

Now it's your turn to
fast forward success.



Knowledge Partner:





A Rise Initiative For Youth Transporters.

A Management Development Programme.



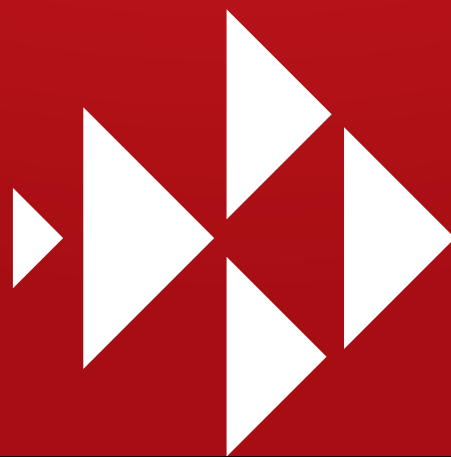
Batch II of MPOWER Participants
(3-16 August, 2013)

Transport is the lifeline of the modern economy. Now with the government taking a keen interest in road logistics and infrastructure, there are significant new opportunities for transport operators. Which makes it one of the most competitive industries.

To have an edge in this tough industry, transporters need to constantly re-examine their business models and strategies. They have to be up-to-date with the latest developments in business, thought and practice. And they need to 'empower' themselves with the appropriate skills to improve operational efficiencies, enhance quality of services and introduce value-added services.

To help professionals in the transport industry meet today's challenges and to take their businesses to new heights, Mahindra Trucks and Buses has pioneered 'MPOWER', a management development programme for Youth Transport Entrepreneurs; in association with IIM-Ahmedabad (IIM-A) and Anantara Solutions Pvt. Ltd.

Recently, the second batch of participants completed the MPOWER programme. Young transport entrepreneurs who are all praise for this course are already applying their learning in their businesses. Now, as we are about to begin a new batch, it is your turn to be a part of MPOWER and take your business places.





**“Take forward
your family
business with
your own
vision.”**

- Anand Mahindra



Objective

- ▶ To professionalise the Indian trucking industry through management development initiatives for the key stakeholders in the industry.
- ▶ To train youth transport entrepreneurs and empower them to outperform in the Indian trucking ecosystem.



Who are we looking for?

- ▶ Young transport entrepreneurs who have joined their 'Papa Ka Business' and want to take their family business to newer heights.
- ▶ Youth transport entrepreneurs who are interested in expanding their knowledge base and are committed to professional advancement.
- ▶ They should be graduates (10+2+3) in any discipline.
- ▶ They should have been a part of the transport business for at least two years and played a key role in running the organisation.
- ▶ They should be between 21 - 40 years of age.



Focus of the Course – What will the Youth Transport Entrepreneurs get out of it?

- ▶ The programme is intended to help young transport entrepreneurs to manage the growth of their organisation, to prepare them to face issues that may come up and to help them in decision-making in key areas such as:
- ▶ **PROFESSIONALISM:** How can I help my company evolve from a family managed business to an enterprise run by professional managers?
- ▶ **BUSINESS PLANNING:** How do I create a long-term business plan for my organisation? What is the process to be followed and what are the essential elements of the business plan?
- ▶ **MARKET & SEGMENTS:** How do I analyse industry trends and determine what markets and segments to focus on for growth of my business?
- ▶ **HR PRACTICES:** How do I manage the people and talent required for growth, with the practices of the world's leading transport companies? How do I address the vexatious issue of driver management so as to convert this key stake holder into a business partner?
- ▶ **SERVICE QUALITY:** What are the service quality expectations of my customers? What are the concepts and techniques that will help me in delivering my business into a 3PL/4PL, and what are the operational efficiencies that I can bring in?
- ▶ **FINANCIAL MANAGEMENT & ACCOUNTING:** How do I get investments from PEs/VCs/ Banks for my growth aspirations? How do I view ROI differently?
- ▶ **SUPPLY CHAIN MANAGEMENT:** How can I grow my business into a 3PL/4PL, and what are the operational efficiencies that I can bring in?
- ▶ **LEGAL AND REGULATORY:** What changes in the regulatory environment will have an impact on the transport business, and what do I need to do to adapt to and leverage these changes?
- ▶ **INFORMATION TECHNOLOGY:** How is Information Technology playing a role in the transport industry, and how does one transition to a technology-enabled business?
- ▶ **INDUSTRY FOCUSED SESSIONS:** What are the trends and opportunities in key customer industries like steel, cement, automotive, cold chain and retail and how can I cater to their transport requirements?



Programme Duration

- ▶ The course is of 12 days duration – from January 13, 2014 to January 24, 2014.
- ▶ This includes field visits and external workshops.
- ▶ The participants need to be prepared to dissociate themselves from their routine responsibilities in their organisations in order to optimise the gains from this prestigious programme being held exclusively for the transport industry.



Pedagogy

- ▶ Case-based approach
- ▶ Syndicate discussions and presentations
- ▶ Management games and exercises
- ▶ Reflections, experience sharing and integration
- ▶ Workshop - Right Brain Awakening Workshop
- ▶ Field visits
- ▶ Sessions by Industry Experts



Programme Faculty

- ▶ Prof. Dheeraj Sharma, IIMA (Course Coordinator)
- ▶ Prof. Raghuram, IIMA
- ▶ Prof. Rekha Jain, IIMA
- ▶ Prof. Debjit Roy, IIMA
- ▶ Prof. Sobhesh Agarwalla, IIMA
- ▶ Other faculty members from IIMA
- ▶ Guest faculty from industry



Venue and Accommodation

- ▶ The programme will be held at the Indian Institute of Management, Ahmedabad.
- ▶ Participants get full board and air-conditioned single room accommodation on the institute campus.



