



A CONCLAVE OF TRANSPORT INDUSTRY SUPREMOS.

Mahindra & Mahindra Ltd.
Truck and Bus Division

Marketing Department, Mahindra Towers, G. M. Bhosale Marg,
Worli, Mumbai – 400018

Knowledge Partner:





Mahindra
MPOWER 

MENTORS

SUMMIT

11th July, 2015 - 13th July, 2015



“My father thought the world would always be the same. My children, however, wake up every day thinking the world will be different. Let’s begin emulating our children. It’s time to wake up and make the world different.”

- Anand Mahindra
Nasscom Leadership Summit,
13th February, 2008



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

To gain an edge over competition in this ever-changing industry, it is imperative for you and your young protégé to have the right tools along with effective business strategies. And that’s why, Mahindra’s Truck and Bus Division pioneered ‘MPOWER’ - a management development programme for Youth Transport Entrepreneurs with IIM-A as the knowledge partner.

Having recognised the need to change, you - the Mentor sponsored the course for your mentee at IIM-A. And while they have already started to incorporate their learnings in the business, they can do even better if the faculty at IIM-A gets a chance to interact with you. As it will give you ideas to ‘EMPOWER’ your mentee to enhance the quality of service in your organisation.

And this is why, we have launched the MPOWER MENTORS SUMMIT. A collective learning programme specially designed for you - the creator of the Indian trucking industry. This programme will offer a platform to share your views on the prospects of the Indian Road Transport with other veterans of the industry. You will interact with the IIM-A faculty, and discuss how the next generation can be guided to take up the responsibility of helping Indian transport RISE. Recently we concluded first batch of mentor summit in November, 2014.

► Objective

- Develop an agenda for further professionalisation of Indian Transport through a gathering of industry veterans.
- Facilitate the Mentors of Indian Transport to guide and enable their protégés to take charge of the business.

► Who is being invited?

- Mentors of next generation transport entrepreneurs who attended the 1st and 2nd batch of the MPOWER programme.
- There is no minimum qualification or age criterion for the Mentor to attend the programme. It is by invitation only.

► Focus of the Course - What will Mentors get out of it?

Mahindra MPOWER MENTORS SUMMIT is intended to help industry veterans to take their business to even greater heights by empowering their protégés. Broadly, the agenda of the conclave will revolve around:

- **Overview of the Transport Industry**
- **Decision areas and challenges in the Trucking Sector**
- **Managing family business**
- **Knowing your leadership style**
- **Succession planning and delegation**
- **Attracting investments in transport business**



Prof. G. Raghuram, Dean (Faculty), IIM-A

Prof. Debjit Roy,
IIMA Faculty and Course Coordinator



► Programme Duration

- **Programme will be for 3 days - from 11th July, 2015 to 13th July, 2015.**
- Mentors should reach IIM, Ahmedabad on 11th July, 2015 latest by 1 pm and can depart on 13th July, 2015 after 5 pm.
- Mentors 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
- Moderated discussions
- Management games and exercises
- Reflections, experience sharing and integration
- Right Brain Awakening Workshop

► Programme Faculty

- Prof. Debjit Roy, IIM-A (Course Coordinator)
- Prof. G Raghuram, IIM-A
- Prof. Rekha Jain, IIM-A
- Prof. Kirti Sharda, IIM-A
- Prof. Sanjeev Tripathi, IIM-A
- Prof. Sunil Sharma, IIM-A
- Prof. Sobhesh Agarwalla, IIM-A
- Other faculty members from IIM-A
- Guest faculty from the Transport Industry

► Venue and Accommodation

- The programme will be held at the Indian Institute of Management, Ahmedabad.
- Mentors will get full board and air-conditioned single room accommodation in the Institute campus. In case of unavailability of the same, they will be accommodated in a suitable hotel nearby.

► Fee

- **The MPOWER programme is sponsored by Mahindra's Truck and Bus Division. The fee for the course, workshops and stationery are completely borne by Mahindra's Truck and Bus Division.**
- Arrangements for airport pick-up and drop at Ahmedabad will also be made by Mahindra's Truck and Bus Division.
- **Mentors will be charged Rs.19,500/- (inclusive of taxes) for boarding and lodging.**
- Arrangements for travel, to and from Ahmedabad, will have to be made by the Mentors.

► Nomination and Inquiry

- Mentors can confirm their nomination by writing to MPOWER@mahindra.com, followed by filling up the nomination form and submitting the DD or remitting online.

