



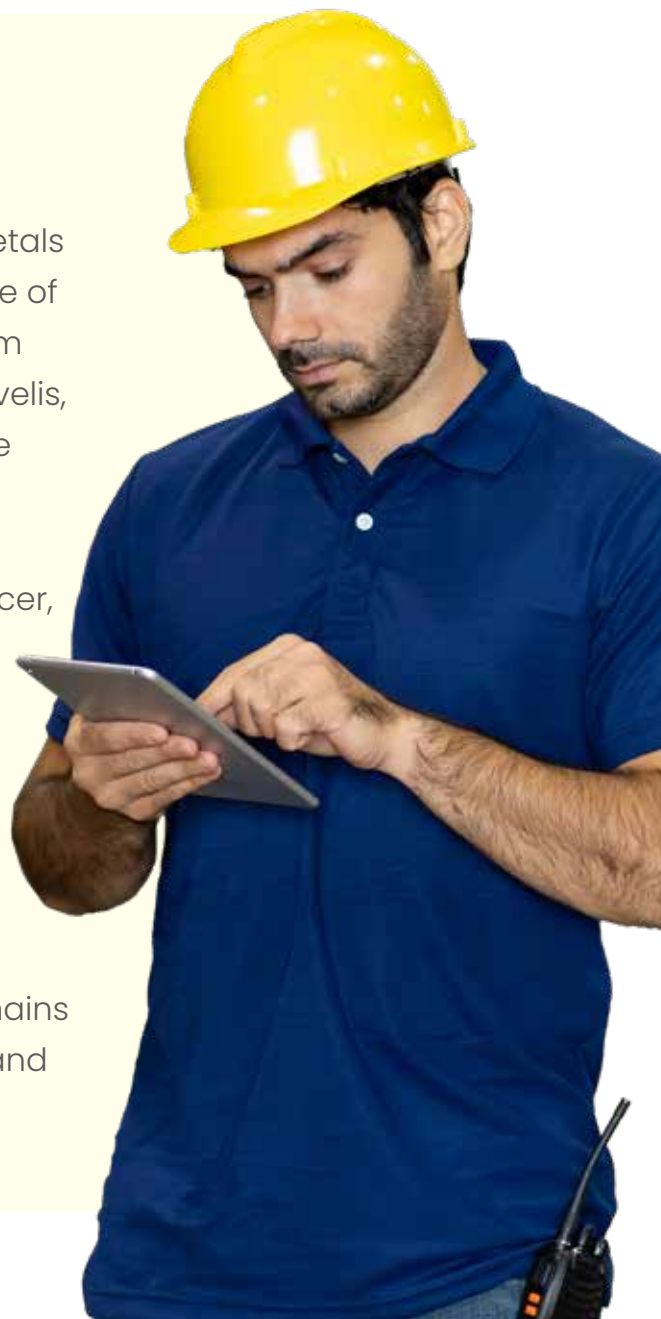
How Hindalco increased coverage of technical learning amongst frontline shop floor employees by 3x

About Hindalco

Hindalco Industries Limited is a \$26 billion metals powerhouse of the Aditya Birla Group. It is one of Asia's largest producers of primary Aluminium (excluding China), and with its subsidiary Novelis, a global leader in flat rolled products and the world's largest recycler of Aluminium.

Hindalco is also India's largest copper producer, contributing significantly to India's domestic refined copper requirements.

Today, Hindalco's global footprint spans 18 manufacturing units and 21 mining operations in India, and 33 overseas units spanning 9 countries. With a cross-cultural workforce of more than 68,500 people, it remains committed to building an agile, responsive, and productive work environment. ([Source](#))



Challenges

Hindalco employs a large workforce spanning various locations, with employees across several grades in managerial and operational job roles. As a forward-looking organization, Hindalco (Aditya Birla Group) invests heavily in the learning and development of employees. From learning sessions delivered in a physical training environment to the use of digital channels, the technical learning (COE) – Hindalco Technical University (HTU) delivers it all.

