

Communication Update

December 2024

1



1 a) Summary - Social Media

S no	Details	2023-2024			2024-2025			Actual			Remarks
		Actual			Target						
		FY	YTC	M	FY	YTD	M	M1 (Oct)	M2 (Nov)	M3 (Dec)	
1	Social Media Posts	300		20	325	211	25	25	25	25	
2	Events	24		2	30	34	5	1	4	5	
3	Reels	12		1	24	16	2	2	2	2	
4	YouTube/ Video Creation	96		8	125	151	10	19	2	10	
5	Stories	240		32	400	195	35	27	28	35	
6	Campaign	12		1	12	9	1	2	1	1	

Highlights

- Promoted 5 events in the month of Dec.
- National Automobile Olympiad 2024 was the major highlight of the month.
- Regularly shared videos and posts for promoting our E-Learning creatives.

***Events include all events online and offline by both agency and ASDC members.**

1 b) Events of the month

- ❑ Project Saksham Convocation ceremony.
- ❑ MOU signing with Steinbies University.
- ❑ Delhi EV Summit 2024
- ❑ 10th IVASS Summit
- ❑ National Automobile Olympiad 2024









1 c)Progress in Followers

Social Media Platforms	Nov	Dec	Progress	FADA	ACMA	SIAM
Instagram	2118	2031	87	1577	53	454
X	5888	5898	10	10.1K	10.5K	24.8K
Fb	7450	7550	100	8.1K	6.3K	6.9K
LinkedIn	16682	16976	294	21K	22K	12K
YouTube	2420	2480	60	1.04K	599	371
Threads	319	320	1	-	-	-

Highlights

- Gained **552** followers in only month of time.
- **Highest growth** in number of followers was most evident on **LinkedIn.**

1d) Overview - Dec

CONTENT						
Impressions	2.2K	2.4K	6.4K	23K	1.1K	-
Likes	31	47	76	1100	32	-
Comments	2	2	2	8	-	-
No. of Posts/Uploads	25	25	33	33	5	25

Highlights

- Remarkably, we've seen a significant impressions of around 35.1K in the entire month.
- Multiple reposts were also made on the posts that we posted on LinkedIn and Twitter for NAO 2024.

1 e) Campaign – Dec 2024

Activity	Oct	Nov	Dec	Details
Monthly Campaign Theme: #NAO2024	2	1	1	<p>In December, ASDC promoted the National Automobile Olympiad (NAO) 2024 Finals on social media, emphasizing the excitement and prestige of the event. Scheduled for December 27th and 28th at Scope Global Skills University, Bhopal, the campaign highlighted the platform as a convergence of India's brightest young minds in automotive innovation. It showcased hands-on challenges and groundbreaking technological insights, inviting audiences to witness the ultimate showdown in automotive excellence.</p>




★ Total Impressions from the campaign– 16K

Creatives of the Month – Dec 2024

EMPOWERING YOUTH

Highlights from the ASDC & Bosch Livelihood Skilling Initiative



asdc.org.in @AutomotiveSkillsDevelopmentCouncil @SkillsASDC @asdcindia asdc_india Automotive Skills Development Council

ASDC Concludes Hero MotoCorp's Project Saksham Convocation Ceremony

At Visan Hospitality Pvt. Ltd., Gurgaon



asdc.org.in @AutomotiveSkillsDevelopmentCouncil @SkillsASDC @asdcindia asdc_india Automotive Skills Development Council

2 DAYS TO GO

GRAND-FINAL

Only 2 days left for the Grand Finale!

Witness the best automobile talents battle it out in Scope Global Skills University, Bhopal.



asdc.org.in @AutomotiveSkillsDevelopmentCouncil @SkillsASDC @asdcindia asdc_india Automotive Skills Development Council

ASDC Signs MoU with Steinbeis University

Germany, for 1+1 Masters Program



asdc.org.in @AutomotiveSkillsDevelopmentCouncil @SkillsASDC @asdcindia asdc_india Automotive Skills Development Council

EMPOWERING THE FUTURE WORKFORCE

NAPS EVENT 2024

EVENT DETAILS

27th December 2024 | Chhatrapati Sambhaji Nagar

Supported By: Distil Education & NIPM

- Insights into apprenticeship opportunities
- Networking with top employers
- Expert talks from industry leaders
- Skill development sessions for a brighter tomorrow

asdc.org.in @AutomotiveSkillsDevelopmentCouncil @SkillsASDC @asdcindia asdc_india Automotive Skills Development Council

FOR ELECTRIC VEHICLE SERVICE TECHNICIANS!

Nayi Raah – One Step Forward

Training Supported by: Small Industries Development Bank of India (SIDBI)

OJT



Join us on this exciting journey towards a greener and more sustainable future!

asdc.org.in @AutomotiveSkillsDevelopmentCouncil @SkillsASDC @asdcindia asdc_india Automotive Skills Development Council

PR – 2 a) Summary

S no	Details	2023-2024			2024-2025				Actual										Remarks
		Actual			Target														
		FY	YTD	M	FY	YT D	M	April	May	June	July	August	Sept	Nov	Nov	Dec	YTD		
1	Press Release	12	YTC	1	15	9	1	0	3	3	3	1	2	0	1	3	16		
2	Articles	12		2	12		1	0	0	1	1	1	2	1	5	1	11		
3	Interview & Industry Stories	12		1	12		1	1	2	0	1	2	2	1	3	2	14	The responses, drafted on behalf of Mr. Arindam Lahiri has been submitted to APN News. Coverage awaited	
4	Blogs	24		2	24		2	3	2	1	3	2	2	2	2	2	19		
5	Event attended	11		1	30		2	7	3	0	4	1	3	0	2	2	22		
6	TV	NA		NA	0		0	0	0	3	1	1	2	3	2	1	13		
7	Speech	NA		NA	9		1	0	1	1	6	0	5	1	0	2	16		
8	Talk points	NA		NA	12		1	0	1	1	6	1	3	1	0	2	15		

Dec Media Coverage Highlights

Total Coverage: 48

Total Reach: 17.82 CR+

Total PR Value: INR 26.67 lac+

2 b) Media Coverage Achieved in Dec '24



India's auto retail in 2024: Navigating high inventory, skill gaps, and the EV transition

One notable trend is the increasing demand for premium variants and luxury vehicles. Rising disposable incomes and the aspirations of the expanding middle class have driven steady growth in high-end car sales, boosting dealers' top and bottom lines.



Vinkesh Culati • ETAuto
 Updated On Dec 28, 2024 at 08:48 AM IST
 Read by: 553 Industry Professionals



Dealerships have transitioned from lean inventories in 2020-2023 to excessive stock levels in 2024.

E-magazine Link:
<https://shorturl.at/ZcsCw>



The Automotive Skills Development Council signed an MoU with **SUTM Steinbeis School for Sustainable Technology and Management GmbH, Germany**. It introduces a 1+1 Master's Programme in Business Engineering to equip young talent with technical expertise and business acumen.

E-Paper Link:
<https://shorturl.at/qDeZL>

2 c)Media Coverage Achieved in Dec '24

❖ APN NEWS

ASDC and Steinbeis University Join Forces to Empower the Next Generation of Automotive Innovators



New Delhi – Taking a transformative step in fostering international academic collaborations, the Automotive Skills Development Council (ASDC) has signed a Memorandum of Understanding (MoU) with SUTM Steinbeis School for Sustainable Technology & Management GmbH, Germany. This partnership introduces a 1+1 Masters Programme in Business Engineering (MBE), aiming to empower aspiring automotive professionals with world-class education and skills for thriving international careers.

The 1+1 Masters Programme, structured as one year in India followed by one year at Steinbeis University in Germany, will equip young talent with technical expertise, business acumen, and global exposure. It serves as a platform for fostering innovation and excellence in the dynamic automotive sector. Furthermore, this initiative addresses the workforce shortage in European countries by preparing skilled professionals who can excel in international roles within the automotive sector. This unique approach ensures access to global education while minimizing financial burdens. Moreover, the program opens doors to potential job opportunities in Europe, addressing workforce shortages in the region. If students excel, it will enhance the reputation of Indian talent, creating more opportunities in the future. ASDC will also strive to prioritize children from lower-income families, making this initiative more inclusive and impactful.

News Link:

<https://shorturl.at/jnKGK>



ASDC Collaborates with Steinbeis University to Empower the Next Generation of Automotive Innovators

By PNI Admin — Last updated Dec 11, 2024

EDUCATION TECHNOLOGY



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News Link:

<https://shorturl.at/Auok7>

2 d)Media Coverage Achieved in Dec '24



ASDC and Steinbeis University Join Forces to Empower

The Next Generation of Automotive Innovators

By TimesTech · December 11, 2024

44 0



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News Link:

<https://shorturl.at/Lvs8o>



NATIONAL NEWS SCHOOL

ASDC And Steinbeis University Join Forces To Empower The Next Generation Of Automotive Innovators

By India Education Diary · On Dec 11, 2024

New Delhi: – Taking a transformative step in fostering international academic collaborations, the Automotive Skills Development Council (ASDC) has signed a Memorandum of Understanding (MoU) with SUTM Steinbeis School for Sustainable Technology & Management GmbH, Germany. This partnership introduces a 1+1 Masters Programme in Business Engineering (MBE), aiming to empower aspiring automotive professionals with world-class education and skills for thriving international careers.