Fee

- ▶ **The MPOWER programme is sponsored by Mahindra Trucks and Buses Ltd. The fee for the course, field visits and workshops are completely borne by Mahindra Trucks and Buses Ltd.**
- ▶ Only the study material, accommodation and boarding expenses will have to be borne by the participants, in addition to travel expenses, to and from Ahmedabad.
- ▶ Payment towards the above to be made by Demand Draft or Bank Transfer to Mahindra Trucks and Buses. Details are in the nomination form.



Nomination and Inquiry

- ▶ Nomination should reach Mahindra Trucks and Buses latest by December 20, 2013. For Nomination Forms and enquiries related to the MPOWER programme please contact:
General Manager (Marketing)
Address: Mahindra Trucks and Buses Ltd., Mahindra Tower, 2nd Floor, G. M. Bhosale Marg, Worli, Mumbai - 400018
- ▶ You can also write to us at MPOWER@mexcellence.com

About the Mahindra Group

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.2 billion multinational group based in Mumbai, India, Mahindra employs more than 155,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. In 2013, the Mahindra Group received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category.

About Mahindra Trucks and Buses Ltd.

Mahindra Trucks and Buses Ltd. is now a wholly owned subsidiary and part of the USD 16.2 billion Mahindra Group.

The company has taken outperformance to the next level; by creating trucks that are specifically designed for different applications and deliver outperformance whatever the business needs. From transit mixers and bulkers to car carriers and refrigerated container trucks, Mahindra Trucks and Buses provides an entire line of integrated trucking solutions. That helps customers profit by giving them the advantage of quick turnaround time and reliability along with the assurance of Mahindra excellence in every aspect.

The new HCV product range has been engineered for Indian requirements with the underlying philosophy of 'Made in India, Made for India'. The Company is in the process of addressing every segment of the commercial vehicle market; from 3.5 tonne GVW to 49 tonne GCW, with variants that meet the varying needs of passenger transport, cargo and specialised load applications. The new range of medium and heavy commercial vehicles is being manufactured at the new Green Field plant at Chakan.

The plant, which spans over 700 acres, has been set up with an investment of over Rs. 4000 and is producing other Mahindra products as well. To help the group leverage the benefits of synergies of an integrated manufacturing facility.



In the LCV segment, Mahindra already has a double digit market share and with over 100,000 vehicles already on the road, is all set to further strengthen its position across India. The entire range of LCV Load vehicles and Buses are being manufactured in the Mahindra facility at Zaheerabad.

To match the high performance of its trucks, Mahindra Trucks and Buses has a superior sales and service network that is geared to meet any eventuality. What's more important, it comes with an industry first - 5 Years or 5 Lac Km Warranty, Transferable Warranty and Most Cost Effective AMC. The kind of assurance that few others provide. It has over 1578 service points, 57 dealerships, roadside assistance centres, well-organised spares warehouses in Vadgaon and Hyderabad. The company also has India's first multi-lingual helpline, which is manned by technical experts to provide instant support. And along with the NOW mobile service vans and workshops, Mahindra has the service support that can reach you wherever you want, whenever you want it.

For further information, please visit www.mahindra.com,
www.mahindratrucksandbuses.com and www.mahindralcv.com
Connect with us on www.facebook.com/mahindragroup and
www.facebook.com/OKisnolongerOK

About the Indian Institute of Management, Ahmedabad.

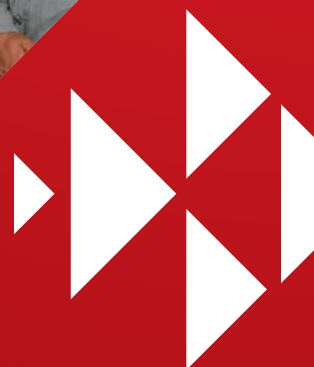
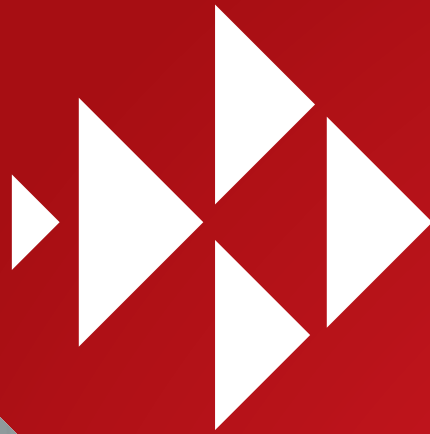
The Indian Institute of Management, Ahmedabad (IIMA) has over forty years of leadership in management education. It was established in 1961 as an autonomous institution by the active collaboration of the Government of India, Government of Gujarat and industry. Today, it is not only a leader in applied management education in Asia but also one of the finest institutions of management education in the world. Applicants to FPM are from diverse backgrounds and only the best among them are admitted.

IIMA was conceived as a school of management and not purely as a business school. Its mission is to contribute to development of management thought through research, teaching, institution building, and consulting. It also aims to professionalise some of the vital sectors of India's economy such as agriculture, education, health, transportation, energy, and public administration.

More information on IIMA is available at www.iimahd.ernet.in



MPOWER Batch I (23 January - 5 February, 2013)







Mahindra Truck and Bus

Mahindra Trucks and Buses Ltd.,
Marketing Division, Mahindra Towers, G. M. Bhosale Marg,
Worli, Mumbai – 400018