For the operators and supervisors on the shop floor, HTU wanted to take things a notch up. The intent was to design a digital technical learning repository that would complement the training efforts for the operators and supervisors and enable them to learn the important functional concepts in a simple, gamified, and self-paced mode. Ensuring continuous learning for the front-line shop floor employees across the manufacturing units by bridging the gap between explicit and tacit knowledge.

Furthermore, the team looked for a single solution that would:



Enable easy access to technical courses and byte-sized learning nuggets.



Provide course completion and final assessment.



Deliver learning content that is self-paced, gamified, and engages with peers.



A one-stop-shop repository for all training content that can be curated and cataloged.



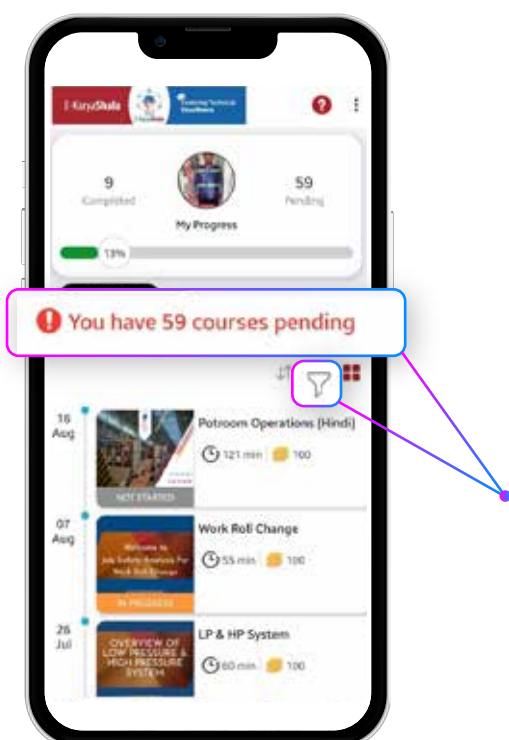
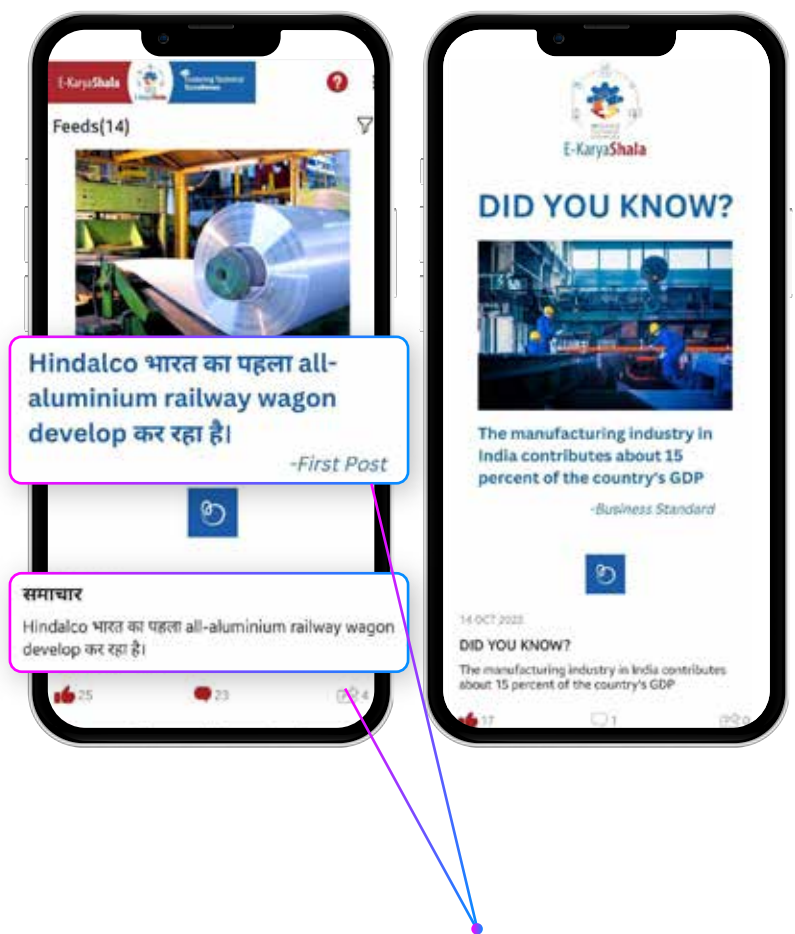
Solution

