



Department of Science & Technology  
Government of India



iHUB DivyaSampark

**ET** Masterclass

From the Economic Times



Executive Certificate Program in



**ELECTRIC VEHICLES  
FOR LEADERS**

**ET** THE ECONOMIC TIMES

# OVERVIEW

The government is pushing widespread electric vehicle adoption in India. But for migration from long used combustion engine to electric engine, all the stakeholders, including policy makers, automobile manufacturers, auto ancillaries, auto dealers and even consumers, need to know the upcoming EV technologies, adoption challenges in India, policies & regulations around it and how to be a part of this booming sector. They need to understand the unprecedented opportunities, business models and socio, economic and behavioural changes EVs will bring in.

In the ***Executive Certificate Program in Electric Vehicles*** by iHub DivyaSampark (A joint initiative of Department of Science & Technology, Government of India and IIT Roorkee Under National Mission on Interdisciplinary Cyber-Physical System(NM-ICPS)), you will get an opportunity to hear, interact and discuss with Academic and Industry experts from the auto industry and representatives of top automobile consulting firms on the challenges of evolving EV industry in India and the remedial measures. You will also learn how to move your business swiftly with the EV migration and remain relevant in the new era of electric vehicles.



**Start Date**  
June 18, 2022



**Duration**  
6 weeks



**Course Format**  
Live Online



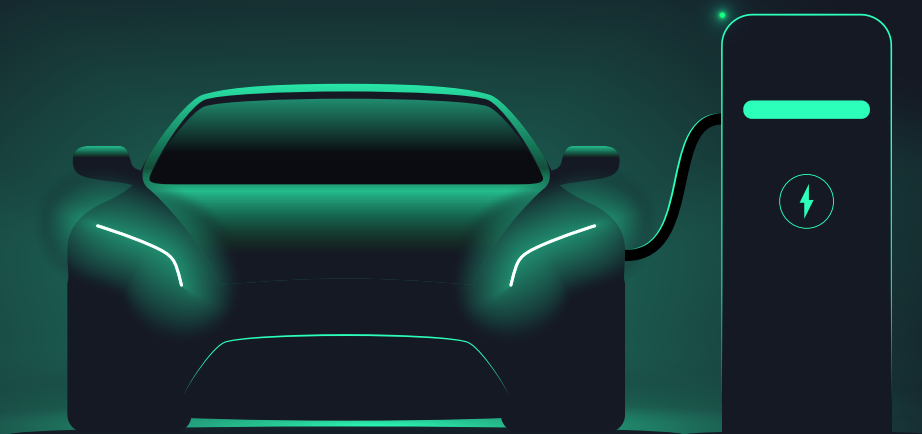
**Fees**  
INR 40,000/- +GST



**EMI Options**  
Starts at Rs. 6,254/month\*

**Programme  
Application Link**

[CLICK HERE](#)



# PROGRAM HIGHLIGHTS

---



6 weeks



Live interactive classes



Learning from the experiences  
of experts from all spheres -  
Academic and Industry Gurus



5 Industry-oriented  
Modules



Interact with CXOs and business  
leaders who are experts in EV strategy



Business problem solving  
scenarios using case studies



Expand Your  
Professional Network  
with Experienced Peers



Executive Certificate from  
iHub DivyaSampark and Department  
of Science and Technology (GOI)

