

Mahindra Powerol empowers women as field service technicians

Sept '14: Under the **Rise** pillar of Driving positive change, Mahindra Powerol has taken its first major step towards the establishment of gender equality in order to help build a society in which women and men enjoy the same opportunities.

The job of Field Service Technicians, who are usually considering being male, were not considered for women due to their gender and not their inability. Mahindra Powerol identified the gap and has encouraged its channel partners to train and qualify their women workforce and institute the **first ever women field service technicians for diesel generators**.



Mahindra Powerol's women field service technicians on the job

This critical initiative of promoting gender equality gives these women the financial independence to manage their own lives.

The initiative has been implemented with the support of Mahindra Powerol's channel partner M/s. Alleppey Diesel Service in Kerala when one of the woman staff members proactively suggested it. These women technicians have inspired several others channel partners and their staff across the country. Mahindra Powerol will continue to encourage the upliftment of women as field service technicians by providing the necessary training.

This initiative will also help in addressing the issue of **technician retention** in the long run, one of the leading problems faced by the channel partners. Mahindra Powerol will continue to encourage all channel partners to follow the same route of woman empowerment. We salute the true spirit of womanhood.

About Mahindra Powerol:

Mahindra group, the tractor & multi-utility vehicles major in India, forayed into Power Generation in 2002. Today, Mahindra engines with the brand name Mahindra Powerol are powering over 270,000 Diesel generating sets in India & in global markets. Powerol comes with the rating from 5kVA to 500kVA.

It offers several advantages like: Fuel Efficiency, Better load acceptance, Minimal vibration, Low noise levels, and Low maintenance costs.

Apart from Diesel Generators, Powerol also deals in Industrial Engines across India & Home Inverters in selected markets.

Recently, Mahindra Powerol won the prestigious Frost & Sullivan "Voice of Customer" award for the most preferred Genset Brand in the telecom segment and in the Customer Enhancement category. Mahindra Powerol is also recognized as Power Brand 2011 & Master Brand 2012. Mahindra Powerol products are presently available in over 20 Countries across Africa, Middle East & Asia.