News Link:

<https://shorturl.at/GOsBU>

2 e)Media Coverage Achieved in Dec '24



ASDC and Steinbeis University unite to empower automotive innovators

by Aditi Singh — December 11, 2024 in Automotive Electronics

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News Link:

<https://shorturl.at/4bgz8>



ASDC and Steinbeis University collaborate for 1+1 Masters Programme in Business Engineering (MBE)



The Automotive Skills Development Council (ASDC) has signed a Memorandum of Understanding (MoU) with **SUTM Steinbeis School for Sustainable Technology & Management GmbH, Germany** to introduce a **1+1 Masters Programme in Business Engineering (MBE)**, aiming to empower aspiring automotive professionals with world-class education and skills for thriving international careers.

News Link:

<https://shorturl.at/5kOQU>

2 f)Media Coverage Achieved in Dec '24

EDUCATION21.
New India Aspires

ASDC and Steinbeis University collaborate for 1+1 Masters Programme in Business Engineering (MBE)

December 12, 2024 in Careerwise Latest, Skills

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The Automotive Skills Development Council (ASDC) has signed a Memorandum of Understanding (MoU) with SUTM Steinbeis School for Sustainable Technology & Management GmbH, Germany to introduce a 1+1 Masters Programme in Business Engineering (MBE), aiming to empower aspiring automotive professionals with world-class education and skills for thriving international careers.

News Link:

<https://shorturl.at/Vlyex>

EE Electronics
A new era in technology media

ASDC and Steinbeis University Join Forces to Empower the Automotive Innovators

by Nimish - December 11, 2024 in AUTOMOTIVE ELECTRONICS, Industry News

Reading Time: 2 mins read



New Delhi: - Taking a transformative step in fostering international academic collaborations, the Automotive Skills Development Council (ASDC) has signed a Memorandum of Understanding (MoU) with SUTM Steinbeis School for Sustainable Technology & Management GmbH, Germany. This partnership introduces a 1+1 Masters Programme in Business Engineering (MBE), aiming to empower aspiring automotive professionals with world-class education and skills for thriving international careers.

News Link:

<https://shorturl.at/1enc6>

URJAdaily
Powering Renewable Today

Partnership Between ASDC and Steinbeis University

By Urja Daily - December 11, 2024

94 0



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News Link:

<https://shorturl.at/dHDE2>

2 g)Media Coverage Achieved in Dec '24



TECHNICAL TEXTILES TODAY

Steinbeis University and ASDC Collaborate to Support

TECHNICAL TEXTILES TODAY December 11, 2024 No Comments




New Delhi: The Automotive Skills Development Council (ASDC) and SUTM Steinbeis School for Sustainable Technology & Management GmbH have linked a Memorandum of Understanding (MoU), marking a revolutionary step in promoting global academic connections. Germany, A1+1 Masters Programme in Business Engineering (MBE) is being introduced through this agreement with the goal of equipping future automotive professionals with top-notch training and abilities for prosperous global careers.

The 1+1 Masters Program, which consists of a year in India and a year at Steinbeis University in Germany, will provide young people exposure to the world, commercial savvy, and technological know-how. It provides a forum for encouraging creativity and quality in the dynamic automobile industry. Additionally, by training qualified individuals who can succeed in global positions in the automobile industry, this program solves the labour deficit in European nations. This innovative strategy minimises financial obligations while guaranteeing access to international education. Additionally, the initiative addresses the region's labour deficit by opening doors to possible employment prospects throughout Europe. If pupils perform well, it will improve the standing of Indian potential, opening up further prospects for the future. ASDC will also strive to prioritize children from lower-income families, making this initiative more inclusive and impactful.


Mr. F R Singhvi, President of ASDC, discussed the alliance, saying, "This partnership is a testament to our commitment to nurturing globally competitive automotive leaders." By partnering with a prominent establishment such as Steinbeis University, we want to provide our providing young people with access to industry best practices, cutting-edge information, and global employment prospects. An important step in training India's workforce for the changing global automotive landscape is the program."

The program's goal is to close the knowledge gap between academia and industry demands, guaranteeing that students get skills that satisfy global norms. Germany's Steinbeis University is well known for emphasising sustainable technology and management, which makes it an ideal partner for ASDC's vision of developing a future-ready workforce. The significance of the partnership was emphasised by **Ms. Garima Jhamb, Assistant Vice President - NEP Implementation, ASDC,** who said, "At ASDC, we recognise the importance of equipping young minds with the right skills and global perspectives." This Business Master's Program Engineering gives students the tools they need to succeed in global employment in addition to providing access to foreign education. It demonstrates our commitment to paving the route for Indian talent to excel internationally. The MBE curriculum emphasises a multidisciplinary approach that combines business management and technical training. Students will have access to cutting-edge materials, practical project opportunities, and exposure to cutting-edge trends in sustainable technology and automotive engineering. It is anticipated that ASDC's relationship with Steinbeis University would have a cascading effect, inspiring other automotive companies to consider such global partnerships. By promoting skill development and academic excellence, this collaboration aligns with India's National Education Policy (NEP) to build a global-ready workforce for sustainable development."



TEXTILE
VALUE CHAIN

ASDC & Steinbeis University Join Forces to Empower the Next Generation



Published December 11, 2024 Author: TEXTILE VALUE CHAIN

New Delhi: Taking a transformative step in fostering international academic collaborations, the Automotive Skills Development Council (ASDC) has signed a Memorandum of Understanding (MoU) with SUTM Steinbeis School for Sustainable Technology & Management GmbH, Germany. This partnership introduces a 1+1 master's Programme in Business Engineering (MBE), aiming to empower aspiring automotive professionals with world-class education and skills for thriving international careers.

The 1+1 master's program will give young people technical know-how, business savvy, and international experience. It is designed to be completed in India to one year and then at Steinbeis University in Germany for another year. It provides a forum for promoting quality and innovation in the fast-paced automotive industry. Additionally, by training qualified individuals who can succeed in global positions within the automobile industry, this program solves the labor deficit in European nations. This innovative strategy minimizes financial obligations while guaranteeing access to international education. Additionally, the program addresses the region's labor deficit by providing access to possible employment prospects across Europe.

Speaking about the collaboration, **Mr. F R Singhvi, President of ASDC,** said, "This collaboration demonstrates our dedication to developing globally competitive automotive leaders. We hope to give our young people access to cutting-edge information, business methods, and global job prospects by partnering with a renowned university like Steinbeis University. An important step in training India's workforce for the changing global automotive landscape is the program.

In order to ensure that students gain competencies that satisfy worldwide standards, the program aims to close the gap between academic learning and industry requirements. The German university Steinbeis is well known for emphasizing sustainable technology and management, which makes it a perfect partner for ASDC's goal of creating a workforce prepared for the future.

Ms. Garima Jhamb, Assistant Vice President - NEP Implementation, ASDC emphasized the value of the partnership, saying, "At ASDC, we understand how important it is to give young minds the proper tools and a global perspective. This master's program in business engineering equips students to succeed in worldwide employment in addition to providing access to foreign education. It demonstrates our commitment to paving the route for Indian talent to excel internationally."



Driving Innovation: ASDC and Steinbeis University Unite to Nurture Future Automotive Talent

BY TEAM • DECEMBER 11, 2024



New Delhi, India, 11th December – Taking a transformative step in fostering international academic collaborations, the Automotive Skills Development Council (ASDC) has signed a Memorandum of Understanding (MoU) with SUTM Steinbeis School for Sustainable Technology & Management GmbH, Germany. This partnership introduces a 1+1 Masters Programme in Business Engineering (MBE), aiming to empower aspiring automotive professionals with world-class education and skills for thriving international careers.

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News Link:
<https://shorturl.at/6xNpi>

News Link:
<https://shorturl.at/Gfebi>

News Link:
<https://shorturl.at/36OqU>

2 h)Media Coverage Achieved in Dec '24



INTERVIEWS

A Vision for Global Excellence: The ASDC-Steinbeis Partnership

11 December 2024 / Machine Edge Global

In a world of rapidly evolving automotive technologies, the Automotive Skills Development Council (ASDC) has emerged as a key player in bridging the skill gap within the industry. Under the visionary leadership of its President, **Mr. F R Singhvi**, ASDC has embarked on a pioneering collaboration with Steinbeis University, Germany, to offer a 1+1 Masters Program in Business Engineering. In this exclusive interview with Machine Edge Global, Mr. Singhvi delves into the vision behind this partnership, its impact on the Indian automotive workforce, and how it aligns with the transformative

How do you envision this program contributing to bridging the skill gap in the Indian automotive industry?

The Indian automotive sector is evolving rapidly, with emerging technologies such as EVs and autonomous vehicles requiring specialized skills. The 1+1 Masters Program in Business Engineering addresses this need by offering a curriculum that integrates technical expertise with business acumen. By exposing students to international best practices and advanced engineering concepts, the program directly addresses the skill gap in the industry. Additionally, it fosters a culture of innovation and problem-solving, ensuring that graduates are industry-ready. This collaboration prepares Indian talent to meet the demands of a dynamic automotive landscape while aligning their skills with global standards.

With the rise of electric and autonomous vehicles, how do programs like this align with the evolving needs of the automotive sector?

The automotive industry is witnessing a paradigm shift with the rise of electric and autonomous vehicles. Programs like the 1+1 Masters in Business Engineering are designed to equip students with the skills needed to thrive in this transformative era. The curriculum focuses on emerging technologies, sustainable practices, and advanced management principles. By training students in both technical and business domains, the program ensures they are well-prepared to lead innovation in areas like EV infrastructure, autonomous systems, and connected mobility. This alignment with future trends makes the program invaluable for shaping the next generation of automotive leaders.