After careful consideration, HTU chose the goBetter E-Learning platform. The learning platform was launched as 'Hindalco E-Karyashala' - hosting and distributing the necessary technical training e-modules. The learning modules were created to serve the unique needs of a diverse workforce at Hindalco - especially with vernacular content. Supporting content delivery in the learners' preferred language.

Here's how the shop floor employees used the Hindalco E-Karyashala powered by goBetter:

Learning feed on the app:

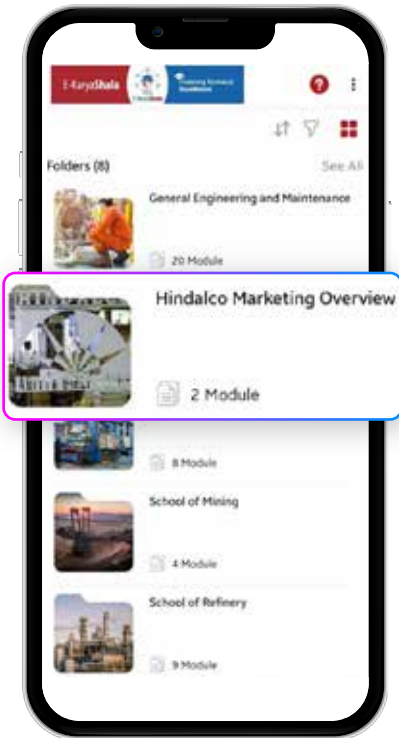
Deliver byte sized content to users in an interactive format using content feed.



Take mandatory training with ease:

HTU the unit L&D team, and the respective department heads (DHs) assigned the E-Learning modules and ensured that the learners undergo the e-learning modules.

Using the 'Learning' tab on the app, learners can see their progress over time, the number of pending courses, filter or sort the course list, and more.



Self-paced learning for eager learners:

Users can search for relevant e-modules of their interest from the catalog view to take courses of their choice.

Gamified learning experience:

Engage and motivate learners with a leaderboard view to take more courses by inducing a sense of healthy competition.



Recognition for completing courses:

Provide course completion certificates to induce a sense of achievement amongst learners.

Impact

HTU at Hindalco is using the goBetter learning platform to achieve important learner engagement goals. The team achieved several quantitative and qualitative milestones including:



Increased training coverage by 3x amongst the frontline shop floor employees with a wide coverage of the operators, supervisors, and diploma engineer trainees (DETs).



Inculcate a culture of learning amongst shop floor operators and supervisors.



Engage learners with relevant technical knowledge necessary for their self-development and understanding of key processes and operations.



Institutionalize structured knowledge development for front-line technical employees.



Ensured delivery and completion of the assigned E-Learning Modules.

1200+

hours of training delivered.

1000+

shopfloor operators and supervisors upskilled

50+

Assessments completed.

60+

Technical e-modules created

Testimonial

“The goBetter learning platform helped us set up the Hindalco E-Karyashala Technical Learning App, available on the web and mobile. The goBetter team is agile, responsive, and takes customer feedback for constructive development.

Moreover, what's awesome is how they give importance to the voice of the customer and make necessary changes to the product. They take your suggestions and turn them into reality by co-creating solutions with customers. Developing custom features that fit your needs like a glove.

E-Karyashala has now become an integral part of upskilling and technical knowledge development for frontline shop floor employees”.



Dr. Mayuk Dasgupta

AVP - Digital Culture & Capability Building,
and HTU BP Downstream, Hindalco Industries Limited