For nomination forms and enquiries related to the MPOWER programme, please contact:

Senior General Manager - Marketing, Mahindra & Mahindra Ltd. - Truck and Bus Division, Marketing Department, Mahindra Towers, 2nd Floor, G. M. Bhosale Marg, Worli, Mumbai - 400018

► You can also write to us at:

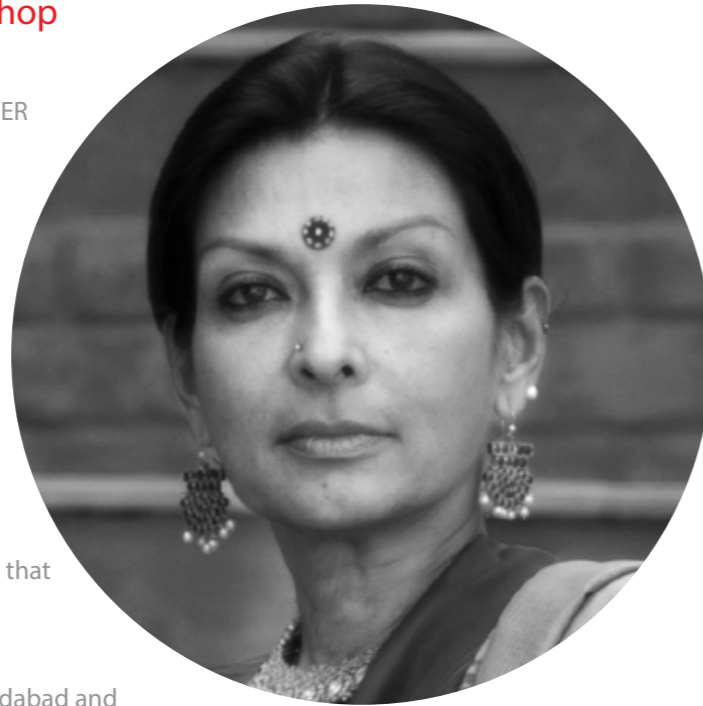
MPOWER@mahindra.com or MPOWER@executiveeducation.net.in or call: 22-61311531

► The Right Brain Awakening Workshop and the person behind it

This workshop, is an intergral part of the MPOWER programme and will feature in the MENTORS SUMMIT as well. It is designed to encourage creativity, and use of the right brain- to tap into the participant's creative wellspring. And will be conducted by Mallika Sarabhai's Darpana Academy.

Dr. Mallika Sarabhai is one of India's leading choreographer and dancer. She is in constant demand as a soloist and with her own dance company, Darpana, she is at the heart of a team that creates and performs both classical and contemporary work.

Dr. Mallika Sarabhai has an MBA from IIM Ahmedabad and a PhD in Organisational Behaviour from Gujarat University. She has been the co-director of the prestigious arts institution, Darpana Academy of Performing Arts, for nearly 30 years.



Dr. Mallika Sarabhai

Co-director, Darpana Academy of Performing Arts

► 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 Truck and Bus Division (MTBD)

The Truck and Bus Division is now a wholly owned subsidiary and part of the USD 16.2 billion Mahindra Group.

The division 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's Truck and Bus Division 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's 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'. In the HCV segment, Mahindra's Truck and Bus Division already has reached more than 10,000 trucks on road. The division 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 Crores 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-road, it is all set to further strengthen its position across India. The entire range of LCV load vehicles and buses is being manufactured in the Mahindra & Mahindra Ltd. facility at Zaheerabad.

To match the high performance of its trucks, Mahindra's Truck and Bus Division has a superior sales and service network that is geared to meet any eventuality. It has 2022 service points, including 60 3S dealerships, 364 Authorised Service Centres drawn from other dealers of Mahindra Automotive and Farm Sector and nearly 1598 Road Side Assistance points. And spares network of 730 retailers to further improve the reach for customers on important trucking routes. What's more important, it comes with an industry first – 5 Years or 5 Lakh Km Transferable Warranty and the Most Cost Effective AMC. The Truck and Bus Division 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. It's the kind of assurance that few others provide.

For further information, please visit www.mahindra.com,
www.mahindratruckandbus.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 (IIM-A) 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 other industries. 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.

IIM-A was conceived as a school of management and not purely as a business school. Its mission is to contribute to the 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 IIM-A is available at www.iimahd.ernet.in





