

# **Development of a Sustainable Business Model for Truck Driver Training**

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Road safety is one of India's often neglected public health issues. The country currently suffers from a disproportionate number of road deaths with about 125,000 deaths per year and 350,000 injuries. More than 80% of the accidents are caused through improper driver behavior with the largest number of fatalities (24%) involving commercial trucks. Truck drivers in India currently undergo only informal on the job training and often have poor driving habits.

In light of these issues, my project was concerned with the development of a sustainable business model for truck driver training by Tata Motors. The scope involved field research during which I interviewed truck drivers, transporters, the traffic police and owners of driving schools. The interviews enabled me to gain a better understanding of India's trucking sector and of the needs of the stakeholders involved. In the next step I created a financial proposal for the setting up of driving schools which is sustainable, which in this context meant that the operating expenses are covered by the revenue from the course fees. A main challenge was to ensure that prospective students saw the value in undergoing the training and that employers would give preferential treatment to drivers which "graduated" from the driving school. The business plan involved the creation of 50 driving centres across the country over the next three years with 45,000 students annually. Once implemented, the project will have the following social impact

- Providing employment and livelihoods for drivers and their families
- Improving road safety
- Reducing corruption in the licensing procedure
- Improving currently very poor employer relations in the trucking business

In summary, it can be said that the proposed driver training scheme will lead to a substantial social impact across the identified four main areas and that it will also increase the outreach of the Tata Motor's brand.