



# Brand ambassadors with prospects for the future

## Development partnership establishes a welding school in Pune



### The challenge

The city of Pune is one of India's main car making centres. However, machine-building and automotive companies based in India's 'Detroit' find it almost impossible to recruit well-trained, skilled workers. For example, there is a shortage of skilled welders who are able to operate the latest high-tech equipment and produce highly precise welded seams. Many companies cannot afford to train staff themselves for reasons of cost and high staff turnover.

However, many young people have no formal education and therefore have very little prospect of obtaining a training place or skilled work. An adequate supply of skilled workers is especially important for German companies seeking to utilise their technological lead as a way into the Indian market. A typical example is Lorch

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*'DEG has provided us with in-depth advice. This has enabled us to improve the concept and avoid obstacles. The financial support was essential as it enabled us to cover the substantial start-up costs and to design and establish the project on the current scale.'*

Johannes Jakob, Commercial Director, Lorch Schweisstechnik GmbH

Schweißtechnik GmbH, one of the world's leading manufacturers of welding technology. Indian customers appreciate the quality of the equipment, but sometimes do not buy it because they lack workers with the requisite skills.

### The solution

'By providing training for young people from the poorest social groups, we are offering them the prospect of a career. We are also training our own brand ambassadors because the young people will be able to use the technology that we manufacture,' explains Johannes Jakob, Commercial Director at Lorch Schweißtechnik.

The partner of the company from Swabia in southwestern Germany, the Don Bosco College in Pune, is an experienced vocational training provider. In India alone, the non-governmental organisation operates a network of 243 skill training centres, known as DB Tech Skilling India. Lorch Schweißtechnik established a development partnership with DEG through the develoPPP.de programme launched by the German Federal Ministry for Economic Cooperation and Development (BMZ). The project partners have set themselves various goals. They aim to provide training for disadvantaged young people, help them into work, improve the image of welding as a career, reduce high turnover among skilled workers, and establish a training model of excellence.



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The Lorch-Don Bosco Welding Technology School of Excellence has provided training for disadvantaged young people since 2014. The School offers 12-month diploma courses and six-month short training programmes leading to state-accredited certification. It also trains service engineers for welding machines and provides basic training in technology. 'Our aim is to help young people to find work afterwards, so every student undertakes an internship at a company once they have completed their training,' says Hans-Jürgen Dörrich, Head of Corporate Cooperation at Don Bosco in Bonn. Many of the participants are offered employment while they are still in training.

To ensure that the young people have lifelong prospects of employment, Lorch and Don Bosco go a step further. 'We make an offer to the companies that employ the young people: we pledge to provide them with continuous professional development,' explains Hans-Jürgen Dörrich. This offers various advantages. The welders acquire new skills and boost their earnings potential, while the training increases employee loyalty and commitment and thus helps employers retain their staff.

## Our services

Through the partnership, Don Bosco provided a training and workshop building in Pune. Lorch Schweißtechnik GmbH supplied the School with 20 welding booths, modern welding equipment, tools and essential materials. 'We also trained the teachers for the School and provide them with continuous professional development – and we cover the young people's training costs,' says Johannes Jakob. Don Bosco organises courses and internships and assists the young people to find work.

DEG served as an intellectual sparring partner and advised Lorch Schweißtechnik and Don Bosco on budget planning and locational issues. 'This is about cooperation between partners who can guarantee high-quality practical training, benefiting disadvantaged young people and the companies alike. In this way, we are generating substantial development policy benefits,' says DEG's

Susanne Striegler. DEG covers around 40 per cent of the costs on behalf of BMZ. By establishing the School, Lorch Schweißtechnik and Don Bosco have committed to a long-term partnership.

## Impacts and results

- By October 2016, 160 young people will have completed the full training programme and a further 260 will have qualified as welders.
- All trainees on the first two courses found work straight away.
- Lorch Schweißtechnik GmbH is enhancing its reputation for corporate social responsibility. The welders who have undergone training will indirectly promote sales by adding to the number of skilled workers able to operate this equipment and perform high-quality welding.
- With support from Lorch Schweißtechnik GmbH, the School has well-qualified teachers and state-of-the-art equipment in its training facilities.
- Through its involvement, DEG is laying the foundation for ongoing training over the long term, modelled on Germany's dual training system.

### At a glance

<b>Duration</b>	13 December 2013 – 30 September 2016
<b>Country</b>	India
<b>Objective</b>	To establish a vocational training centre for welders with a dual training system.
<b>Partners</b>	Lorch Schweißtechnik, Don Bosco Mondo and DEG
<b>Results</b>	<ul style="list-style-type: none"><li>• By 2016, 420 young people will have completed the full training programme or will have qualified as welders.</li><li>• All the trainees on the first two courses found work straight away.</li><li>• Lorch Schweißtechnik is enhancing its reputation for corporate social responsibility.</li><li>• The Lorch-Don Bosco Welding Technology School of Excellence will be well-established as a vocational training provider for the long term.</li></ul>

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