How will the collaboration with Steinbeis University help align Indian skill development with global standards?

Steinbeis University is renowned for its emphasis on sustainable technology and applied learning, which complements ASDC's mission to advance skill development in India. The collaboration ensures students are exposed to a global academic environment, state-of-the-art research facilities, and industry-oriented projects. This international exposure not only raises the bar for individual competencies but also enhances India's position as a global talent pool in the automotive sector. Graduates from this program will embody a blend of Indian ingenuity and German precision, making them sought-after professionals worldwide.

News Link:
<https://shorturl.at/csz9F>

2 i)Media Coverage Achieved in Dec '24

Business News Matters

ASDC and Steinbeis University Join Forces to Train the Next Wave of Automotive Industry Leaders



By team
DEC 11, 2024

New Delhi, India, 11th December – Taking a transformative step in fostering international academic collaborations, the Automotive Skills Development Council (ASDC) has signed a **Memorandum of Understanding (MoU)** with SUTM Steinbeis School for Sustainable Technology & Management GmbH, Germany. This partnership introduces a 1+1 Masters Programme in Business Engineering (MBE), aiming to empower aspiring automotive professionals with world-class education and skills for thriving international careers.

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Speaking about the collaboration, Mr. F R Singhvi, President of ASDC, said,

News Link:

<https://shorturl.at/e1eut>



Revolutionizing Automotive Education: ASDC Teams Up with Steinbeis University for Cutting-Edge Programs

@Ravens · 12 December 12, 2024 · 21 retweets



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Speaking about the collaboration, Mr. F R Singhvi, President of ASDC, said,

"This partnership is a testament to our commitment to nurturing globally competitive automotive leaders. By aligning with a prestigious institution like Steinbeis University, we aim to provide our youth with access to cutting-edge knowledge, industry practices, and international career opportunities. The programme is a crucial step toward preparing India's workforce for the emerging global automotive landscape."

The initiative is designed to bridge the gap between academic learning and industry requirements, ensuring that students acquire competencies that meet international standards. Steinbeis University, Germany, is renowned for its emphasis on sustainable technology and management, making it an ideal partner for ASDC's vision of developing a future-ready workforce.

Ms. Garima Jambh, Assistant Vice President - NIP Implementation, ASDC, highlighted the significance of the collaboration, stating,

"At ASDC, we recognize the importance of equipping young minds with the right skills and global perspectives. This Masters Programme in Business Engineering not only opens doors to international education but also empowers students to excel in global careers. It reflects our dedication to creating pathways for Indian talent to shine on the world stage."

News Link:

<https://shorturl.at/nCmEc>

MEDIA EXPRESS

ASDC and Steinbeis University Collaborate to Empower Tomorrow's Automotive Innovators

ASDC and Steinbeis University Collaborate to Empower Tomorrow's Automotive Innovators



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News Link:

<https://shorturl.at/tUZ9x>

2 j)Media Coverage Achieved in Dec '24



CSR सम्मेलन: एक साथ आए उद्योग और एनजीओ || Aap ki Baat



Abhilasha Productions
20.9K subscribers



<i>Aired Date</i>	Sun. 8 th Dec, 2024
<i>Aired Time</i>	5:30 PM
<i>Coverage</i>	Pan India
<i>Viewership</i>	25,00,000
<i>PR Value</i>	Rs. 1,68,500

YouTube Link:

<https://shorturl.at/8RyIj>

2 k) Media Coverage Achieved in Dec '24



CSR सम्मेलन: एक साथ आए उद्योग और एनजीओ || Aap ki Baat



<i>Aired Date</i>	Tue. 10 th Dec, 2024
<i>Aired Time</i>	5:30 PM
<i>Coverage</i>	Pan India
<i>Viewership/Subscribers</i>	20,700
<i>PR Value</i>	Rs. 74,888

YouTube Link:

<https://shorturl.at/IouWh>

2 1)Media Coverage Achieved in Dec '24

(National Automobile Olympiad)

THE TIMES OF INDIA

National automobile olympiad launched in city; aims to draw young talent

Ramendra.Singh / Dec 29, 2024, 01:02 IST

SHARE PRINT AA FOLLOW US



Bhopal: The Automotive Skills Development Council (ASDC) launched the National Automobile Olympiad (NAO) 2024 at Scope Global Skills University, Bhopal. The event aims to connect academic knowledge with industry requirements, offering a platform for talented young individuals to demonstrate their technical abilities and innovative thinking.

The two-day programme, centred on "Empowering Future Automotive Leaders," unites students nationwide, offering exposure to advanced automotive technologies.

During the opening ceremony, Arindam Lahiri, CEO, ASDC, stated: "The National Automobile Olympiad exemplifies ASDC's commitment to shaping the next generation of automotive professionals. Through structured training and skill-building activities, we aim to instill discipline, creativity, and excellence among participants, preparing them for the demands of the rapidly evolving automotive landscape."

The first day commenced with an introductory session about ASDC's objectives and its industry significance, followed by expert-led training in robotics and welding.

These sessions provided practical knowledge of contemporary technologies and advanced manufacturing methods. Dr Ajay Bhushan, vice chancellor, Scope Global Skills University, remarked: "The National Automobile Olympiad is not just a competition but a learning experience for the participants. It encourages innovation, fosters problem-solving skills, and helps align young talent with the future needs of India's automotive sector. We believe initiatives like these are instrumental in building a robust, skilled workforce that can drive the industry's growth."

THE TIMES OF INDIA

National automobile olympiad launched in city; aims to draw young talent

Ramendra.Singh@timesofindia.com

Bhopal: The Automotive Skills Development Council (ASDC) launched the National Automobile Olympiad (NAO) 2024 at Scope Global Skills University, Bhopal. The event aims to connect academic knowledge with industry requirements, offering a platform for talented young individuals to demonstrate their technical abilities and innovative thinking.

The two-day programme, centred on "Empowering Future Automotive Leaders," unites students nationwide, offering exposure to advanced automotive technologies.

During the opening ceremony, Arindam Lahiri, CEO, ASDC, stated: "The National Automobile Olympiad exemplifies ASDC's commitment to shaping the next generation of automotive professionals. Through structured training



The programme provides exposure to youth

and skill-building activities, we aim to instill discipline, creativity, and excellence among participants, preparing them for the demands of the rapidly evolving automotive landscape."

The first day commenced with an introductory session about ASDC's objectives and its industry significance, followed by expert-led training in robotics and welding.

These sessions provided practical knowledge of contemporary technologies and advanced manufacturing methods. Dr Ajay Bhushan, vice chancellor, Scope Global Skills University, remarked: "The National Automobile Olympiad is not just a competition but a learning experience for the participants. It encourages innovation, fosters problem-solving skills, and helps align young talent with the future needs of India's automotive sector. We believe initiatives like these are instrumental in building a robust, skilled workforce that can drive the industry's growth."

The event structure combines practical training with assessments, ensuring participants develop both competitive and professional capabilities. The day ended with participants looking forward to tomorrow's rounds, with winners to be announced on December 28.

Publication	The Times of India	Published Date	Sun. 29 th Dec. 2024
Format	Print (English)	Coverage	Bhopal
Content	Press Release	Circulation	7,50,000
Size	150 Sq. cm	Readership	13,500,000
E-paper Link	Not Available	PR Value	Rs. 2,17,500

News Link:
<https://shorturl.at/LP34z>

2 m)Media Coverage Achieved in Dec '24

(National Automobile Olympiad)



National Automobile Olympiad opens; Students showcase their skills

Monday, 30 December 2024 | Staff Reporter | BHOPAL

The two-day National Automobile Olympiad (NAO), jointly organized by the Automotive Skills Development Council (ASDC) and CBSE, concluded on Saturday at SCOPE Global Skills University. Students from various categories demonstrated their skills during the event, where ASDC President FR Singhvi interacted with the participants and motivated them.

Winners across different groups were announced, with Aryan Jaiswal from DPS, Delhi securing the first position in Group 1 (Classes 6-8), followed by Drishti Verma and Poorbi Verma from DCM Presidency School, Ludhiana, in second and third positions, respectively. In Group 2 (Classes 9-10), the first position went to V. Sai Anish from Boaz Public School, Chennai, while Suryanshu Sundar Subudhi from DAV Public School, Bhubaneswar, and Rituparna Barman from Maharishi Vidya Mandir, Guwahati, took second and third places. For Group 3 (Classes 11-12), Samarth Prakash from Khaitan Public School, Ghaziabad, won first place, with Vidhan Harpalani and Hitarth Sandeep Kumar from Our Own High School, Dubai, taking second and third positions.

The Olympiad aimed to bridge the gap between academic education and industry needs, providing students with hands-on experience in advanced automotive technologies and challenges. Participants worked on the theme "Empowering Future Automotive Leaders," showcasing their creativity and expertise in robotics competitions, welding tasks, and presentations. ASDC experts also conducted training sessions on robotics, electric vehicles, and connected systems.

