social Justice & Empowerment, Shri Ramdas Athawale, who inked the partnership with ASDC, said that skill training is the need of the hour for women from socially disadvantaged groups of society.

To facilitate this initiative, individuals first need to undergo skill training, which may encompass essential aspects such as personality development and road safety awareness. Furthermore, ASDC's fundamental grasp of technology, especially in utilizing electric mobility products, has expedited the adoption of electric vehicles. This approach is expected to create nearly 10,000 new jobs in the state of Maharashtra, as informed by ASDC officials.

Flagging an all-women's car rally, **Minister Athawale** remarked: "Such vehicles will be distributed to socially disadvantaged women through Government of India and Government of Maharashtra schemes, empowering them with mobility and economic opportunities."

"As we embark on the Solar2EV journey, we envision a future where innovation and opportunity intersect to uplift the marginalized. This initiative reflects our unwavering commitment to fostering inclusive growth and sustainable development, empowering communities across Maharashtra and beyond." – added **Union Minister, Ramdas Athawale**.

On Behalf of Maharashtra Government Social Justice Commissioner **Om Prakash Bhakoria** said, "Initiatives of this nature are essential for ensuring equitable distribution of opportunities among socially and economically disadvantaged groups in society. By aligning with the benefits of electric mobility and the anticipated progress in the solar economy, these efforts are set to play a pivotal role in the country's advancement."

Bhakoria will be leading a task force for the same which will have the MD of all state corporations and solar2Ev project of social justice participants who will showcase their solutions and create products that will be socially sustainable through skill development provided by ASDC

"I have called a meeting of all such stakeholders during the 2nd week of March 2024 in Pune where the state department under a special task force will go into minute details of leveraging benefits of both the electric and solar world to the socially and economically weaker sections of society" he said

Speaking on behalf of the Automotive Skills Development Council (ASDC), a **Mr. Vinkesh Gulati, Vice President, ASDC** said, "ASDC is at the heart of empowering societal change, particularly for women, through our dedicated efforts in the Solar2EV initiative. By focusing on skill development and corporate engagement, we're not just opening up opportunities in Maharashtra's growing EV and solar sectors; we're ensuring that women are at the forefront of this transformative journey. Our commitment extends beyond mere participation—our aim is to cultivate leadership, entrepreneurship, and empowerment among women, firmly believing that their advancement is integral to sustainable growth and inclusive prosperity. This approach underscores the essence of our collaboration across government, industry, and NGOs, demonstrating how strategic investment in women's skills and potential leads to broader societal benefits. As we move forward, ASDC remains dedicated to breaking barriers and creating an ecosystem where women can excel and lead in shaping a greener, more equitable future."

The Solar2 Womens EV car rally which had a god mix of two,, three wheelers dhowcased a vibrant Women's Day rally, marking the commencement of the Solar2EV initiative with an array of iconic vehicles such as the Kinetic Luna, Omega Seiki, Sara Keto, and Citroen C2 fleet cars.

These vehicles serve as poignant symbols of the integration of the Solar2EV project into diverse government social justice schemes, fostering enhanced accessibility and inclusivity. On the other hand, Original Equipment Manufacturers (OEMs) provided valuable insights into the development of Solar2EV products, showcasing their dedication to innovation and sustainability.

*Speaking about the initiative **Randheer Singh, Ex-Niti Ayog, Mobility Expert, Founder, Forsee Consulting** said "Cargo delivery powered by EVs marks a seismic shift, empowering gig workers while heralding a new chapter in sustainable urban mobility. This transformative synergy not only fuels economic empowerment but also catalyzes our collective journey towards a greener, more equitable future. Through strategic investments in EV infrastructure and training programs, we aim to create a ripple effect of prosperity, fostering job creation, and economic growth in communities nationwide."*

Essential to the Solar2EV initiative is its commitment to providing a transformative pathway for disadvantaged youth and women. Through this innovative program, individuals have the opportunity to lease electric autos, with the ultimate goal of ownership within a three-year timeframe. This visionary approach not only aims to create 50,000 new jobs within the dynamic EV and solar economy but also serves as a powerful engine for driving sustained economic growth and fostering upward social mobility.

The Solar2EV initiative marks a significant leap toward empowerment and inclusivity, highlighting the unwavering commitment of both the Government of India and the Government of Maharashtra to elevate the less privileged sectors of society. As industry giants such as Forsee Consulting, PMI Electromobility, Saera Auto, OSM, Sun Mobility, and Kinetic come together, their collective participation emphasizes a united dedication to sustainable development and inclusive growth. This collaboration propels us forward on a journey lit by clean energy, fostering economic empowerment and social inclusion, and paving the way for a future where everyone has the chance to prosper and contribute to our collective well-being.

