



Tata Steel and Deson Marketing have partnered to implement Project DHP, a structured training programme to create an ecosystem of trained service providers.

## THE CONTEXT

To create greater brand differentiation in a competitive marketplace, it is essential that companies offer the full spectrum of services to end-users. In a market that covers a vast region, the capacity to deliver these services is often a challenging task. For Tata Tiscon, the challenge was to offer professional and technical support for end users who are Individual Home Builders (IHBs). Tata Tiscon realised the need to create an ecosystem of trained engineers, masons and other service providers. To achieve this objective, it partnered with distributor Deson Marketing to develop and implement a structured training programme called Project DHP.



## THE INNOVATION



Project DHP was developed after meticulous research in collaboration with consultants at Jadavpur University and Indian Concrete Institute. A 14-week course module was developed to be delivered to participants every weekend. This included theory, laboratory technical sessions and onsite projects. The pilot programme, launched in 2017, had 30 participants, primarily civil engineering diploma holders. Insights from the pilot resulted in an innovative change that ensured sustainability and organic growth for the initiative. The new strategy was to incorporate a 'Train the Trainer' module as an integral part of the training process. This module would empower trained professionals to take the training to their peers and other stakeholders, thus creating a growing community of trained professionals and service providers. This also helped increase their engagement with the brand manifold, transforming them into loyal brand advocates.



## KEY CHALLENGES



### DESIGN OF THE COURSE

Through collaboration with pioneer academic and professional institutions, the team designed content that would lead to capacity building in civil engineering diploma holders.

### BEHAVIOURAL CHANGE

It was important to change the mindset of civil engineers to contribute to the training ecosystem, to become providers of premium service, to empower others. This was needed to create an effective 'train the trainer' module.

## THE IMPACT



Tata Steel is able to deliver greater value to customers as they benefit through knowledge of correct construction practices; this enhances the brand equity. There is sustained capacity building within the ecosystem, through high-impact professionals who act as brand ambassadors throughout the country.

It also gives increased visibility to other Tata Steel products such as Tata Pravesh, Tata Colors, Tata Pipes and other Tata IHB brands – generating revenue of

The project has also led to a large number of sign-ins on Aashiyana – Tata Steel's online digital platform for IHBs.

# ₹19.65 CR

with recurring impact.