The event began with a formal welcome to dignitaries, including ASDC CEO Arindam Lahiri, Social Defense Fellow Rama Shankar Pandey, ASDC President F.R. Singhvi, SIAM Deputy Executive Director Atanu G Sant Shriromani Ravidas Global Skills Park, Shameem Uddin. SCOPE Global Skills University' Bhushan, Registrar Dr. Suresh Kumar Sinha, and Convener Dr. Anurag Kulshreshtha welcome

News Link:

<https://shorturl.at/hZRGx>

National Automobile Olympiad opens, students showcase their skills

STAFF REPORTER ■ BHOPAL

The grand finale of the two-day National Automobile Olympiad (NAO), organized jointly by the Automotive Skills Development Council (ASDC) and CBSE, commenced on Friday at SCOPE Global Skills University. The event featured competitions in robotics, AR-VR-based welding simulations, and presentations on automobile-related topics. Around 74 students from classes 6 to 12, selected after school, district, and state-level competitions, showcased their talents in the national finals.

The Robotics Competition started with a training session where students were introduced to robot assembling techniques. Participants then completed tasks demonstrating their efficiency and precision. In the Welding Simulation category, students were familiarized with advancements in welding technology and AR-



VR-based simulation systems. Following the training, they undertook evaluation tasks focusing on performance across various parameters. As part of the Presentation Competition, students from classes 6 to 8 presented innovative ideas on "Green Mobility - Challenges and Solutions," while students from classes 9 and 10 showcased futuristic concepts on "Automobile Design for the Future." Senior students from classes 11 and 12

discussed the societal impact of "Software-Defined Vehicles." These presentations highlighted unique ideas and solutions to real-world automotive challenges. Addressing the participants during the inauguration ceremony, ASDC CEO Arindam Lahiri emphasized the importance of such initiatives in shaping the next generation of automotive professionals. He reiterated ASDC's commitment to fostering creativity, excel-

lence, and industry readiness through skill-based training programs. Siddharth Chaturvedi, Chancellor of SCOPE Global Skills University, described the Olympiad as a unique platform promoting skill development and inspiring students to explore new career opportunities in the automotive industry. Ajay Bhushan, Vice-Chancellor of the university, highlighted the event's significance as a learning experience rather than just a competition. He explained that the Olympiad encourages innovation, enhances problem-solving skills, and connects young talent to the future needs of India's automotive sector. He emphasized that such initiatives contribute to building a robust and skilled workforce, accelerating the growth of the industry. The Olympiad set a benchmark in nurturing young talent and preparing students for emerging opportunities in the automotive domain.

Publication	The Pioneer	Published Date	Sat. 28 th Dec. 2024
Format	Print (English)	Coverage	Bhopal
Content	Press Release	Circulation	44,000
Size	340 Sq. cm	Readership	2,30,000
E-paper Link	Not Available	PR Value	Rs. 2,46,500

2 n)Media Coverage Achieved in Dec '24

(National Automobile Olympiad)

ITDC@PRESS
DIGITAL NEWS STAND OF INDIA

National Automobile Olympiad Concludes: Students Showcase Their Skills



CNN Central News & Network – ITDC India Epress/ITDC News Bhopal: The two-day National Automobile Olympiad (NAO), organized jointly by the Automotive Skills Development Council (ASDC) and CBSE, concluded at Scope Global Skills University. The event aimed to bridge the gap between academic education and industry requirements.

Winners of the Competition:

In Group 1 (Grades 6–8), Aryan Jaiswal from DPS Delhi secured the first position. In Group 2 (Grades 9–10), V. Sai Aneesh from Boaz Public School, Chennai, emerged as the winner. In Group 3 (Grades 11–12), Samarth Prakash from Khaitan Public School, Ghaziabad, clinched the top spot.

Participants showcased their creativity and technical skills through robotics competitions, welding tasks, and presentations. ASDC President F.R. Singhi stated, "This Olympiad is an initiative to prepare future automotive leaders."

News Link:

<https://shorturl.at/jzx8L>



National Automobile Olympiad opens; Students showcase their skills

Story by Staff Reporter • 3d • 2 min read

BHOPAL, Dec. 30 -- The two-day National Automobile Olympiad (NAO), jointly organized by the Automotive Skills Development Council (ASDC) and CBSE, concluded on Saturday at SCOPE Global Skills University. Students from various categories demonstrated their skills during the event, where ASDC President FR Singhvi interacted with the participants and motivated them.

Winners across different groups were announced, with Aryan Jaiswal from DPS, Delhi securing the first position in Group 1 (Classes 6-8), followed by Drishti Verma and Poorbi Verma from DCM Presidency School, Ludhiana, in second and third positions, respectively. In Group 2 (Classes 9-10), the first position went to V. Sai Anish from Boaz Public School, Chennai, while Suryanshu Sundar Subudhi from DAV Public School, Bhubaneswar, and Rituparna Barman from Maharishi Vidya Mandir, Guwahati, took second and third places. For Group 3 (Classes 11-12), Samarth Prakash from Khaitan Public School, Ghaziabad, won first place, with Vidhan Harpalani and Hitarth Sandeep Kumar from Our Own High School, Dubai, taking second and third positions.

News Link:

<https://shorturl.at/I186k>

इंटीग्रेटेड ट्रेड

नेशनल ऑटोमोबाइल ओलंपियाड का शुभारंभ छात्रों ने दिखाया
हुनर

December 28, 2024 7:13 am
Editor: ITDC News Team



सीएनएन न्यूज़ एंड नेटवर्क-आईटीडीसी इंडिया ईप्रेस /आईटीडीसी न्यूज़ भोपाल : ऑटोमोटिव स्किल्स डेवलपमेंट काउंसिल (एएसडीसी) और सीबीएसई के संयुक्त तत्वावधान में आयोजित दो दिवसीय नेशनल ऑटोमोबाइल ओलंपियाड (एनएओ) के फाइनल राउंड का भव्य आगाज स्कोप ग्लोबल स्किल्स यूनिवर्सिटी में किया गया। इस दौरान सेबोटेक्स, एआर-वीआर के जरिए सेलिंग सिमुलेशन और ऑटोमोबाइल संबंधी विषयों पर प्रेजेंटेशन कॉन्फ़ीट्रेंस का आयोजन किया गया। इसमें कक्षा छठी से लेकर 12वीं तक के करीब 74 छात्रों ने अपना टैलेंट का प्रदर्शन किया। बता दें कि इस ओलंपियाड के स्कूल लेवल, जिला और राज्य स्तरीय प्रतियोगिता के बाद इन 74 छात्रों को चुना गया है, जो अब राष्ट्रीय स्तर पर आयोजित इस फाइनल राउंड में अपने टैलेंट को प्रदर्शित कर रहे हैं।

News Link:

<https://shorturl.at/ZHepR>

20) Media Coverage Achieved in Dec '24

(National Automobile Olympiad)



National Automobile: ऑटोमोबाइल ओलंपियाड में छात्रों ने दिखाया टैलेंट, रोबोटिक्स से दिया सॉल्यूशन

📰 **हरिभूमि** National Automobile Olympiad: मध्य प्रदेश की राजधानी **भोपाल** में शुक्रवार (27 दिसंबर) को ऑटोमोबाइल ओलंपियाड हुई। इसमें छठी से 12वीं तक के 74 छात्रों ने अपने टैलेंट का प्रदर्शन किया। 📍 **आरा-पारा की कार डीलरशिप**



S L Kushwaha

Published: 27 Dec 2024, 11:53 PM

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Last Updated: 27 Dec 2024, 11:55

Bhopal National Automobile Olympiad: मध्य प्रदेश की राजधानी भोपाल में शुक्रवार (27 दिसंबर) को दिवसीय नेशनल ऑटोमोबाइल ओलंपियाड (एनएओ) के फाइनल राउंड का भव्य आगमन हुआ। ऑटोमोटिव स्किल्स डेवलपमेंट काउंसिल (एसडीसी) और सीबीएसई के संयुक्त तत्वावधान में आयोजित इस ओलंपियाड में रोबोटिक्स, एआर-वीआर के जरिए वेल्डिंग सिमुलेशन और ऑटोमोबाइल संबंधी विषयों पर प्रेजेंटेशन कॉम्पिटिशन हुआ। छठी से 12वीं तक के 74 छात्रों ने अपने टैलेंट का प्रदर्शन किया।

News Link:

<https://shorturl.at/cHGOB>

Central Chronicle

Automobile Olympiad ongoing at Scope Global Skills University

Bhopal: Automotive Skills Development Council has organized the National Automobile Olympiad 2024 (Grand Finale) in association with Scope Global Skills University, Bhopal with the theme of "Empowering Future Automotive Leaders." The event is held in the presence of F R Singhvi, President, ASDC and Vinkesh Gulati, Vice President, ASDC. The event is being held on 27 and 28 December from 10 AM onwards at Scope Global Skills University, Bhopal.



The National Automobile Olympiad 2024 is a premier platform to showcase young talents in the automotive sector. This two-day event will feature exciting challenges, including robotics, welding tasks, and technical presentations, designed to align academic learning with industry demands. Witness the future of India's automotive industry as students demonstrate their skills and innovation.

Publication	Central Chronicle	Published Date	Sat. 28 th Dec. 2024
Format	Print (English)	Coverage	Bhopal
Content	Press Release	Circulation	1,25,000
Size	240 Sq. cm	Readership	4,00,000
E-paper Link	Not Available	PR Value	Rs. 2,28,000

Central Chronicle

ASDC concludes National Automobile Olympiad 2024

► Participants showcase their talent, skills, and innovative thinking

Bhopal: The Automotive Skills Development Council (ASDC) successfully hosted the grand finale of the National Automobile Olympiad (NAO) 2024 at Scope Global Skills University, Bhopal. This two-day event, held on December 27th and 28th, brought together some of the brightest young minds in the automotive sector, showcasing their talent, skills, and innovative thinking. The Olympiad aimed to bridge the gap between academic learning and industry requirements, providing students with hands-on exposure to cutting-edge automotive technologies and practical challenges. From robotic competitions and welding tasks to thought-provoking technical presentations, the participants demonstrated an exceptional blend of creativity and expertise, setting a new benchmark for the event.

