

## Maruti Suzuki brings 'Center of Excellence' to ITI-Becharaji, Gujarat

Initiative to impart relevant skill training and benefit youth from the growing automobile industry  
World class infrastructure to help over 7000 trainees become job ready, annually

**Ahmedabad/Delhi, 14 May 2019:** Stepping up its Skill Development efforts under Corporate Social Responsibility, Maruti Suzuki India Limited, recently inaugurated a state-of-the-art Center of Excellence (CoE) at ITI, Becharaji in Gujarat. Set up in collaboration with Government of Gujarat, the CoE, will be used to train and improve the level of technical education of ITI students in the state and effectively contribute to Skill India initiative.

Mehsana region, has seen intense activity in the automobile sector in recent years, especially after setting up of Suzuki Motor Gujarat plant at nearby Hansalpur. Several automobile component makers, including Maruti Suzuki vendors, have set up their manufacturing facilities in the region, increasing employment opportunities for youth with relevant skills.

### **'Center of Excellence': Key Highlights**

- Over 7000 students to benefit annually
- Automobile Finishing school for simulated learning
- Advanced facility to train the trainers in Gujarat
- Prototype of manufacturing facility which includes- welding, painting, mechatronics
- Dedicated module on safety
- Capacity to train 150 trainees per week

Speaking on the occasion, **Mr. Kenichi Ayukawa, MD & CEO, Maruti Suzuki India Limited**, said, *"Having right skills is the key to employability. Automobile industry is one of the largest employment generating sector. It is important students across the ITIs are imparted with the right skills and attitude to earn and sustain employment in the sector. The Center of Excellence will help students from various trades to enhance their skill sets. I urge the students to make the most of this facility for a stronger industry connect and a successful career."*

The CoE at ITI Becharaji, spread over 11,800 sq. ft., is equipped with Maruti Suzuki Basic Training lab, Safety Simulation hop, Finishing schools for Weld shop, Paint shop and Assembly shop along

with six class-rooms. The CoE has a capacity to train 150 trainees per week. Maruti Suzuki has built the infrastructure and the workshop with latest equipment and training tools.

Maruti Suzuki has invested around INR 4 crore to set up the facility and will continue to maintain and run it.

The CoE will cater to students of Becharaji ITI as well as students from other ITIs across Gujarat. The facility will also be used to train shop floor employees from automobile and auto component makers in the state.

### **About Maruti Suzuki's Skill Development initiative**

Under Skill Development, a focus CSR initiative, Maruti Suzuki is expanding its efforts to enhance employability of underprivileged youth by improving the quality of skill training in over 110 Industrial Training Institutes. The Company's approach is to consult potential employers to understand their requirements, and undertake relevant initiatives to make students industry ready. In FY 2017-18 the Company set up Japan-India Institute for Manufacturing (JIM) in Mehsana, Gujarat as a model ITI. The institute is an outcome of a joint initiative between Government of India and Government of Japan to create a pool of 30,000 skilled manpower for the manufacturing industry in India.

### **Issued by:**

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