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Since 1924

MG Motor India announces 'Drive Her Back' program to support women resume work after career break

New Delhi, Oct. 9: In order to support women resume work after career break, MG (Morris Garages) Motor India has announced 'Drive Her Back', a unique program that enables experienced and qualified women to return to the workplace with dignity and pride. This returnee-ship program aims to create a diverse pool of highly talented women whose skills can cater to the needs of MG Motor India.

Under this program, the selected women will gain access to coaching to help them regain corporate vigor and strike work-life balance. They will also be assigned internal mentors to best adapt to the corporate environment and will also get access to networking opportunities and professional development.

Commenting on this program, **Rajeev Chaba, President and Managing Director – MG Motor India**, said, "In India, majority of females do not resume work after taking a career break. Through the 'Drive Her Back' campaign, we are assisting women looking to reclaim their space in the corporate corridors. Diversity and inclusion are the fundamentals of a successful business and as an organization, MG endeavours to build a culture that supports these two critical aspects."

According to industry estimates, it is observed that while 50 per cent of the women resign before the age of 30 to take care of their children, nearly 48 per cent drop out within four months of returning from maternity leave. Speaking on the initiative, **Yeshwinder Patial, Director – Human Resources, MG Motor India**, said, "Women are an integral part of the workforce at MG Motor India and hold key positions across various critical business functions. MG believes that women resuming work after a career break must be given adequate support to successfully streamline their transition.

The one-year long program invites women aiming to resume their careers with a minimum work experience of two years. Women who have previously worked on technical, strategic and commercially focused projects can apply for the program. Upon completion of the program, the company would conduct a structured review of the projects or assignments and may absorb top-performing women within its payroll, subject to the performance and availability of vacancies. The company has also associated with JobsForHer, one of the largest online job portals for women, for the program.

MG Motor India is a future-ready organization with a focus on four key pillars of innovation, diversity, experiences, and community. In terms of diversity, female employees already account for 31% of the company's total workforce – making it the most gender-diverse workforce in the industry. The carmaker's drive to create a diverse talent pool of highly passionate women professionals whose skills can cater to the organizational needs' falls in line with its commitment to its core values of diversity and community.

For more information about the program, please visit: <https://www.mgmotor.co.in/drive-her-back>



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About MG Motor India

Founded in the UK in 1924, Morris Garages vehicles were world-famous for their sports cars, roadsters, and cabriolet series. MG vehicles were much sought after by many celebrities, including the British Prime Ministers and even the British Royal Family, for their styling, elegance, and spirited performance. The MG Car Club, set up in 1930 at Abingdon in the UK, has more than a million loyal fans, making it by far one of the world's largest clubs for a car brand. MG has evolved into a modern, futuristic and innovative brand over the last 95 years. MG Motor India has commenced its manufacturing operations at its car manufacturing plant at Halol in Gujarat.

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