Reflecting on the event's success, Mr. F R Singhvi, President of ASDC, remarked, "The National Automobile Olympiad, in association with Scope Global Skills University, is a testament to our commitment to fostering the next generation of automotive leaders. These young talents represent the future of India's automotive industry, and their passion and dedication are truly inspiring. By emphasizing discipline, best-quality capabilities, the most optimized time, and following methods that align with industry standards, ASDC ensures that our youth are equipped with the skills and opportunities needed to thrive in a rapidly evolving sector."



Participants engaged in various challenges

The event's theme, "Empowering Future Automotive Leaders," resonated throughout the competition, with activities designed to test both technical and creative problem-solving skills. Participants engaged in various challenges, such as robotic assembly, welding precision, and team-based technical presentations. In addition to the competitive aspects, students attended training sessions led by ASDC experts, gaining insights into emerging technologies such as robotics, electric vehicles, and connected systems.

from DAV Public School, Bhubaneswar, was awarded second place, while Ritugam Barman from Kabardin Vidyut Kunder Senior Secondary School, Guwahati, secured the third position. In Group 3 (Class 11-12), Samarth Prakash from Khaitan Public School, Ghaziabad, emerged as the winner, Vihans Harpalani and Hitarth Sandeep K. both from Our Own High School, Dubai, earned the second and third places, respectively. A transformative experience Divyansu Jaiswal, the first-place winner from Group 1, shared his experience, saying, "Winning this competition has been a transformative experience for me. The National Automobile Olympiad allowed me to explore my passion for automotive innovation and challenge myself in ways I never imagined. I am deeply thankful to ASDC for creating this platform and for inspiring students like me to pursue our dreams." NAO 2024 reaffirmed ASDC's role as a driving force in skill development within the automotive sector. By bringing together academia, industry experts, and young talent, the Olympiad continues to be a vital platform for inspiring innovation and excellence. As ASDC looks ahead, its focus remains steadfast on empowering India's youth to lead the way in the global automotive landscape.

Publication	Central Chronicle	Published Date	Sun. 29 th Dec. 2024
Format	Print (English)	Coverage	Bhopal
Content	Press Release	Circulation	1,25,000
Size	200 Sq. cm	Readership	4,00,000
E-paper Link	Not Available	PR Value	Rs. 1,90,000

2 p)Media Coverage Achieved in Dec '24

(National Automobile Olympiad)



National Automobile Olympiad opens; Students showcase their skills

STAFF REPORTER ■ BHOPAL

The two-day National Automobile Olympiad (NAO), jointly organized by the Automotive Skills Development Council (ASDC) and CBSE, concluded on Saturday at SCOPE Global Skills University. Students from various categories demonstrated their skills during the event, where ASDC President FR Singhvi interacted with the participants and motivated them.

Winners across different groups were announced, with Aryan Jaiswal from DPS, Delhi securing the first position in Group 1 (Classes 6-8), followed by Drishti Verma and Poorbi Verma from DCM Presidency School, Ludhiana, in second and third positions, respectively. In Group 2 (Classes 9-10), the first position went to V. Sai Anish from Boaz Public School, Chennai, while Suryanshu Sundar Subudhi from DAV Public School,

Bhubaneswar, and Rituparna Barman from Maharishi Vidya Mandir, Guwahati, took second and third places. For Group 3 (Classes 11-12), Samarth Prakash from Khaitan Public School, Ghaziabad, won first place, with Vidhan Harpalani and Hitarth Sandeep Kumar from Our Own High School, Dubai, taking second and third positions. The Olympiad aimed to bridge the gap between academic education and industry needs, providing students with hands-on experience in advanced automotive technologies and challenges. Participants worked on the theme "Empowering Future Automotive Leaders," showcasing their creativity and expertise in robotics competitions, welding tasks, and presentations. ASDC experts also conducted training sessions on robotics, electric vehicles, and connected systems. The event began with a formal welcome to dignitaries, including ASDC CEO Arindam

Lahiri, Social Defense Fellow Rama Shankar Pandey, ASDC President E.R. Singhvi, SIAM Deputy Executive Director Atanu Ganguli, and Director of Sant Shiromani Ravidas Global Skills Park, Shameem Uddin. SCOPE Global Skills University Vice-Chancellor Dr. Ajay Bhushan, Registrar Dr. Sitesh Kumar Sinha, and Convener Dr. Anurag Kulshreshtha welcomed the guests.

In his opening address, Arindam Lahiri praised the initiative, stating that the Olympiad provided a platform for Indian youth to reach new heights in the automobile sector.

ASDC President E.R. Singhvi highlighted the significance of preparing the next generation of automotive leaders and reiterated ASDC's commitment to skill development aligned with industry demands. Rama Shankar Pandey emphasized the global recognition of India's auto-

mobile industry and the importance of nurturing young talent. E.R. Singhvi underlined the role of technical skills and innovation as the backbone of the industry and called such events a bridge between students and industry. Atanu Ganguli also highlighted the importance of the event.

The closing ceremony included an awards distribution, honoring jury members and presenting trophies and certificates to the winners.

Vice-Chancellor Dr. Ajay Bhushan, in his vote of thanks, described the Olympiad as a platform to showcase India's technical potential and expressed gratitude to all participants and collaborators. Registrar Dr. Sitesh Kumar Sinha remarked that the Olympiad played a pivotal role in encouraging a new generation of automotive entrepreneurs and technical experts, setting the stage for stronger collaboration between industry and academia.

Publication	The Pioneer	Published Date	Sun. 29 th Dec. 2024
Format	Print (English)	Coverage	Bhopal
Content	Press Release	Circulation	44, 000
Size	300 Sq. cm	Readership	2,30,000
E-paper Link	Not Available	PR Value	Rs. 2,17,500

2 p)Media Coverage Achieved in Dec '24

(National Automobile Olympiad)

दैनिक जागरण

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नेशनल ऑटोमोबाइल ओलम्पियाड शुरू, छात्रों ने दिखाया कौशल



भोपाल। ऑटोमोटिव स्किल्स डेवलपमेंट काउंसिल (एएसडीसी) और सोनीएसई के संयुक्त तत्वावधान में दो दिवसीय नेशनल ऑटोमोबाइल ओलम्पियाड (एनएओ) के फाइनल राउंड का आगाज स्कोप ग्लोबल स्किल्स यूनिवर्सिटी में शुक्रवार को किया गया। इस दौरान रोबोटिक्स, एआर-वीआर के जरिए वेलिडिंग सिम्यूलेशन और ऑटोमोबाइल संबंधी विषयों पर प्रेजेंटेशन कॉम्पिटिशन का आयोजन किया गया। इसमें कक्षा छठे से लेकर 12वीं तक के करीब 74 छात्रों ने अपने टैलेंट का प्रदर्शन किया। बता दें कि इस ऑलम्पियाड के स्कूल लेवल, जिला और राज्य स्तरीय प्रतियोगिता के बाद इन 74 छात्रों को चुना गया है, जो अब राष्ट्रीय स्तर पर आयोजित इस फाइनल राउंड में अपने टैलेंट को प्रदर्शित कर रहे हैं। रोबोटिक्स कॉम्पिटिशन की शुरुआत रोबोटिक्स ट्रेनिंग से हुई जिसमें रोबोट एरोमैक्सिंग के बारे में छात्रों को बताया गया। इसके बाद रोबोट एरोमैक्सिंग का टास्क दिया गया जिसमें छात्रों ने टाइम और एफिशियसी का प्रदर्शन किया। वहीं वेलिडिंग सिम्यूलेशन कैटेगरी में सबसे पहले छात्रों को वेलिडिंग के क्षेत्र में एडवांस्डमेंट से अवगत कराया गया। इसके बाद विभिन्न पैरामिटर्स को जानकारी देते हुए एआर-वीआर टेक्नोलॉजी पर आधारित वेलिडिंग सिम्यूलेशन को डेमोस्ट्रेट किया गया।

Publication	Dainik Jagran	Published Date	Sat. 28 th Dec. 2024
Format	Print (Hindi)	Coverage	Bhopal
Content	Press Release	Circulation	1,50,000
Size	75 Sq. cm	Readership	4,75,000
E-paper Link	Not Available	PR Value	Rs. 1,50,000

नव भारत

दो दिनी नेशनल ऑटोमोटिव ओलम्पियाड आज से

भोपाल, 26 दिसंबर. ऑटोमोटिव स्किल्स सेक्टर काउंसिल (एएसडीसी) और सीबीएसई के संयुक्त तत्वावधान में दो दिवसीय नेशनल ऑटोमोबाइल ओलम्पियाड (एनएओ) के फाइनल राउंड का आयोजन 27 दिसंबर से स्कोप ग्लोबल स्किल्स यूनिवर्सिटी में किया जा रहा है।

इसमें बतौर अतिथि एएसडीसी के सीईओ अरिंदम लहिड़ी, एएसडीसी प्रेसिडेंट एवं सेंसेरा इंजी लि. के जॉइंट मैनेजिंग डायरेक्टर एफ. आर. सिंघवी, सोशल डिफेंस फैलो