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News Link	https://rashtramudra.com/50000-jobs-will-be-created-through-pm-solar-and-two-ev-projects-through-skill-training-for-economically-disadvantaged-women-in-the-society-union-minister-of-state-ramdas-athawale/		



विशेष

समाजातील आर्थिकदृष्ट्या वंचित गटातील महिलांसाठी कौशल्य प्रशिक्षणाद्वारे पीएम सोलर आणि टू ईव्ही प्रकल्पांमधून ५०,००० रोजगार निर्मिती होणार – केंद्रीय राज्यमंत्री रामदास आठवल

March 11, 2024/Editor

मुंबई: ऑटोमोटिव्ह स्किल डेव्हलपमेंट कौन्सिल (ए.एस.डी.सी.) आणि सामाजिक न्याय मंत्रालय यांच्या संयुक्त विद्यमाने समाजातील आर्थिकदृष्ट्या वंचित गटातील महिलांसाठी कौशल्य प्रशिक्षणाद्वारे पीएम सोलर आणि टू ईव्ही प्रकल्पांमधून ५०,००० रोजगार निर्मिती होणार असल्याचे केंद्रीय सामाजिक न्याय राज्यमंत्री रामदास आठवल यांनी महिला दिनाच्या पूर्वसंध्येला जाहीर केले. मुंबई ऑटोमोटिव्ह स्किल डेव्हलपमेंट कौन्सिल (ए.एस.डी.सी.) तसेच कौशल्य विकास आणि उद्योजकता मंत्रालय, अवजड उद्योग मंत्रालय आणि रस्ते वाहतूक मंत्रालय यांनी भागीदारी प्रकल्प उभा केला आहे.

या उपक्रमाच्या उद्देशाबाबत महाराष्ट्र सामाजिक न्याय आयुक्त ओमप्रकाश भाकोरीया यांनी समाजातील सामाजिक आणि आर्थिक दृष्ट्या वंचित गटांमध्ये गटांमध्ये संधीचे समान वितरण सुनिश्चित करण्यासाठी अशा स्वरूपाचे उपक्रम होणे आवश्यक असल्याचे सांगितले. इलेक्ट्रिक मोबिलिटीचे फायदे आणि सौर अर्थव्यवस्थेतील संधी ही देशाच्या प्रगतीमध्ये महत्त्वपूर्ण भूमिका बजावणार असल्याचे त्यांनी सांगितले त्याचबरोबर भाकोरीया यांनी हेही सांगितले की ते एका टास्क फोर्स ते नेतृत्व करीत असून त्यांनी पुण्यात मार्च २०२४ च्या दुसऱ्या आठवड्यात एका बैठकीचे आयोजन केले आहे. ज्यामध्ये सर्व कॉर्पोरेशनचे एमडी आणि सामाजिक न्याय विभाग सहभागीतांच्या प्रकल्पामध्ये सहभागी होणार असल्याचे सांगितले. यामध्ये सामाजिक आणि आर्थिक दृष्ट्या दुर्बल घटकांना विद्युत आणि सौर जगताचे फायदे मिळवून देण्याचे सूक्ष्म प्रशिक्षण मिळेल असेही त्यांनी सांगितले.

ऑटोमोटिव्ह स्किल डेव्हलपमेंट कौन्सिल (ए.एस.डी.सी.) चे उपाध्यक्ष वेंकेश गुलाटी यांनी सौर जगताचे आणि विद्युत वाहने उपक्रमातील आमच्या या समर्पित प्रयत्नांद्वारे सामाजिक बदल विशेषता महिलांना केंद्रस्थानी ठेवून सशक्त करण्याचे मत मांडले. आम्ही केवळ महाराष्ट्रातील वाढते आणि सौर क्षेत्रामधील संधी उघडत नाही तर परिवर्तनाच्या प्रवासात महिला आघाडीवर राहतील याबाबतची सामाजिक बांधिलकी आमची उच्च पातळीवरची असल्याचे त्यांनी नमूद केले.