# WHO IS THIS PROGRAM FOR?

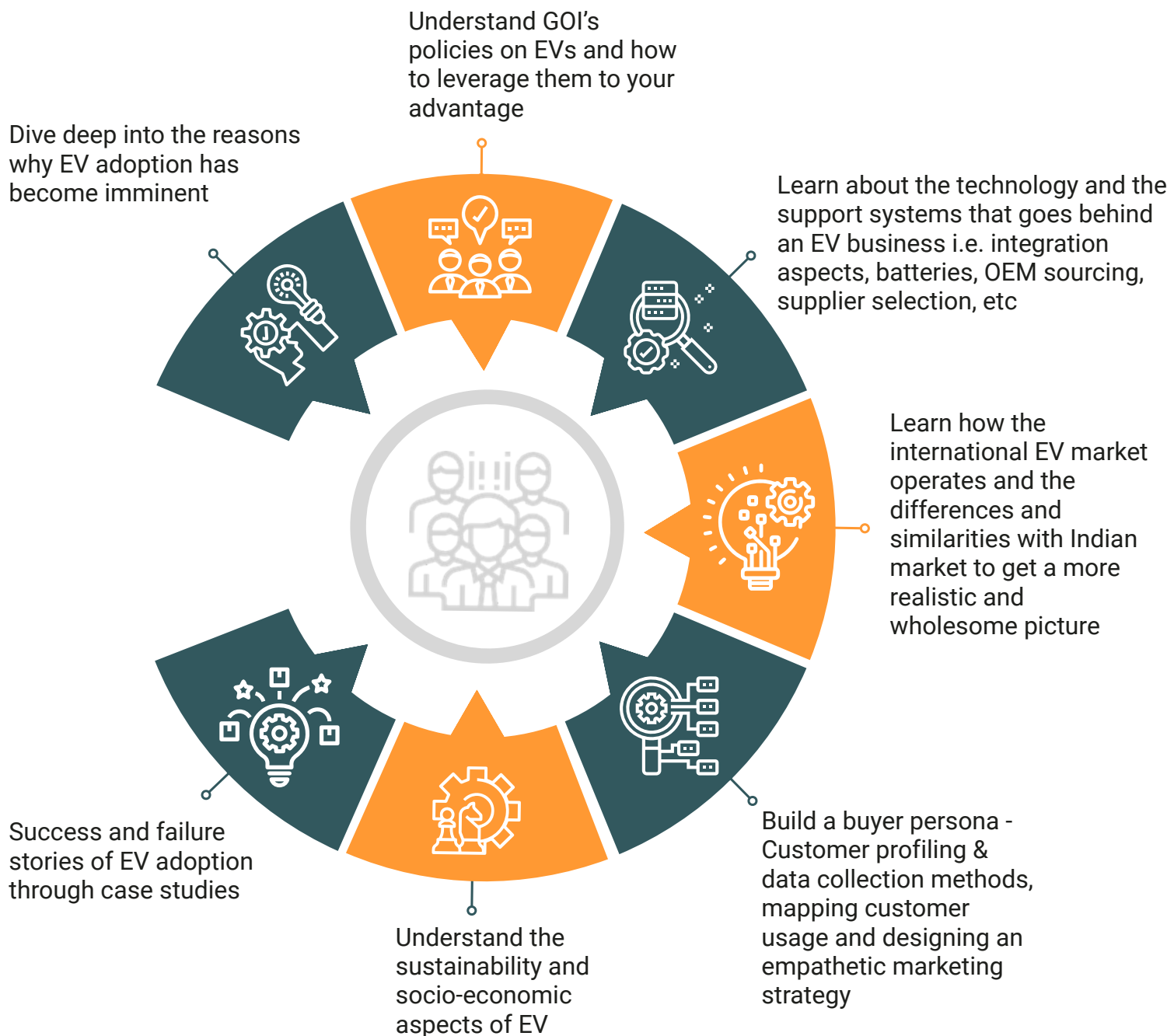
This program is for executives heading units, departments and businesses (in marketing, manufacturing, sales, strategy, supply chain, operations, etc) in the auto industry. The program will offer a variety of inputs for all these roles. Learners with the following designations are expected to enroll:

- CXOs
- Directors
- Vice Presidents
- Assistant Vice Presidents
- General Managers
- Founders/Partners



# LEARNING OUTCOMES

By the end of this course, you will be able to:



## **Module 1: Electric Vehicle Technology Overview**

- › Introduction to EV and Benefits and Challenges of EVs
- › Introduction to Energy System and Batteries
- › Materials Used in EV Batteries
- › Battery Management System
- › Renewable Energies
- › EV System Architecture

## **Module 2: Technologies driving future EVs**

- › Charging: Wireless charging of EV
- › Charging: On-road charging and Solar powered EVs
- › Opportunity in EV charging infrastructure
- › Battery: Battery swap technology

## **Module 3: Electrifying the Future for Electric Vehicles - The Indian Conversion**

- › Socio-demographic reasons influencing the change behaviour
- › Demystifying the adoption of a greener fuel
- › Initiating the massive shift in the change behaviour
- › Handling the human up-skilling
- › Understanding the commercial behaviour
- › Handling the connectivity issues

## **Module 4: Governmental Policies and Infrastructure Needs**

- › Policy outlook: Cross sector market collaboration and governance vital for the transition
- › EV charging tariffs and policies in different states
- › The policy outlook from the environment perspective
- › Infrastructure and the market needs
- › Problems related to jobs, spaces and the support
- › Setting up of adequate support services of battery and charging stations, revamping the available resources
- › Battery swapping, range extension, fast charging, economic viability of different charging infrastructures