इंडियन मैन्यूफैक्चर्स (सियाम) के डिप्टी एग्जीक्यूटिव डायरेक्टर अतानु गांगुली, स्कोप ग्लोबल स्किल्स यूनिवर्सिटी के चांसलर डॉ. सिद्धार्थ चतुर्वेदी, कुलगुरु डॉ. अजय भूषण और कुलसचिव डॉ. सितेश कुमार सिन्हा एवं कंवीनर डॉ. अनुराग कुलश्रेष्ठ प्रमुख रूप से उपस्थित रहेंगे। इस आयोजन में भारत भर से कक्षा 6वीं से लेकर 12वीं तक के 74 स्टूडेंट आ रहे हैं। इसमें कई छात्र दुबई से भी प्रतिभागिता कर रहे हैं। वे इसमें रोबोटिक्स, सिम्यूलेशन और प्रेजेंटेशन के जरिए अपनी स्किल्स को

Publication	Navbharat	Published Date	Fri. 27 th Dec. 2024
Format	Print (Hindi)	Coverage	Bhopal
Content	Press Release	Circulation	2,60,000
Size	360 Sq. cm	Readership	17,75,450
E-paper Link	Not Available	PR Value	Rs. 1,85,400

नव भारत

प्रतिभा की परख एकजीरसपु में दो दिवसीय नेशनल ऑटोमोटिव का शुभारंभ

ऑटोमोबाइल ओलम्पियाड में छात्रों ने दिखाया कौशल



भोपाल, 27 दिसंबर. ऑटोमोटिव स्किल्स सेक्टर काउंसिल (एएसडीसी) और सीबीएसई के संयुक्त तत्वावधान में नेशनल ऑटोमोबाइल ओलम्पियाड (एनएओ) के फाइनल राउंड का आगाज स्कोप ग्लोबल स्किल्स यूनिवर्सिटी में शुक्रवार को किया गया। इस दौरान रोबोटिक्स, एआर-वीआर के जरिए वेलिडिंग सिम्यूलेशन और ऑटोमोबाइल संबंधी विषयों पर प्रेजेंटेशन कॉम्पिटिशन का आयोजन किया गया। इसमें कक्षा छठे से लेकर 12वीं तक के करीब 74 छात्रों ने अपने टैलेंट का प्रदर्शन किया। बता दें कि इस ऑलम्पियाड के स्कूल लेवल, जिला और राज्य स्तरीय प्रतियोगिता के बाद इन 74 छात्रों को चुना गया है, जो अब राष्ट्रीय स्तर पर आयोजित इस फाइनल राउंड में अपने टैलेंट को प्रदर्शित कर रहे हैं। रोबोटिक्स कॉम्पिटिशन की शुरुआत रोबोटिक्स ट्रेनिंग से हुई जिसमें रोबोट एरोमैक्सिंग के बारे में छात्रों को बताया गया। इसके बाद रोबोट एरोमैक्सिंग का टास्क दिया गया जिसमें छात्रों ने टाइम और एफिशियसी का प्रदर्शन किया। वहीं वेलिडिंग सिम्यूलेशन कैटेगरी में सबसे पहले छात्रों को वेलिडिंग के क्षेत्र में एडवांस्डमेंट से अवगत कराया गया। इसके बाद विभिन्न पैरामिटर्स को जानकारी देते हुए एआर-वीआर टेक्नोलॉजी पर आधारित वेलिडिंग सिम्यूलेशन को डेमोस्ट्रेट किया गया।

Publication	Navbharat	Published Date	Sat. 28 th Dec. 2024
Format	Print (Hindi)	Coverage	Bhopal
Content	Press Release	Circulation	2,60,000
Size	200 Sq. cm	Readership	17,75,450
E-paper Link	Not Available	PR Value	Rs. 1,03,000

2 q)Media Coverage Achieved in Dec '24

(National Automobile Olympiad)

नव भारत

आर्यन, वी साई और समर्थ प्रकाश बने विनर

स्कोप ग्लोबल स्किल्स यूनिवर्सिटी में नेशनल ऑटोमोबाइल ओलंपियाड 2024 का समापन

भोपाल, 28 दिसंबर. ऑटोमोटिव स्किल्स डेवलपमेंट काउंसिल (एसडीसी) और सीबीएसई के संयुक्त तत्वाधान में आयोजित दो दिवसीय नेशनल ऑटोमोबाइल ओलंपियाड (एनएओ) का समापन शनिवार को स्कोप ग्लोबल स्किल्स यूनिवर्सिटी में हुआ। अलग-अलग कैटेगरी में विद्यार्थियों ने अपना कौशल दिखाया।



इस दौरान एसडीसी के प्रेसिडेंट एफ आर सिंघवी ने छात्रों से मुलाकात कर होसला अफजाई की। इसमें ग्रुप 1 (कक्षा 6-8) में प्रथम स्थान डीपीएस, दिल्ली के आर्यन जयसवाल को, दूसरा स्थान डीसीएम प्रेसिडेंसी स्कूल लुधियाना की दृष्टि वर्मा और तीसरा स्थान डीसीएम प्रेसिडेंसी स्कूल लुधियाना की पूरबी वर्मा को मिला। वहीं ग्रुप 2 (कक्षा 9-

10) में प्रथम स्थान बीआज पब्लिक स्कूल चेन्नई के वी. साई अनीश, दूसरा स्थान डीपीवी पब्लिक स्कूल, चंद्रशेखरपुर, भुवनेश्वर के सुर्याश सुंदर सुबुधि और तीसरा स्थान महर्षि विद्या मंदिर, मुंबाहाटी के रितुपम बर्मन ने प्राप्त किया। ग्रुप 3 (कक्षा 11-12) में पहला स्थान खेतान पब्लिक स्कूल गाजियाबाद के समर्थ प्रकाश को मिला। वहीं दूसरे

स्थान पर अवर ओन हाई स्कूल दुबई के विधान हरपलानी और तीसरे स्थान पर भी अवर ओन हाई स्कूल दुबई के हितार्थ संधीप कुमार रहे। ओलंपियाड का उद्देश्य अकादमिक शिक्षा और उद्योग की आवश्यकताओं के बीच की खाई को पाटना है, जिससे छात्रों को अत्याधुनिक ऑटोमोटिव तकनीकों और चुनौतियों का व्यावहारिक अनुभव मिल सके।

मुख्य वक्तव्य में ऑटोमोटिव स्किल्स डेवलपमेंट काउंसिल के अरिंदम लाहिरी ने स्वगत भाषण में स्कोप यूनिवर्सिटी के इस प्रयास की सराहना की और कहा, यह ओलंपियाड भारतीय युवाओं को ऑटोमोबाइल क्षेत्र में नई ऊंचाइयों छुने का अवसर प्रदान करता है।

नई दुनिया



नेशनल ऑटोमोबाइल ओलंपियाड प्रारंभ, छात्रों ने दिखाया कौशल

भोपाल (आई।एन।ए.)। नेशनल ऑटोमोबाइल ओलंपियाड का प्रारंभ शनिवार को भोपाल में हुआ। इस अवसर पर स्कोप ग्लोबल स्किल्स यूनिवर्सिटी में आयोजित प्रतियोगिता में भाग लेने वाले छात्रों ने अपने कौशल का प्रदर्शन किया।

इस अवसर पर एसडीसी के अध्यक्ष डॉ. एन.ए. सिंघवी ने छात्रों को प्रोत्साहित किया और कहा कि यह प्रतियोगिता छात्रों को तकनीकी कौशल और टीमवर्क का विकास करने का अवसर प्रदान करती है।

नवदुनिया

नेशनल ऑटोमोबाइल ओलंपियाड में विद्यार्थियों ने दिखाया अपना हुनर



नवदुनिया प्रतिनिधि, भोपाल: ऑटोमोटिव स्किल्स डेवलपमेंट काउंसिल (एसडीसी) व सीबीएसई के संयुक्त तत्वाधान में दो दिवसीय नेशनल ऑटोमोबाइल ओलंपियाड (एनएओ) का शुभारंभ स्कोप ग्लोबल स्किल्स यूनिवर्सिटी में हुआ। इसमें देशभर से आए छात्रों ने अपने प्रतिभा का प्रदर्शन किया। इस दौरान छात्रों ने रोबोट बनाने और उसे चलाने का प्रदर्शन किया। एअर-वीअर तकनीक का उपयोग करके छात्रों ने वीडियो का सिमुलेशन किया। छात्रों ने ऑटोमोबाइल से जुड़े विभिन्न विषयों पर प्रस्तुतियां दीं। इसमें छात्रों को ऑटोमोबाइल इंजनीरी में करियर बनाने के लिए प्रेरित किया। तकनीकी कौशल को विकसित किया गया। प्रतियोगिता के बाद इन 74 छात्रों को एसडीसी के सीडो अरिंदम लखी ने कहा कि ऐसे आयोजन ऑटोमोटिव क्षेत्र में नई ऊंचाइयों छुने का अवसर प्रदान करते हैं। इसमें कक्षा छठी से लेकर 12वीं तक के करीब 74 छात्रों ने अपने हुनर का प्रदर्शन किया।

Publication	Navbharat	Published Date	Sun. 29 th Dec. 2024
Format	Print (Hindi)	Coverage	Bhopal
Content	Press Release	Circulation	2,60,000
Size	240 Sq. cm	Readership	17,75,450
E-paper Link	Not Available	PR Value	Rs. 1,23,600

