



TATA MOTORS



Tata Motors Limited started Professional Driver Training Program to address the issue of road safety and to ensure availability of professionally trained drivers. Through this initiative, the Tata Motors Limited focuses on:

- Enhancing road safety in India.
- Ensuring sufficient number of trained drivers available at the market place.
- Generating gainful employment opportunities for the unemployed youth.



Worldwide, Transport sector has emerged as the biggest employer - one commercial vehicle provides employment to 13.3 people; a car provides employment to 5.3 people. The automotive industry in India is one of the largest in the world and one of the fastest growing globally. This growth results in growth of road transportation. The Indian roads are responsible for carrying 90 percent of the country's passenger traffic and 65 percent of its freight. The transport sector accounted for a share of 6.6% of India's Gross Domestic Product (GDP) in the year 2008-09 and the road transport accounted for around 70% of the transport sector, i.e. 4.8% of India's GDP.

This fast growth also poses some challenges. Availability of trained driver is for commercial vehicle is one such challenge. The trained drivers are needed not only for driving commercial vehicles but they are also needed for 'driving vehicles safely'. The road safety scenario in India is precarious. India witnesses about one accident every minute and around 14 deaths every hour i.e. one death in every 4 minute. Studies conducted on this subject identify that the major reason for accidents is

'driver's fault'.

Indian youth doesn't aspires to be commercial vehicle driver because of the difficulties associated with this profession, like - being away from home for long, risk associated with driving on Indian roads and the lack of dignity in the profession. We believe that the vitality and growth of the Indian economy depend on the road transportation and this sector also opens a door of opportunity for the unemployed youth with relatively lower educational qualification. The above mentioned facts highlight the requirement of professionally trained drivers in order to address multiple issues related to road transportation.



Driver Training Model

Overarching framework of this initiative is 'Public -Private Partnership (PPP) model' and wherever possible, we prefer to take multi-stakeholder approach that optimally leverages strengths of the company and our partners. We realize that a large scale impact can be gained only if the core competencies of know-how and networking (for forward linkage) are adequately utilized. Moreover, to ensure that its unique initiatives remains sustainable, a versatile business model has been created to make this endeavor self -sustainable in a short duration.

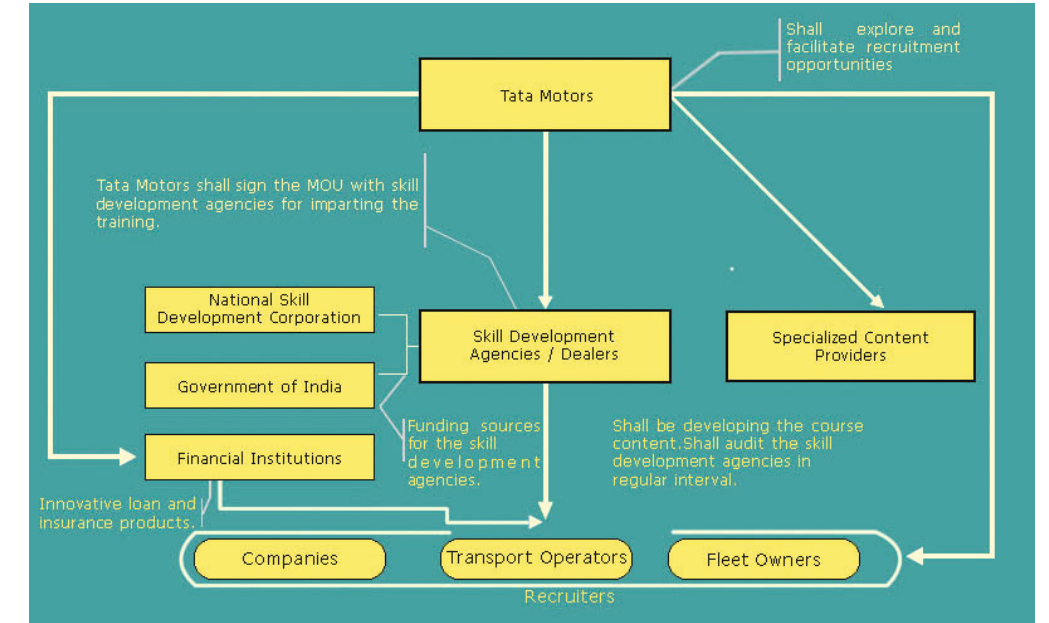
The driver training institutes will be established and operated by partner agencies. The partners could be skill development agencies, NGOs, existing driver training schools, dealers, transporters or individuals. Tata Motors will support the driver training institutes by providing best-in-class training content and guiding the aspiring agencies to establish and run the institutes. We have developed corresponding operating and financial model for our partner agencies.

We also provide assistance in networking with potential employers for gainful employment of trainees. We provide technical support and also facilitate the purchase of vehicles, tools & equipments at subsidized rates through our channel partners. Furthermore, the driver training schools established with the company's support will have a common branding. We intensively monitor the driver training schools to ensure excellence in training provided across all the driver training schools established in partnership with us.

Key achievements

- In two years we have -
- Established eight Driver Training Schools in - Jabalpur, Thane, Ranga Reddy, Raipur, Sagar, Singrauli, Pune and Selam.
- Trained 1000 novice drivers, out of that, 55% are from SC & ST community.
- Given refresher training to more than 10000 existing drivers of different fleet operators attached to TMLDC (a subsidiary of TML which takes care of logistics and distribution of vehicles).
- Imparted trainings to inmates of Jabalpur and Indore Central Jails to ensure livelihood to them once they are free.
- Developed IT enabled database to compile centralise performance data on weekly basis.

We have established rigorous mechanism to monitor and evaluated



performance of our centres. A Project Management Unit, responsible for overall monitoring of the driver training schools, has been established. We also engage external, independent consultants to evaluate the driving schools on need basis. Moreover, an IT enabled database is developed to compile centralise performance data on weekly basis. Going a step ahead, we also monitor on-job performance of trained candidates on the basis of 3 criterion - **trips conducted, fuel efficiency and incidences of breakdown during the month.**

Given the overall purpose of this initiative, it is vital for the drivers' to learn practical skills enabling them to handle road safety issues with confidence and expertise. All the trained drivers (novice and refresher) will be evaluated before acquiring certificate of completion. The evaluation will include assessment of practical as well as theoretical knowledge. Once the trainees successfully complete



the training, a joint certificate issued by Tata Motors Limited and the implementing agency is awarded to the trainees.

The Tata Motors driver training initiative is exceptional. It combines key aspects of road safety with sustainable livelihood opportunities in a viable manner. The aim is not restricted to offering training but ensuring a continuous availability of professionally trained cadre of drivers, equipped in using their skills in difficult circumstances with precision while imbining a sense of pride in the work performed. This will ensure an atmosphere of safety on Indian roads. We recognize that this initiative is difficult to sustain without the constant support and efforts of our key stakeholders. Therefore, the overall model identifies the core competencies of different agencies and utilizes the same to evolve a sustainable initiative. This is a modest beginning, nonetheless an important one.



TATA MOTORS
Kaushalya
Skill is Power

