
11. Dezember 2002

International Vocational Training - India:

Shri Ram Fibres adopts German Training Standards

Co-operation between Carl Duisberg Centers and Consultants "EDUCON"

With the implementation of the 2 year long project in early December 2002 in the Port city of Chennai (previously Madras), the Carl Duisberg Centres (CDC) have added a new facet to their activities in the area of acquiring clients in the "international private undertakings".

This project - acquired and prepared by EDUCON - was financed by their client Shri Ram Fibres (SRF). At no point was the project dependent on financial subsidies and is in fact commercially financed.

The traditional Bharat Ram Group, to which the concern SRF belongs, is one of India's most influential Family businesses, with a well established network.

SRF is one of the biggest concerns within the Group. It specializes in the manufacture of Nylon cords for car tyres and is also the market leader in this area. In face of liberalization of the Indian economy and also as a result of globalization, SRF has however had to face immense financial, quality and productivity pressures as a result of increased imports from China. As a result, internal measures for quality assurance and productivity increase have since long been intensified. After consultations with EDUCON the issue of improving the vocational qualification of skilled workers has become one of the key tasks of the company.

Subsequently, the management decided to introduce modern vocational training standards, particularly in the hitherto relatively unused systematic operational education and training. The two year long project serves this goal.

The possibilities of transferring the experiences and contents of the German vocational training to the conditions prevalent in India were explored and tested in a pilot project conducted in the year 2001. An analysis of the results of the project clearly indicated that a restricted six month long practical training brought on a visible improvement in quality and profitability. Now these results should be carried over to all comparable concerns of the Bharat Ram Group.



Team-work in the Pilot project

The plant in Chennai (Madras) was chosen as the venue for the project, in which workers from various plants of India and Dubai were to be trained under test conditions. This plant (polymerization of Caprolactam into Nylon, Spinning and Weaving) was put into operation 25 years ago and is in the meantime technically quite worn out. At the same time however, the vocational qualification of the service and maintenance mechanics was inadequate. The management views this as one of the reasons for the high time-offs, quality defects and among others, friction losses.

In order to bring about a sustained change in this situation in the near future, the project concentrates primarily on finding a solution to these problems. To begin with a situational analysis of the current vocational education background is conducted within the framework of a practice- and project-oriented education and training program. On the basis of this analysis and with the aid of German know-how, the education and training modules developed during the pilot project, are used and developed further.

An integral part of this project is the training of selected workers of SRF, who are to take on the role of trainers during the further course of the cooperation.

With this project the Carl Duisberg Centres and EDUCON are targetting not only on the intensification and expansion of practical experiences in the course of transfer of training services but are also trying to exhaust extensively all the possibilities of sustained market entry strategies in the industrially well developed and progressing nation India.

For inquiries and further information:

EDUCON

VE & T Consultancy & Marketing

Jürgen Männicke

Wilhelm-Stolze-Str. 34

10249 Berlin

(+49-30-422 71 90

Cell +49-172-9793978

Fax/Voicemail +49-40-3603970115

E-Mail: info@educon-berlin.de