

# RECAP

## 2<sup>nd</sup> AUTOMOTIVE HR ROUND TABLE

### EDGE OF TOMORROW – IMPACT OF DISRUPTIVE TECHNOLOGY

Friday, May 4, 2018, Hyatt Regency, Pune



(Standing from left to right, Dr. Kamal Bansal, Professor & Dean (Academic Development), UPES, Sanjay Verma, Sr. General Manager (HR), Tata Motors Ltd., Dr. Santosh Bhawe, Sr. Vice president (HR, IR & Administration), Bharat Forge Ltd. and Alka Madhan, Director (Corporate Relations & Career Services), UPES

Technological disruption is sweeping across industries, and we see its impact most clearly in the traditional consumer sector. Online shopping has risen at the expense of brick-and-mortar operations, and now the traditional automotive industry is faced with challenges from new technologies such as electrification and automation.

We don't know what the future will look like, but organizations with these futuristic technological capabilities will be better positioned to grab a larger slice of the value when it becomes clear. Industry leaders did a deep dive and focused on how the automotive workforce is not relegated to just being disrupted. There is opportunity to be a disruptor too at the **2<sup>nd</sup> Automotive HR Round Table on May 4, 2018 at the impressive Hyatt Regency, Pune.**

The feedback from participants, both via formal discussions and from anecdotal conversations on the day, indicated a very high level of satisfaction with the event.

**Mr. Gajendra Chandel, Chief HR Officer & President, Tata Motors Ltd. was the program director.**

## AT THE ROUND TABLE

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**Dr. Kamal Bansal**, set the tone for the stimulating debate on how in the last few years, the auto industry has changed at a greater momentum than ever before. As consumers' expectations progress and technology evolves to fill gaps of opportunity, automakers are being forced to rethink how they design, manufacture, and market vehicles. Dr. Bansal also briefed the audience about the various initiatives taken by the university to develop specialized talent for this dynamic sector, and the challenges it foresees.

**Mr. Sanjay Verma**, during his theme address shared how today's economies are dramatically changing, triggered by development in emerging markets, the accelerated rise of new technologies, sustainability policies, and changing consumer preferences around ownership. Digitization and new business models have revolutionized other industries, and automotive will be no exception. For the automotive sector, these forces are giving rise to four disruptive technology-driven trends: diverse mobility, autonomous driving, electrification, and connectivity.

Mr. Verma added that most industry players and experts agree that these four technology-driven trends will reinforce and accelerate one another, and there is consensus that the industry is ripe for disruption. Yet although the widespread sentiment that game-changing disruption is already on the horizon, there is still no integrated perspective on how the automotive industry will look in 10 to 15 years because of these trends.

Almost 70% of automobile sales in India or \$40 billion will be digitally influenced by 2020 said **Dr. Santosh Bhave** during his keynote address on "impact of disruptive technology". According to Dr. Bhave, digital engineering, 3D printing, smart sensors and the Internet of Things (IoT), are poised to disrupt auto R&D, manufacturing, sales, marketing and after-sales services. Social media will influence about 40% of sales valued at \$23 billion by 2020, up from 20% of sales today.

**Mr. Anand Khot, HR Leader & General Manager, IBM** kicked off the first panel discussion on "Technology Impact on Employees" by explaining how new generation technologies have led to a demand for a new set of skills from the automotive workforce. According to estimates by experts, including NASSCOM, the sector that currently has 70,000 engineers is likely to employ about one million engineers by 2020. Amongst the fear of losing jobs and the insecurity of existing skills becoming irrelevant, this estimate can be good news for the talent market.

Panelists in the session, **Dr. Kiran Bala, Head (Talent Management), SKF, Jagan Reddy, Vice President (HR), Mahindra & Mahindra and Sudhir Gurtoo, Managing Director, Leadec** all focused on how the onset of automation in the automotive industry, the demand for engineers will keep on increasing. There will be more demand for hires for cutting-edge automated technology such as artificial intelligence, robotics, cognitive solutions and machine learning, added the panelists. **Employment in the automotive sector is likely to reach 14.3 million in 2022 and new skill sets would be required for 60-65 percent of the jobs.**

The round table also witnessed, for this first time, inclusion of a fitness session by **“Folk Fitness”**, an Indian fitness regime comprising of the ‘Mind, Body & Soul’ bringing together Indian folk music, folk dance and fitness – all on one platform. A Make in India concept, Folk Fitness was formed in August 2015 with the motive to make it India’s biggest fitness product for the world. Taking inspiration from 130 registered folk dances, Folk Fitness is a celebration of the diverse Indian culture and tradition.

The 30-minute session was conducted by **Aarti Pandey, Mind & Cofounder, Folk Fitness.**

Concluding debate of the round table discussed a very pertinent issue of “Jobless Growth” in the Indian Automotive industry, comprising of **Dr. Kamal Bansal, UPES, Sanjay Verma, Tata Motors and Dattatreya Gaur, Vice President & Head of BU, Robert Bosch Engg. & Business Solutions Pvt. Ltd.** The panel discussed how the possibilities of providing gainful employment opportunities is essential to enable people to improve their standards of living. For a country like India, which has surplus labour and a strong affinity for new technologies, employment generation in the 21st century poses a new challenge. More recently, the sluggish growth of various sectors of the economy – especially post demonetization – has made this challenge more severe.

**Some of the most influential Automotive HR leaders of the country, representing Tata Motors, Mahindra & Mahindra, Honda, Bharat Forge, SKF, Bosch, to name a few shared their views on the future of automotive industry in the country.**

**Recorded a very high level of participation, with over 100 plus attendees from over 50 companies.**