**Driver Empowerment**

Problem Statement 3: Skill Development

**Problem Statement**: Drivers come from all ages. It is generally evident that drivers who are not

millennials are not very technologically savvy. Despite the advances in technology, the apps and features cannot create value unless they are widely adopted by the drivers. Identify ways to digitally enable drivers, so that they can earn on par with fellow drivers.

● Driver's resistance to change.

● Language barriers.

● Unviable business models.

● Unengaging content/training.

● Lack of accountability and monitoring systems.

**Solution Scope & Deliverables:** Think of solutions that are scalable, sustainable and affordable for drivers.

Broad themes:

1. Digital Enablement & enhancing the driving skills

2. Soft Skills (Communication, Customer-centricity etc.)

3. Skills to augment primary income or utilize off-peak time

4. New skills / New professions

You can submit your solutions/ideas as a Google Doc / Slides / PDF / PPTX / DOCX / Video.