

Knowledgefaber did a study on automotive design houses and institutes in BRIC countries (Brazil, China, Russia, India), the study was done in order to understand what are the type of institutions involved in automotive design activities and nurturing required talent for the purpose, an in-depth study was carried out in these countries in consultation with various industry organizations, design houses, industry experts, automotive parts suppliers and automotive manufacturers, etc.

We studied more than 100 different design houses and auto design institutes across these four countries, a detail database was prepared in order to understand what kind of services are provided by these design houses, what are the major courses being offered at the various auto design institutes to students. A modeller was prepared based on the skill set required for these activities some of the skills considered were Interior, Exterior, Colour match, new vehicles, mid model refresh, etc.

Output: A database was prepared giving information about the kind of courses offered, number of technically qualified talent graduating every year (fresh talent), as well as installed talent in industry in terms of number of people employed cross-tabulated against level of experience, skills, locations, etc.