

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.

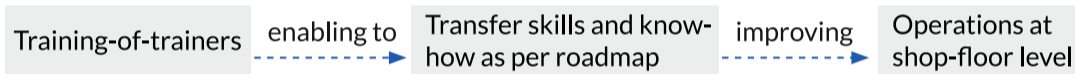
**We help in creating a sustainable & continuous improvement culture in your organization**

## Project Information

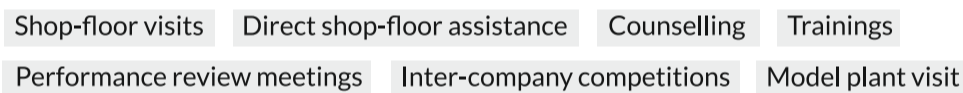
- PURPOSE**  
Cluster intervention and other support programmes to build competency in selected SMEs
- LOCATION**  
All over India
- PARTNERS**  
United Nations Industrial Development Organization (UNIDO) and Automotive Component Manufacturers Association of India (ACMA)
- DONOR**  
Department of Heavy 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

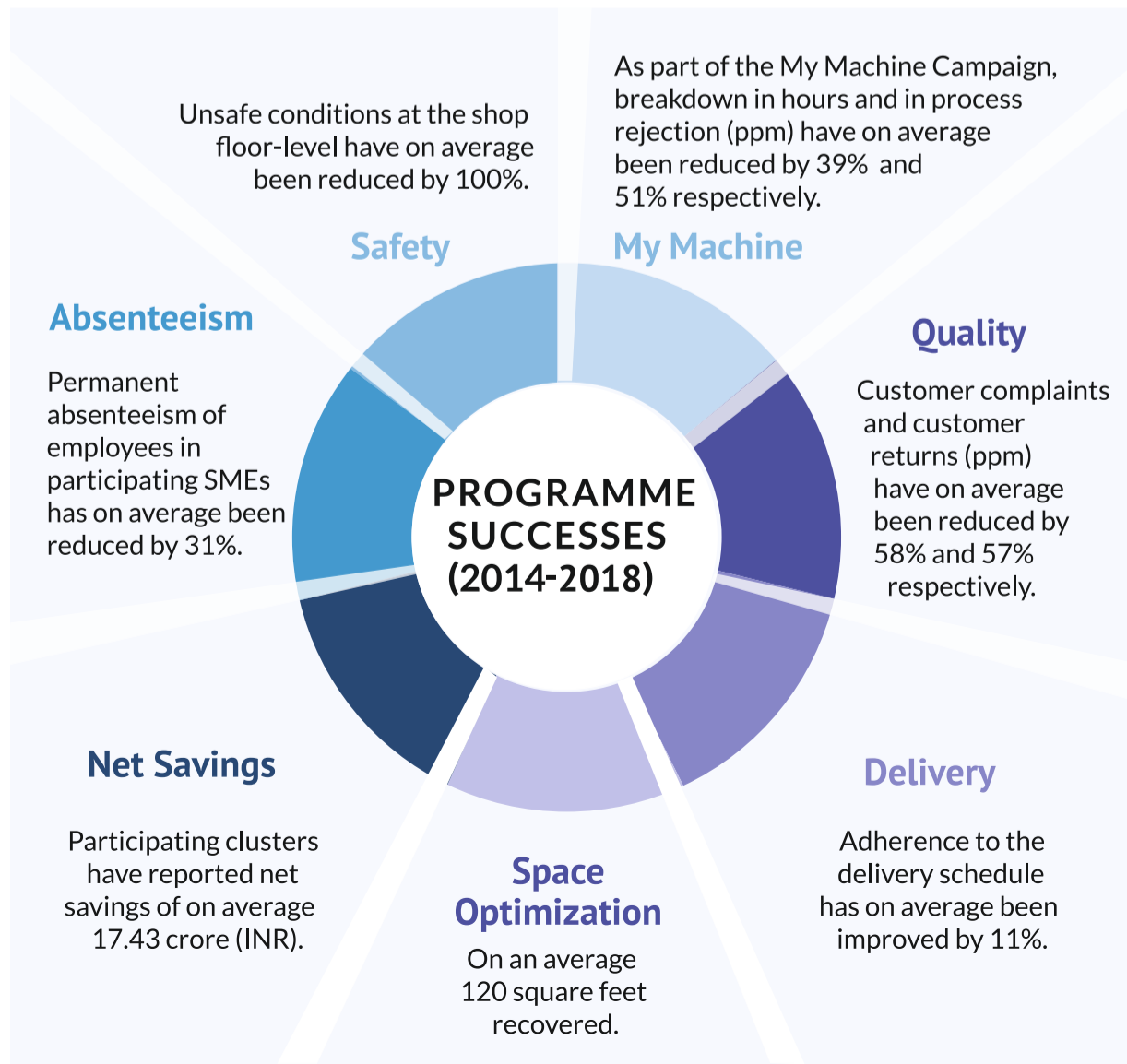


**We help SMEs to steer their way to remain competitive and improve margins**

## Success Snippets

Projects successfully implemented in conventional method across India

Phase-I: 25 clusters, 152 companies  
Phase-II: 17 clusters, 106 companies



## IMPACT



# 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

### CORE MODULES (Mandatory)

🕒 12 Months

- Visual Factory
- My Work My Place (Garden Green Hospital Clean)
- Quality
- Waste Elimination
- Productivity
- Material Management

### ELECTIVE/SPECIALIZED MODULES (Optional)

🕒 3-9 Months

- Resource Efficiency & Cleaner Production (RECP)
- New Product Development (NPD)
- Special Processes (Plating/Foundry/Metal Finishing)
- Know Your Cost
- Future Leaders Development
- Supervisory Development Programme
- Project Based Interventions
- Second Party Audit
- Problem Solving/Continuous Improvement
- APQP-PPAP

# 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

# 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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