

BEYOND C&G Launches the CarGen Academy



Car & General has launched the CarGen Academy as part of its wider sustainability initiatives for the Group. The academy will drive training, innovation, mentorship and continuous learning for the Group's members. The event, officiated by the Group CEO Vijay Gidoomal, was held at the company's headquarters in Nairobi.

Speaking at the ceremony, Vijay Gidoomal said, "The CarGen Academy aims to develop leadership talent and foster a culture of innovation through training and development programs that cultivate sustainable growth. C&G is committed to its mantra of making customers smile in every street, in every town and the academy ties well in order to achieve this."

Today's challenging business environment means that change is not only continuous but accelerating. This calls for agility and innovation-driven models to thrive in the new AI and post-AI era.

On his part, Eric Sangoro who heads the academy said, "The 4th Industrial Revolution is reshaping the way we work. Organizations should adopt to rapid technological advancements like AI, automation, data analytics and leadership strategies. The CarGen Academy will help bridge the gap at C&G."

Car & General is a listed diversified distributor for two and three wheelers, forklifts, agricultural tractors, earth movers, laundry equipment and diesel generators, among other products. Established in 1936, it has 12 branches in Kenya and has an East African presence.

"The academy will offer training I leadership development, innovation techniques, AI technology, soft skills among others through workshops, executive coaching and mentorship, masterclasses and guest speakers." Erick added, "Delivery will be through in-person classes, online learning and hybrid platforms."

Under the slogan 'Keep learning, keep leading', the Academy intends to deliver training to be the recognized training arm that will align employees with the C&G's business objectives.

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Our Vision

Make customers smile in every street, every town

Our Mission

To achieve leadership position in all our primary markets - power generation, automotive and engine-related products in East Africa.