



ASHOK LEYLAND

Driving on the Road to Success

24x7

learning



Ashok Leyland Virtual Campus is one of the best professionally managed campuses with dedicated resources to manage the initiative

OVERVIEW

CUSTOMER PROFILE

Ashok Leyland is a large manufacturer of trucks and other commercial vehicles. It has achieved technological eminence through vigorous in-house research and development and by tying up with international technology leaders. From 18 seater to 82 seater double decker buses, from 7.5 tonne to 49 tonne haulage vehicles, from numerous special application vehicles to diesel engines for industrial, marine and generator applications, Ashok Leyland offers a wide range of products. Today, eight out of ten public transport buses in India are from Ashok Leyland. For over five decades, Ashok Leyland has been the technology leader in India's commercial vehicle industry, moulding the country's commercial vehicle profile by introducing technologies and product ideas that have gone on to become industry norms.



CHALLENGE

Impediments to Acceleration

To ensure that it continues to maintain its leadership position in the commercial vehicle industry, Ashok Leyland has to ensure that it is up to date in technology and skills of its middle and top management. To address the latter, the Ashok Leyland Management Development Centre was set up. This residential training centre was established to enhance the knowledge and develop the skills of the employees of Ashok Leyland. This classroom model faced several challenges.

Challenges faced by classroom model:

- Geographically dispersed participants
- Disturbed work schedules
- Logistics management issues

Geographically dispersed offices meant that for a training session the participants had to converge at the center. This resulted in disturbed work schedules and logistics management issues to list a few.

SOLUTION

Shifting to the Right Gear

Ashok Leyland tied up with 24x7 Learning to initiate a pilot eLearning project for a small group of employees. With the success of the pilot the initiative was ramped up and a

SOLUTIONS

FEATURES

- Cater to 750 employees simultaneously
- Dedicated resources to manage the initiative
- Largest digital library with around 1500 articles

virtual university was set up. The Ashok Leyland Virtual Campus was developed on 24x7 Learning's proprietary tool LearnTrak. The virtual campus runs on the corporate intranet and offers specialized courses on critical management skills such as Supply Chain Management, Quality Management and Lean Manufacturing. The virtual university can cater to 750 employees simultaneously. Ashok Leyland Virtual Campus is one of the best professionally managed campuses with dedicated resources to manage the initiative. It also has the largest digital library with over 1500 articles on various management topics.

RESULT

A Rewarding Journey

Today, Ashok Leyland's Management Development Centre has expanded its reach to more employees with courses on various topics. It has coached a large number of its employees on subjects as diverse as supply chain management, quality management and so on using eLearning methods. Ashok Leyland looks forward to increasing the number of courses and users at the Ashok Leyland Virtual Campus in future. The virtual campus has benefitted more than 1,600 unique users and who have accessed the portal more than 200,000 times since its inception in March 2005.