Publication	Nai Duniya	Published Date	Sat. 28 th Dec. 2024
Format	Print (Hindi)	Coverage	Bhopal
Content	Press Release	Circulation	60,000
Size	300 Sq. cm	Readership	1,00,000
E-paper Link	Not Available	PR Value	Rs. 52,500

Publication	Nav Duniya	Published Date	Sat. 28 th Dec. 2024
Format	Print (Hindi)	Coverage	Bhopal
Content	Press Release	Circulation	40,000
Size	375 Sq. cm	Readership	125,000
E-paper Link	Not Available	PR Value	Rs. 56,250

(National Automobile Olympiad)

देशाबन्धु

वर्ष - 35 | अंक - 358 | बोयल हाजीर 18 दिनांक 2024 | पृष्ठ-8 | भाग - 3.00 हजार

नेशनल ऑटोमोबाइल ओलम्पियाड में छात्रों ने दिखाया कौशल

वहीं वैजिहो सिम्पुलेसन कियेगी में सबसे पहले छात्रों को लेक्चरिंग के क्षेत्र में एडवांसमेंट से अवात कराया गया। इसके बाद विभिन्न पैरामिटरों की जानकारी देते हुए एडवांस-वीआर टेक्नोलॉजीयों पर आधारित वैजिहो सिम्पुलेसन के होस्टिंग किया गया। अंत में ट्रेनिंग के आधार पर टास्क प्रदान कर छात्रों को विभिन्न पैरामिटरों की परफॉर्मंस पर इवेलुएट किया गया। प्रेजेंटेशन के तहत कक्षा 6 से 8वीं तक के छात्रों ने आईडियास फर शीन मोडलिटी टू वीजिहो से आईडियास, कक्षा 9वीं एवं 10वीं के छात्रों ने ऑटोमोबाइल

डिजाइन फॉर स्क्वायर और कक्षा 11वीं एवं 12वीं के छात्रों ने ईपैकट फॉर सॉफ्टवेयर डिजाइनिंग कोकल्स ऑन सोसायटी विषयों पर अपने पेपर प्रेजेंट करते हुए कई अनुदे समाधान एवं विचार प्रस्तुत किए।

Publication	Desbandhu	Published Date	Sat. 28 th Dec. 2024
Format	Print (Hindi)	Coverage	Bhopal
Content	Press Release	Circulation	1,50,000
Size	350 Sq. cm	Readership	5,00,000
E-paper Link	Not Available	PR Value	Rs. 43,750

देशाबन्धु

[illegible]

नेशनल ऑटोमोबाइल ओलम्पियाड का समापन

[illegible]

Publication	Deshbandhu	Published Date	Sun. 29 th Dec. 2024
Format	Print (Hindi)	Coverage	Bhopal
Content	Press Release	Circulation	1,50,000
Size	150 Sq. cm	Readership	5,00,000
E-paper Link	Not Available	PR Value	Rs. 18,750

[illegible]

हरिभूमि

ma sochi, crediamo, stiamo a fare il noi con tutti?

ਪ੍ਰਸ਼ਾਸਨ ਦੀ ਸਹੀ ਢਿੰਗ

दो दिवसीय नेशनल ऑटोमोबाइल ओलम्पियाड का हुआ भव्य शुभारंभ

हरिभूमि न्यूज ▶▶ भोपाल

ऑटोमोटिव स्किल्स डेवलपमेंट काउंसिल (एएसडीसी) और सीबीएसई के संयुक्त तत्वावधान में आयोजित दो दिवसीय नेशनल ऑटोमोबाइल ओलम्पियाड (एनएओ) के फाइनल राउंड का भव्य आगाज स्कोप ग्लोबल स्किल्स यूनिवर्सिटी में शुक्रवार को किया गया।

इस दौरान रोबोटैक्स, एआर-वीआर के जरिए वेल्डिंग सिम्यूलेशन और ऑटोमोबाइल संबंधी विषयों पर प्रेजेंटेशन कॉम्पीटिशन का आयोजन किया



गया। इसमें कक्षा छठी से लेकर 12वीं तक के करीब 74 छात्रों ने अपना टैलेंट का प्रदर्शन किया। इस ओलम्पियाड के स्कूल लेवल, जिला और राज्य स्तरीय प्रतियोगिता के बाद इन 74 छात्रों को चुना गया है, जो अब राष्ट्रीय स्तर पर आयोजित इस फाइनल राउंड में अपने टैलेंट को प्रदर्शित कर रहे हैं।

Publication	Hari Bhumi	Published Date	Sat. 28 th Dec. 2024
Format	Print (Hindi)	Coverage	Bhopal
Content	Press Release	Circulation	2,50,000
Size	170 Sq. cm	Readership	4,00,000
E-paper Link	Not Available	PR Value	Rs.76,500

2 s)Media Coverage Achieved in Dec '24

(National Automobile Olympiad)



दो दिवसीय नेशनल ऑटोमोबाइल ओलम्पियाड का हुआ मध्य शुभारंभ
प्रेजेंटेशन में दिखाई अपनी प्रतिभा

मध्य स्वदेश संवाददाता ■ भोपाल

ऑटोमोटिव स्किल्स डेवलपमेंट काउंसिल (एसडीसी) और सीबीएसई के संयुक्त तत्वावधान में आयोजित दो दिवसीय नेशनल ऑटोमोबाइल ओलम्पियाड (एनएओ) के फाइनल राउंड का भव्य आगाज स्कोप ग्लोबल स्किल्स यूनिवर्सिटी में शुक्रवार को किया गया। इस दौरान रोबोटिक्स, एआर-वीआर के जरिए वेल्टिंग सिमुलेशन और ऑटोमोबाइल संबंधी विषयों पर प्रेजेंटेशन का आयोजन किया गया। इसमें कक्षा छठी से लेकर 12वीं तक के करीब 74 छात्रों ने अपना टैलेंट का प्रदर्शन किया। इस ऑलम्पियाड के स्कूल लेवल, जिला और राज्य स्तरीय प्रतियोगिता के बाद इन 74 छात्रों को चुना गया है, जो अब राष्ट्रीय स्तर पर आयोजित इस फाइनल राउंड में अपने टैलेंट को प्रदर्शित कर रहे हैं।

उद्घाटन समारोह के दौरान एसडीसी के सीईओ अरिंदम लहिरी ने प्रतिभागियों को संबोधित करते हुए कहा कि इस तरह की पहल ऑटोमोटिव पेशेवरों की अगली पीढ़ी को तैयार करेगी और इसके लिए एसडीसी प्रतिबद्ध है। कौशल प्रशिक्षण के जरिये युवाओं में ऑटोमोटिव इंडस्ट्री के प्रति लगाव, रचनात्मकता और एक्सप्लोरेशन पैदा करने का लक्ष्य है, ताकि इंडस्ट्री रेडी हो सके। स्कोप ग्लोबल स्किल्स यूनिवर्सिटी के चोसलर डॉ. सिद्धार्थ चतुर्वेदी ने कहा कि नेशनल ऑटोमोबाइल ओलम्पियाड एक अनुष्ठानिक आयोजन है जो रचनात्मक तरीके से छात्रों के कौशल विकास को बढ़ावा देता है।



राज एक्सप्रेस

नेशनल ऑटोमोबाइल ओलम्पियाड शुरू, छात्रों ने दिखाया कौशल

भोपाल। ऑटोमोटिव स्किल्स डेवलपमेंट काउंसिल, एसडीसी और सीबीएसई के संयुक्त तत्वावधान में आयोजित दो दिवसीय नेशनल ऑटोमोबाइल ओलम्पियाड, एनएओ के फाइनल राउंड का भव्य आगाज स्कोप ग्लोबल स्किल्स यूनिवर्सिटी में शुक्रवार को किया गया। इस दौरान रोबोटिक्स, एआर-वीआर के जरिए वेल्टिंग सिमुलेशन और ऑटोमोबाइल संबंधी विषयों पर प्रेजेंटेशन का आयोजन किया गया। इसमें कक्षा छठी से लेकर 12वीं तक के करीब 74 छात्रों ने अपना टैलेंट का प्रदर्शन किया। इस ऑलम्पियाड के स्कूल लेवल, जिला और राज्य स्तरीय प्रतियोगिता के बाद इन 74 छात्रों को चुना गया है, जो अब राष्ट्रीय स्तर पर आयोजित इस फाइनल राउंड में अपने टैलेंट को प्रदर्शित कर रहे हैं। प्रेजेंटेशन में कक्षा 6 से 8वीं तक के छात्रों ने आईडियास फॉर ग्रीन मोबिलिटी चैलेंजर्स एंड आईडिया, कक्षा 9वीं एवं 10वीं के छात्रों ने ऑटोमोबाइल डिजाइन फॉर फ्यूचर और कक्षा 11वीं एवं 12वीं के छात्रों ने इंपैक्ट फॉर सॉफ्टवेयर डिफाइनड व्हीकल्स ऑन सोसायटी विषयों पर अपने पेपर प्रेजेंट करते हुए कई अनूठे समाधान प्रस्तुत किए।

