**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

**Solution :**

Provide training:

Provide training sessions to drivers to educate them about the benefits of using technology. Highlight the advantages of using digital tools, such as increased efficiency, higher earnings, and better communication with passengers.

Communicate effectively:

Communicate with drivers in a language that they understand. Make sure that your training materials and digital tools are available in different languages, and use simple and clear language to explain how they work.

Incentivize adoption:

Offer incentives to drivers who adopt digital tools and apps, such as bonuses or increased earnings. This can motivate drivers to try out new technology and make the switch.

Make it easy to use:

Ensure that the digital tools and apps are user-friendly and easy to navigate. Offer support and assistance to drivers who are struggling to use them, and make sure that any technical issues are resolved quickly.

Listen to feedback:

Listen to feedback from drivers and make changes to the digital tools and apps based on their input. This can help to build trust and encourage drivers to continue using the technology.