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News Link	Not Available		

DESHDOOT *Times*
...watching north maharashtra

GOI & SJD tie with ASDC

MUMBAI: The Automotive Skill Development Council, which is backed by SIAM, ACMA and FADA and is supported by Ministry of Skill Development and Entrepreneurship, Ministry of Heavy Industries and Ministry of Road Transport and Highways, has formed a dual strategic partnership with the Government of India and the Social Justice Department (SJD) of the Government

of Maharashtra. The partnership aims to provide training to nearly 50,000 women across India as part of the PM EV2Solar Project for Social Justice.

This initiative aims to provide access to PM Suryaghar and Electric Vehicles (EVs) to socially disadvantaged individuals at a remarkable 30% of the vehicle cost, with funding support close to 70% through state schemes.

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पुण्य नगरी

ईव्ही प्रकल्पामधून ५० हजार रोजगार निर्मिती होणार – रामदास आठवले

। मुंबई : ऑटोमोटिव्ह स्किल डेव्हलपमेंट कौन्सिल (एसडीसी) आणि सामाजिक न्याय मंत्रालय यांच्या संयुक्त विद्यमाने समाजातील आर्थिकदृष्ट्या वंचित गटातील महिलांसाठी कौशल्य प्रशिक्षणाद्वारे पीएम सोलर आणि टू ईव्ही प्रकल्पामधून ५०००० रोजगार निर्मिती होणार आहे, असे प्रतिपादन केंद्रीय सामाजिक न्यायमंत्री रामदास आठवले यांनी केले.

मुंबई ऑटोमोटिव्ह स्किल डेव्हलपमेंट कौन्सिल (एसआयएएमएसीएम) तसेच कौशल्य विकास आणि उद्योजकता



मंत्रालय, अवजड उद्योग मंत्रालय आणि रस्ते वाहतूक मंत्रालय यांनी भागीदारी प्रकल्प उभा केला आहे. या उपक्रमाच्या उद्देशाबाबत महाराष्ट्र सामाजिक न्याय आयुक्त ओमप्रकाश भाकोरीया यांनी समाजातील सामाजिक आणि आर्थिकदृष्ट्या वंचित गटांमध्ये संधीचे समान वितरण सुनिश्चित

करण्यासाठी अशा स्वरूपाचे उपक्रम होणे आवश्यक असल्याचे सांगितले. एसबीसीचे उपाध्यक्ष वेंकेश गुलाटी म्हणाले की, सौर जगताचे आणि विद्युत वाहने उपक्रमातील आमच्या या समर्पित प्रयत्नांद्वारे सामाजिक बदल विशेषतः महिलांना केंद्रस्थानी ठेवून सशक्त करणार आहे.

Publication	Shivner	Published Date	12 th March. 2024
Edition	Print	Coverage	Mumbai
News Link	Not Available		

शिवनेर

आर्थिक दृष्ट्या वंचित गटातील महिलांसाठी कौशल्य प्रशिक्षणाद्वारे पीएम सोलर आणि टू ईव्ही प्रकल्पांमधून १०००० रोजगार निर्मिती होणार : मंत्री रामदास आठवले

मुंबई : ऑटोमोटिव्ह स्किल डेव्हलपमेंट कौन्सिल (ए.एस.डी.सी.) आणि सामाजिक न्याय मंत्रालय यांच्या संयुक्त विद्यमाने समाजातील आर्थिक दृष्ट्या वंचित गटातील महिलांसाठी कौशल्य प्रशिक्षणाद्वारे पीएम सोलर आणि टू ईव्ही प्रकल्पांमधून १०००० रोजगार निर्मिती होणार असल्याचे केंद्रीय सामाजिक न्याय मंत्री श्री. रामदास आठवले यांनी महिला दिनाच्या पूर्वसंध्येला जाहीर केले.

मुंबई ऑटोमोटिव्ह स्किल डेव्हलपमेंट

कौन्सिल (एस.आय.ए.एम.ए.सी.एम.) तसेच कौशल्य विकास आणि उद्योजकता मंत्रालय, अवजड उद्योग मंत्रालय आणि रस्ते वाहतूक मंत्रालय यांनी भागीदारी प्रकल्प उभा केला आहे. या उपक्रमाच्या उद्देशाबाबत महाराष्ट्र सामाजिक न्याय आयुक्त श्री.ओमप्रकाश भाकोरीया यांनी समाजातील सामाजिक आणि आर्थिक दृष्ट्या वंचित गटांमध्ये गटांमध्ये रंधीचे समान वितरण सुनिश्चित करण्यासाठी अशा स्वरूपाचे उपक्रम होणे आवश्यक असल्याचे सांगितले. इलेक्ट्रिक मोबिलिटी



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