## **Module 5: How to Sell EVs in the Indian Market**

- › Wider context of branding revamp
- › Demand analysis of tier-2 cities: Demand generation
- › Technology analysis and viability
- › Policy incentives
- › Consumer trends: Major customer acceptability issues are related with (1) Range Anxiety ; (2) Cost of the vehicle, and (3) Charging infrastructure
- › Revenue sharing and financial planning
- › The connected intelligent car concept and account handling

*Note: Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.*



# PROGRAM FACULTY



**Prof. Premalata Jena**

Associate Professor, Electric Vehicles,( IIT Roorkee )

[VIEW PROFILE](#)



**Professor Deepak Ronanki**

Associate Professor, Electric Vehicles,( IIT Roorkee )

[VIEW PROFILE](#)



**Prof. Sourabh Arora**

Assistant Professor, Consumer Behaviour ( IIT Roorkee )

[VIEW PROFILE](#)



**Prof. Rajat Agarwal**

Professor, Operations Management ( IIT Roorkee )

[VIEW PROFILE](#)

*Note: Programme Faculty might change due to unavoidable circumstances, and revised details will be provided closer to the programme start date.*



### **ORIENTATION WEEK**

The first week is orientation week. During this week you will be introduced to the other participants in the class from across the world and you will learn how to use the learning management system, discussion boards, and other learning tools provided.

### **LIVE SESSIONS**

During the program, there are Five live modules conducted by Prof. Premalata Jena, Prof. Deepak Ronanki, Prof. Sourabh Arora & Rajat Agarwal

### **INTERACTIVE SESSIONS**

In the live sessions Course Leaders will also conduct Q&A to help participants clarify any questions they may have regarding the program content.

### **CONTINUOUS PROGRAMME ACCESS**

You will continue to have access to the program learning material

# Learning Journey

Electric Vehicles for Leaders Program is spread over 5 weeks and consists of Live interactive sessions, Case Studies and Discussions.



# CERTIFICATE



**Upon successful completion of the programme,  
participants will be awarded a certificate by  
iHub DivyaSampark and Department of Science and Technology (GOI)**

Participants will be provided a Executive Certificate from iHub DivyaSampark and Department of Science and Technology (GOI), upon completion of all the course modules.

## **Earn Your Certificate**

The Electric Vehicles Program is exhaustive and this certificate is proof that you are closer to your goals.

## **Differentiate Yourself With A Professional Certificate**

The knowledge and skills you have gained working on the case studies will set you ahead of the competition.

## **Share Your Achievement**

Talk about it on LinkedIn, Twitter, Facebook - Tell your friends and colleagues about it.



# Executive Certificate Program in **ELECTRIC VEHICLES OR LEADERS**

**MAY 28, 2022 | LIVE VIRTUAL**



**PROF. PREMALATA JENA**  
Associate Professor  
Electric Vehicles ( IIT Roorkee )



**PROF. DEEPAK RONANKI**  
Assistant Professor  
Electric Vehicles ( IIT Roorkee )



**PROF. SOURABH ARORA**  
Assistant Professor  
Consumer Behaviour ( IIT Roorkee )



**PROF. RAJAT AGARWAL**  
Professor  
Operations Management ( IIT Roorkee )

# DELEGATE NOMINATION FORM

### Registration Format

Register 1 management representative	@INR 40,000 plus GST (Per participant)	
Register 4 to 5 management representatives	@INR 38,000 plus GST (Per participant)	
Register 10 or more management representatives	@INR 36,000 plus GST (Per participant)	

**EMI Options : Available**

## DELEGATE DETAILS

Delegate Name	Designation	Email Address	Hand Phone Number
Company Name			
Company Address			
GST Number			

## PAYMENT DETAILS

Cheque/DD	Electronic Transfer
<p><b>Cheque/DD to be drawn in favour of TIMES INTERNET LTD. and courier it to below mentioned address:</b></p> <p>FC 6, Sector 16 A , Film City, Noida, PIN: 201301 Uttar Pradesh INDIA</p>	<p><b>Below mentioned is our bank details for electronic transfer of payment:</b></p> <p>Beneficiary Name: TIMES INTERNET LIMITED Bank Name: HDFC Bank Limited Account No.: 57500000021841 IFSC Code: HDFC0000060 , Branch Name: Fort Mumbai</p>

