



**UDAY-PRIDE (UNIDO-DHI-ACMA Yojana – Professionalism, Responsibility & Innovation in Driving Excellence)** came into existence after the success of its predecessor projects which started in 1999 and most recently after the successful completion of the UNIDO-ACMA-DHI Partnership Programme Phase-I (2014-18).

## OBJECTIVES

To strengthen the capability/competency of Indian small and medium-sized automotive component and other allied manufacturers to meet the stringent quality, delivery and cost requirements of OEM /Tier-1s.

To also enhance their productivity and operational performance levels so as to facilitate their inclusion into domestic as well as the global supply chains.

*We help in creating a sustainable & continuous improvement culture in your organization*

## PROJECT INFORMATION



### PURPOSE

Cluster intervention and other support programmes to build competency in selected SMEs



### LOCATION

All over India



### PARTNERS

United Nations Industrial Development Organization (UNIDO) and Automotive Component Manufacturers Association of India (ACMA)



### DONOR

Department of Heavy Industry, Ministry of Heavy Industries and Public Enterprises (Government of India)

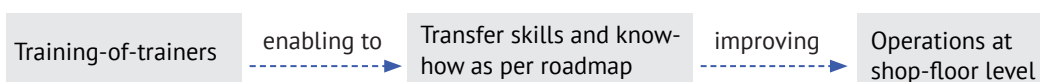


### COUNSELLING CYCLE DURATION

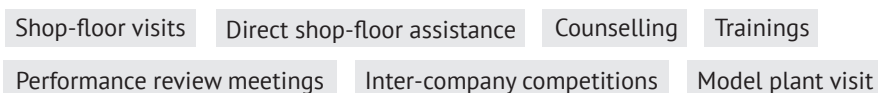
3-12 months (depending on programme offering chosen by participants)

## ENGAGEMENT METHODOLOGY

### 1. COMPETENCY BUILDING through

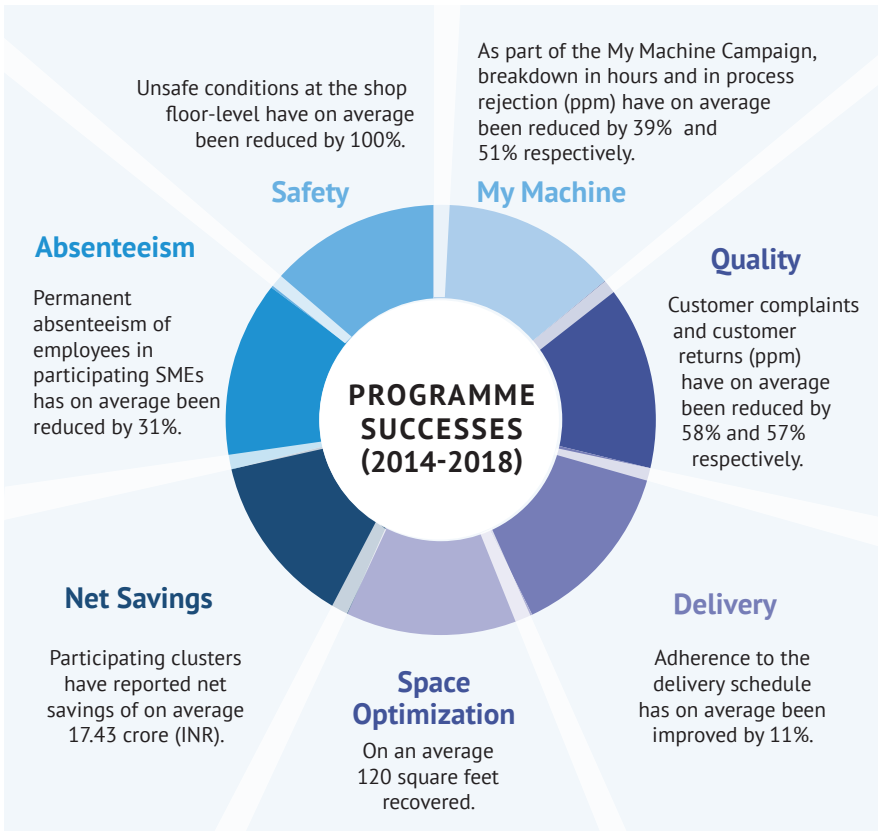


### 2. LONG-TERM SKILLS DEVELOPMENT via



# SUCCESS SNIPPETS

Phase-I of the project successfully implemented in **25** clusters, **152** companies, across India



# IMPACT

**GROWTH**  
 \$ ↑ 25% improvement in minimum sales

**PRODUCTIVITY**  
 15% - 20% improvement

**SKILLING**  
 8130 male + 1390 female = 9,520 total industry workforce skilled

**EMPLOYMENT LEVELS**  
 8.6% improvement

**COMPETITIVENESS**  
 152 enterprises 13.3% improvement in cost competitiveness profile

# PROGRAMME OFFERINGS

**LEVEL ONE**  
**BASIC PROGRAMME**  
 For fresh participant companies

**LEVEL TWO**  
**ADVANCED PROGRAMME**  
 For participants of earlier UNIDO-ACMA-DHI Partnership Programme or similar programme

