



New Holland launches Project Saksham to provide skill development for youth

The CSR project aims to train 400+ youth to address the requirement of sales personnel in the automotive and AG industry.

New Holland, a brand of CNH, has launched project "Saksham", focuses on training and empowering underprivileged youth in rural area. This is aligned with the National Skill Development Mission and the UN Sustainable Development Goals (SDGs).

In association with **SEEDS** - Social Empowerment & Economic Development Society, the project aims to create a pool of skilled and certified automotive sales professionals for AG and automotive industry. Individuals with a minimum education level of 12th grade, aged 18 and above can apply for the programme in Uttar Pradesh, Madhya Pradesh, Haryana and Maharashtra regions.

Speaking about the project, Sandeep Gupta, Sales Director of Agriculture Segment, CNH India, said, "Our Project



Saksham is committed to providing rural youth with pertinent skills for the modern world. Through this initiative we intend to equip them with necessary skills that will enable them to possible placement opportunities which will create a positive impact on the economy. CNH is deeply committed to empowering unemployed youth through

initiatives like LEAD and Hunar, that offers skill development and entrepreneurship training, transforming 15,000 families in India."

The training encompasses various aspects of Automotive Sales Assistant roles, including handling sales leads to closing sales pitches, effective communication, teamwork, resolving customer queries, and

after-sales activities through practical experience under our dealerships. The programme was initiated through a Boot Camp for theory, product and soft skill training in Samalkha in Haryana between 6 to 8 February, 2024. It will be followed by practical training with dealership spread over 3 months.

New Holland offers innovative agricultural solutions

such as a wide range of tractors, combine harvesters, and a range of agricultural implements, that drive efficiency and productivity across numerous applications such as tillage, plantation, harvesting, post-harvesting, commercial applications and haulage.

For over 125 years, New Holland has supported farmers with the technology, solutions and services they need for productive agriculture. It has a history of driving innovation, providing the answers to customer needs with a broad range of agricultural and light construction equipment. With proven production machines that utilize the latest alternative fuel technology to power the sustainable revolution in farming, we are the sector's Clean Energy Leader. Our expertise and innovations are backed by precision connected services and supported by a dedicated and global dealer network with a strong territory presence.