

MG extends global tech expertise to students through the launch of 'Dakshata' in partnership with ASDC and Autobot India

Partnership to focus on creating a self-reliant workforce by skilling them in AI and EVs

New Delhi, November 11, 2020: MG Motor India today signed an MoU (Memorandum of Understanding) with Automotive Skill Development Council (ASDC) and Autobot India to extend its global tech prowess and expertise to students. The partnership is a step towards democratizing high-end car technologies in the country through online and offline skill development courses for engineering students.

Reinforcing its commitment to creating an ecosystem of innovation in the country, the carmaker has introduced an Automotive Skill Development programme for Indian youths known as 'Dakshata' (*synonym for efficiency*) in partnership with ASDC and Autobot India. The move comes as part of MG's vision of CASE (Connected, Autonomous, Shared, and Electric) mobility which the automaker has augmented in its product portfolio in India.

As part of the Skill India Mission, Dakshata will comprise an eight-module training programme specializing in Artificial Intelligence and Electric Vehicles. It will focus on skill enhancement thereby improving employability in the automotive sector while creating skilled manpower to cater to the automotive industry's future requirements. The Dakshata project will initially focus on online learning during COVID times and will later involve case studies and best practice sharing.

Speaking on the initiative, Yash Yadav, Chief Corporate Affairs Officer, MG Motor India, said, "MG's primary objective since its inception in India has been to bring the latest in advanced technologies and foster a spirit of innovation among young visionaries to pursue their dreams. The Dakshata programme is one such initiative that will enable young students develop relevant skills on futuristic technologies and become self-reliant, thereby empowering them for a brighter future and further strengthen the goal of fulfilling a broader vision of Skill India."

Unveiling the project, Mr. Nikunj Sanghi, Chairman, Automotive Skill Development Council said, "We thank MG Motor for collaborating with us for the Dakshata programme, which is part of our shared vision of building a sustainable skilling ecosystem in the automotive industry. With evolving customer needs, existing skills will require a lot of re-calibration and Dakshata is such an avenue for providing specialized training, apprenticeship opportunities, and quality facilities to make the workforce industry-ready. We are constantly working towards enhancing our skill development initiatives keeping in pace with the rapidly changing technology trends and emerging industry needs. ASDC assessment and certification will help in boosting the competency and competitiveness of the Industry Stakeholders."

Ashwini Tiwary, Founder & CEO, Autobot India, said, "With the current technology disruption in the automotive sector, new-age vehicles need to be more technologically advanced, connected, and smart. This calls for an entirely new set of skills and knowledge to drive the industry growth and its complete value-chain, helping develop the in-house capability."

As the technology-cost curve is becoming steeper, more technologies are finding their way into the automotive sector at present. Be it hybrid technology, or electric vehicles, the automotive industry is evolving at a rapid pace. The programme's goal is to train ITI & Diploma Students as well as Engineering Students to fill the supply deficit of the skilled automotive workforce.

Automotive Skills Development Council is a joint initiative of the Government of India, Society of Indian Automobile Manufacturers (SIAM), Automotive Component Manufacturers Association (ACMA), and Federation of Automobile Dealers Association (FADA).

About MG Motor India

Founded in the UK in 1924, Morris Garages vehicles were world-famous for their sports cars, roadsters, and cabriolet series. MG vehicles were much sought after by many celebrities, including the British Prime Ministers and even the British Royal Family, for their styling, elegance, and spirited performance. The MG Car Club, set up in 1930 at Abingdon in the UK, has thousands of loyal fans, making it one of the world's largest clubs for a car brand. MG has evolved into a modern, futuristic, and innovative brand over the last 96 years. Its state-of-the-art manufacturing facility in Halol, Gujarat, has an annual production capacity of 80,000 vehicles and employs nearly 2,500 work force. Driven by its vision of CASE (Connected, Autonomous, Shared, and Electric) mobility, the cutting-edge automaker has augmented the across-the-board 'experiences' within the automobile segment today. It has introduced several 'firsts' in India including India's first Internet SUV – MG Hector, India's first Pure Electric Internet SUV – MG ZS EV, and India's first Autonomous (Level 1) Premium SUV – MG Gloster.

About Autobot India

Founded in 2017, Autobot India is India's leading solution provider in e-mobility education, consulting and lab infrastructure. With a vision to make India self-reliant EV nation, Autobot India has launched dedicated platform Autobot Academy, making seamless, world-class learning and development platform in EV and future technologies.

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