<p><b>CORE MODULES (Mandatory)</b>              ⌚ 12 Months</p>	<ul style="list-style-type: none"> <li>• Visual Factory</li> <li>• My Work My Place (Garden Green Hospital Clean)</li> <li>• Quality</li> </ul>	<ul style="list-style-type: none"> <li>• Waste Elimination</li> <li>• Productivity</li> <li>• Material Management</li> </ul>
<p><b>ELECTIVE/ SPECIALIZED MODULES (Optional)</b>              ⌚ 3-9 Months</p>	<ul style="list-style-type: none"> <li>• Resource Efficiency &amp; Cleaner Production (RECP)</li> <li>• New Product Development (NPD)</li> <li>• Special Processes (Plating/Foundry/Metal Finishing)</li> <li>• Know Your Cost</li> </ul>	<ul style="list-style-type: none"> <li>• Future Leaders Development</li> <li>• Supervisory Development Programme</li> <li>• Project Based Interventions</li> <li>• Second Party Audit</li> <li>• Problem Solving/Continuous Improvement</li> <li>• APQP-PPAP</li> </ul>
<p><b>SHORT TERM PROGRAMMES WORKSHOPS/TRAINING</b>              ⌚ 0.5-3 Days</p>	<ul style="list-style-type: none"> <li>• 4M Change Management</li> <li>• 7 QC Tools</li> <li>• Handling Customer Complaints (8D)</li> <li>• APQP/PPAP</li> <li>• Leadership</li> <li>• PFMEA</li> <li>• Supplier Assessment &amp; Evaluation Procedures</li> </ul>	<ul style="list-style-type: none"> <li>• Heat Treatment-Quality</li> <li>• Manufacturing Processes (CNC&amp;VMC)</li> <li>• Manufacturing Processes (Heat Treatment)</li> <li>• PLC Programming</li> <li>• SPC</li> <li>• Awareness Programmes on Industry 4.0, Electric Mobility, 3D Printing &amp; other new technology trends</li> </ul>



## ☆ | KEY FEATURES

### DUAL PROGRAMME DELIVERY MODEL

 **275** suppliers supported through

 Conventional Counselling Model  
**225** companies

 E-Learning Module  
**50** companies

 Combination of Core + Elective Modules

 Focus on Sustainability (Alumni Support)

### TECHNOLOGY UPGRADATION & INNOVATION

- Enhancing usage of ICT
- Introducing innovation components
- Technical/awareness workshops on Industry 4.0, Electric Mobility, 3D Printing and next generation technologies

## ALIGNMENT WITH GOVERNMENT INITIATIVES

### MAKE IN INDIA

- Enhancing SME performance
- Inclusive & sustainable industrial development
- Customised solution for Indian SMEs
- Process and productivity improvement
- Industrial growth & employment
- Improved links to global value chain

### SKILL INDIA

- Capacity building
- Skilled manpower
- Employability

### GREEN TRANSPORTATION

- RECP (Resource Efficient & Cleaner Production)
- Material flow cost accounting
- Environment

### DIGITAL INDIA

- Web based e-learning module
- Software and app based system
- Low cost automation in enterprises
- To foster innovation and technology
- Technology upgradation
- Industry 4.0
- Introducing gaming methodologies



## BENEFICIARIES



Indigenous automotive component suppliers and other (lower tier) SMEs



Technology Experts of business support institutions



Academic institutes & R&D community



Industry Associations

# STRENGTHS



## TRAINED & MOTIVATED TEAM

- Pool of national and international experts, consultants, innovators, technologists and engineers to bring the future into focus for manufacturers.
- Counselors trained by international experts.



## INTERNATIONAL EXPERTISE

- Well established Monitoring & Evaluation Framework developed by UNIDO Vienna to monitor the day-to-day progress.
- International inputs on Industry 4.0 and other related technologies.
- Environmental management and cleaner production upgrading and methodology.
- International experts for seeking linkages with other UNIDO projects and experts in the automotive industry in other countries.



## 3-LAYERED EVALUATION SYSTEM

- Programme review by Steering Committee members, chaired by Joint Secretary, MoHI, Govt of India every 6 months.
- Regular update to ministry nodal officer every month.
- Independent evaluation performed by government appointed evaluator at the end of the project.
- Terminal evaluation of the project by UNIDO appointed third party evaluators.



## CUSTOMER CENTRIC MODULES

- The participant companies have the choice to pick courses from elective modules and training/workshops as per their needs.



# TOWARDS MANUFACTURING EXCELLENCE

### MANPOWER

- Job satisfaction & improved ownership
- Employee engagement

### MATERIAL

- Waste reduction & yield improvement
- Reduced customers returns & in-house rejection

### MACHINE

- Machine health & operator ownership

### METHOD

- KAIZEN approach to foster a continuous improvement culture

### MONEY

- Reduced non value added activities
- Improved cash flow



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