



Laxman on Top

Laxman Pawar is a 21-year-old young man who comes from a family of farm labourers in Tambewadi. Tambewadi is a medium-sized village in the Solapur district of the state of Maharashtra with a little less than 300 families residing in it.

After completion of his 10th board exams, he left his village and went to Baramati for further education. He completed his 12th board exams and did his BCom. But it was punctuated by little or zero economic incentive. A punctuation that did not seem to end.

His parents had been working hard to get him educated. “They generally do not refuse my decisions”, he says, but quickly adds, “At the end of the day, they are farm labourers – cultivating someone else’s land” (Khaetika kisaani toh kisi aur ki zameen par hi karte hain na”).

“How much more could they afford for me?”

Laxman tells me how he was beginning to internalize a very dangerous realization: since he was ‘born poor’, hence life must go on that way too.

The tone of his talk saw a shift as did the expression on his face. “Tata STRIVE ne umeed jagayi aur nibhai” (“Tata STRIVE came into my life – a ray of hope emerged and the hopes, were fulfilled too”), he said, with an unearthly calm & contentment. He came to know about Tata Strive from Mr. Bharat Vitkar (who works for DNTs in Maharashtra under the banner of Mazi Bandhilakhi) and told Laxman about the quality of the programs offered here.

After the interest inventory process and counselling at the center, he discovered his

potential best matches those demanded in sales and customer service and hence, opted for Auto Sales Consultant course.

Vasuki Sir ne sab sikhaya...

“*Shuruwaat mein...*”, “In the initial days of the course”, Laxman says, “I was having lack of confidence, poor communication skills and had very little of knowledge of the automobile sector – despite my love for cars. The course introduced me to something called professional grooming standards”

“*Vasuki Sir ne sab sikhaya...*” ~ Vasuki Sir taught me everything... (Mr Vasuki Kulkarni is the Faculty for the Auto Sales Consultant Course at TSSDC, Pune). Without a pause Laxman goes on, “He was available every time. You could approach him in class. And outside. He helped me develop presentation skills, posturing and being aware. Also the importance of ‘customer need analysis’ and the need for ‘effective probing’. As for Life skills such as ‘relationship management’ and ‘grit’, the YDM took care of it.”

Laxman has today, secured a job at Panchajanya Motors, Tata Motors Dealership, as a Sales Consultant. Barely a few months in the field and Laxman has become the top performer, across categories at his dealership. Or as Laxman puts it, “Be it [the sales of] Tata Bolt, Tata Tigor, Tata Tiago or Tata Hexa, *Main top pe hun!* (I’m on top!)”