### Registration, Payment and Cancellation Policy

- Registration is based on first-come, first-serve basis
- Cancellations received up to 10 days prior to date of program will get refund , with the deduction of blocking fee amount.
- Cancellations received in less than 10 business days prior to date of program will not get refund.
- Once participation is confirmed, participants are liable to pay full amount even in no show-up case.
- Blocking fee will not be refunded once booked.
- Substitutions within a company are not permitted.
- Certificate will be provided only on attending and completing all the modules.
- ETMasterclass reserves the right to modify content, expert(s), venue & date(s) of the program.
- In case of program cancellation, participants will be refunded the course fee in full, if there is no postponement.
- ETMasterclass shall not be liable for any damages that may be incurred due to program cancellation

Registration Date

**Signature & Stamp**

# SYSTEM REQUIREMENTS

---

**This programme includes live online classes. To attend a live online class you will need to have a PC/ Laptop/ Mac with:**

- Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth
- Webcam: built-in or USB plug-in Processor: with Dual Core 2Ghz or higher (i3/ i5/ i7 or AMD equivalent)
- RAM: 4 GB or higher
- OS: Either MacOS 10.7 or higher OR Windows 8 or higher
- An internet connection: Minimum bandwidth of 3.0 Mbps (up/ down)
- Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+ Zoom software client installed on your PC/ Laptop/ Mac

We use the Zoom software application to conduct live online classes. Zoom works on a variety of PCs/ Laptops/ Mac systems and also on phones and tablets.

You can join your live online class from a phone or tablet if it supports the Zoom client.

We recommend that you attend classes from a PCs/ Laptops/ Mac.



# PROGRAM PARTNERS

---



THE TIMES OF INDIA GROUP

## About Times Group

The Times of India Group began its operations in the year 1838 and is India's oldest and largest media house. The Times of India, is the World's largest-selling English newspaper, with over 5 million copies sold daily. The Economic Times is the World's 2nd largest English business newspaper second only to The Wall Street Journal, with over 800,000 copies sold daily. The Group is also amongst India's most diverse media houses with assets across Publishing, Radio, TV, Out of Home (OOH) and Online Media.



## About ET Masterclass

**ETMasterclass** is an initiative of The Economic Times to disseminate knowledge, experience and expertise amongst working professionals and business leaders. We offer a comprehensive portfolio of executive seminars and professional training to brush-up your skills and develop strategic edge your industry demands. Our hands-on experiential training programmes will help you coin real-time solutions to your on-the-job practical challenges and accelerate your performance and organisational growth.

Our course content is designed, developed and delivered by industry leaders, academics, internationally acclaimed authors & gurus, economists and business consultants. Our training modules and course content are regularly reviewed and updated by eminent experts to ensure the curriculum reflects the diverse landscape of innovation across Finance & Investment, Power & Energy, Life Sciences, Telecoms, Retail, Real-Estate & Infrastructure, Technology and more.



## About iHUB DivyaSampark

**iHUB DivyaSampark** a section 8 company (Non-Government Organization) is a Technology Innovation Hub, at IIT Roorkee and is set up under National mission on Interdisciplinary Cyber Physical systems (NM-ICPS), initiated by Department of Science & Technology (Government of India) to build innovative solutions, to train manpower and encourage entrepreneurship for the world's current challenges like affordable health care, Industry 4.0 and sustainable smart cities.

iHUB DivyaSampark aims to enable innovative ecosystem in new age technologies like AI, ML, Drones, Robots, data analytics (often called CPS technologies) and becoming the source for the next generation of digital technologies, products and services by promoting, enhancing core competencies, capacity building, manpower training to provide solutions for national strategic sectors and becoming a key contributor of skill Development and HRD to Digital India.

It is being coordinated by a high-level interministerial co-ordination committee headed by Niti Aayog CEO, DST Secretary, Secretary, MeitY, Secretary, D/o Heavy Industry, Secretary, D/o Health Research and Central Line Ministries/Departments are members of this committee.

# CONTACT US

---



---

THE TIMES OF INDIA GROUP

---

Times Internet Limited (Times Center)  
FC - 6, Sector 16 A, Film City Noida - 201301  
Uttar Pradesh, India

☎ +91 7353043460

✉ [deepak.aggarwal@timesinternet.in](mailto:deepak.aggarwal@timesinternet.in)

🌐 [www.masterclass.economicstimes.indiatimes.com](http://www.masterclass.economicstimes.indiatimes.com)