समय जगत

दो दिवसीय नेशनल ऑटोमोबाइल ओलम्पियाड का हुआ मध्य शुभारंभ, छात्रों ने दिखाया कौशल



समय जगत, भोपाल। ऑटोमोटिव स्किल्स डेवलपमेंट काउंसिल (एसडीसी) और सीबीएसई के संयुक्त तत्वावधान में आयोजित दो दिवसीय नेशनल ऑटोमोबाइल ओलम्पियाड (एनएओ) के फाइनल राउंड का भव्य आगाज स्कोप ग्लोबल स्किल्स यूनिवर्सिटी में शुक्रवार को किया गया। इस दौरान रोबोटिक्स, एआर-वीआर के जरिए वेल्टिंग सिमुलेशन और ऑटोमोबाइल संबंधी विषयों पर प्रेजेंटेशन का आयोजन किया गया। इसमें कक्षा छठी से लेकर 12वीं तक के करीब 74 छात्रों ने अपना टैलेंट का प्रदर्शन किया। इस ऑलम्पियाड के स्कूल लेवल, जिला और राज्य स्तरीय प्रतियोगिता के बाद इन 74 छात्रों को चुना गया है, जो अब राष्ट्रीय स्तर पर आयोजित इस फाइनल राउंड में अपने टैलेंट को प्रदर्शित कर रहे हैं। रोबोटिक्स कॉम्पिटिशन को शुरूआत रोबोटिक्स ट्रेनिंग से हुई जिसमें रोबोट एसेम्बली के बारे में छात्रों को विस्तार से बताया गया। इसके बाद रोबोट एसेम्बली का टास्क दिया गया जिसमें छात्रों ने टास्क और एक्शंस का प्रदर्शन किया। वहीं वेल्टिंग सिमुलेशन कैटेगरी में सबसे पहले छात्रों को वेल्टिंग के क्षेत्र में एडवांस्ड से अवगत कराया गया। इसके बाद विभिन्न पैरामीटरों को जानकारी देते हुए एआर-वीआर टेक्नोलॉजी पर आधारित वेल्टिंग सिमुलेशन को टेम्प्लेट किया गया। अंत में ट्रेनिंग के आधार पर टास्क प्रदान कर छात्रों को विभिन्न पैरामीटरों की परफॉर्मेंस पर इन्फुट किया गया। प्रेजेंटेशन के तहत कक्षा 6 से 8वीं तक के छात्रों ने आईडियास फॉर ग्रीन मोबिलिटी चैलेंजर्स एंड आईडिया, कक्षा 9वीं एवं 10वीं के छात्रों ने ऑटोमोबाइल डिजाइन फॉर फ्यूचर और कक्षा 11वीं एवं 12वीं के छात्रों ने इंपैक्ट फॉर सॉफ्टवेयर डिफाइनड व्हीकल्स ऑन सोसायटी विषयों पर अपने पेपर प्रेजेंट करते हुए कई अनूठे समाधान एवं विचार प्रस्तुत किए। उद्घाटन समारोह के दौरान एसडीसी के सीईओ श्री अरिंदम लहिरी ने प्रतिभागियों को संबोधित करते हुए इस तरह की पहल ऑटोमोटिव पेशेवरों को अगली पीढ़ी को तैयार करेगी और इसके लिए एसडीसी प्रतिबद्ध है।

Publication	Swadesh	Published Date	Sat. 28 th Dec. 2024
Format	Print (Hindi)	Coverage	Bhopal
Content	Press Release	Circulation	1,00,000
Size	225 Sq. cm	Readership	3,00,000
E-paperLink	Not Available	PR Value	Rs. 94,500

Publication	Raj Express	Published Date	Sun. 29 th Dec. 2024
Format	Print (Hindi)	Coverage	Bhopal
Content	Press Release	Circulation	50,000
Size	200 Sq. cm	Readership	1,00,000
E-paperLink	Not Available	PR Value	Rs. 35,000

Publication	Samay Jagat	Published Date	Sat. 28 th Dec. 2024
Format	Print (Hindi)	Coverage	Bhopal
Content	Press Release	Circulation	40,000
Size	225 Sq. cm	Readership	75,000
E-paperLink	Not Available	PR Value	Rs. 22,500

2 t)Media Coverage Achieved in Dec '24

(National Automobile Olympiad)

एक नई सोच

युग प्रदेश

दो दिवसीय नेशनल ऑटोमोबाइल ओलम्पियाड का हुआ भव्य शुभारंभ, छात्रों ने दिखाया कौशल



युग प्रदेश संवाददाता, भोपाल

ऑटोमोटिव स्किल्स डेवलपमेंट काउंसिल (एसडीसी) और सीबीएसई के संयुक्त तत्वावधान में आयोजित दो दिवसीय नेशनल ऑटोमोबाइल ओलम्पियाड (एनएओ) के फाइनल राउंड का भव्य आगाज स्कोप ग्लोबल स्किल्स यूनिवर्सिटी में शुक्रवार को किया गया। इस दौरान रोबोटिक्स, एआर-वीआर के जरिए वेलिडिंग सिम्युलेशन और ऑटोमोबाइल संबंधी विषयों पर प्रेजेंटेशन कॉम्पिटिशन का आयोजन

किया गया। इसमें कक्षा छठी से लेकर 12वीं तक के करीब 74 छात्रों ने अपना टैलेंट का प्रदर्शन किया। बता दें कि इस ओलम्पियाड के स्कूल लेवल, जिला और राज्य स्तरीय प्रतियोगिता के बाद इन 74 छात्रों को चुना गया है, जो अब राष्ट्रीय स्तर पर आयोजित इस फाइनल राउंड में अपने टैलेंट को प्रदर्शित कर रहे हैं। रोबोटिक्स कॉम्पिटिशन को शुरुआत रोबोटिक्स ट्रेनिंग से हुई जिसमें रोबोट एसेम्बलिंग के बारे में छात्रों को विस्तार से बताया गया।

Publication	Yug Pradesh	Published Date	Sat. 28 th Dec. 2024
Format	Print (Hindi)	Coverage	Bhopal
Content	Press Release	Circulation	20,000
Size	250 Sq. cm	Readership	5,0500,000
E-paper Link	Not Available	PR Value	Rs. 12,000

भारतीय आदर्श और नवतन्त्रता का प्रतीक

अमृत दर्शन

दो दिवसीय नेशनल ऑटोमोबाइल ओलम्पियाड का हुआ भव्य शुभारंभ



छात्रों ने दिखाया कौशल

ऑटोमोटिव स्किल्स डेवलपमेंट काउंसिल (एसडीसी) और सीबीएसई के संयुक्त तत्वावधान में आयोजित दो दिवसीय नेशनल ऑटोमोबाइल ओलम्पियाड (एनएओ) के फाइनल राउंड का भव्य आगाज स्कोप ग्लोबल स्किल्स यूनिवर्सिटी में शुक्रवार को किया गया। इस दौरान रोबोटिक्स, एआर-वीआर के जरिए वेलिडिंग सिम्युलेशन और ऑटोमोबाइल संबंधी विषयों पर प्रेजेंटेशन कॉम्पिटिशन का आयोजन किया गया।

Publication	Amrit Darshan	Published Date	Sat. 28 th Dec. 2024
Format	Print (Hindi)	Coverage	Bhopal
Content	Press Release	Circulation	30,000
Size	200 Sq. cm	Readership	50,000
E-paper Link	Not Available	PR Value	Rs. 18,900



The ASDC National Automobile Olympiad 2024 Scope Global Skills #aiseet #pradeshtodaynews #bhopal

Channel	Pradesh Today (Digital)	Aired Date	Sat. 28 th Dec, 2024
Aired Mode	YouTube Channel	Aired Time	5:30 PM
Content	General Story	Coverage	Pan India
Duration	835 Seconds	Viewership/Subscribers	21,600
YouTube Link	https://shorturl.at/8aR0Q	PR Value	Rs. 42,000

2 u) Way Forward

Tasks	Planned/Action	Status(YTD)
Video Content- <ul style="list-style-type: none"> Emphasize will be laid on Video content and festive campaigns in the coming months. More campaign related creatives will be posted to improve engagement across all our social media platforms. 	January - <ul style="list-style-type: none"> Quiz and campaign on upcoming Bharat Mobility events 2025 Regular promoting NAPS & E- learning program. 	<ul style="list-style-type: none"> Shared campaign with ideas with the ASDC team Working on suitable schedule and dates for promoting testimonials from various projects.
Testimonials- Planning to focus on promoting testimonials from all ongoing projects in Jan 2025.	<ul style="list-style-type: none"> Sorted few playlists and working on the rest. 	<ul style="list-style-type: none"> Have shared a few on social media platforms post approval, working on the pending ones too.

2 v) Way Forward

Tasks	Planned/Action	Status(YTD)
PR – <ul style="list-style-type: none"> •Article to be drafted around EV, automation and robotics. •Interviews, TV, Awards, Industry Story participation and opportunity to be invited as a member to be executed . •Press Releases to be executed as per requirement 	<ul style="list-style-type: none"> •Latest interview opportunities to be lined-up for the spokesperson(s) • Dec blog has been uploaded in the drive link https://drive.google.com/drive/u/1/folders/1RiYEg8bOogNNiHo-zqXSivxCYIj9QNph • Industry stories to be tapped for spokesperson participation 	<ul style="list-style-type: none"> ● January Blog is in progress
E- Learning Creative - Regularly highlight specific modules, success stories, and benefits of ASDC's e-learning courses through engaging promotional content.	<ul style="list-style-type: none"> • Monthly plan is shared before hand for every month's posts for these courses with the ASDC team and the same is then executed. 	<ul style="list-style-type: none"> •Successfully uploaded 5 creative on e- learning for most of the courses available on ASDC's website.



Thank you