

## Elements Akademia Organizes Seminar on Missing *Elements* in an MBA...

**Noida, July 16, 2009:** Elements Akademia, India's first chain of finishing school hosted a seminar—"Missing 'Elements' in an MBA...How to make an MBA more Employable?"—on July 16, 2009 at IIM, Lucknow—Noida Campus. The objective of the seminar was to bridge the gap between academic theory and industry requirements, thereby making MBAs more employable in the corporate sector. Key representatives from Confederation of Indian Industry (CII) and IIM Lucknow (Noida Campus) had graced the occasion. The welcome address was delivered by Prof. Punam Sahgal, Dean, IIML Noida campus.

The panel consisted of Mr. Sanjay Gupta, Member, CII, UP state Council, Poonam Sehgal, Dean, IIM Lucknow, Noida Campus, Neerja Pandey, Chairperson Placements, IIM Lucknow, Noida Campus and Nishant Saxena, CEO, Elements Akademia.

To find out and analyze "what really works" and "what does not" in MBA education, Elements Akademia, which was conceptualized, funded and run by a group of 15 IIM Alumni/Faculty, conducted an intensive nation-wide research amongst the CXOs / HR Heads of more than 40 companies from various verticals, 60 MBA / PGDM colleges across 12 cities and more than 800 students and MBA aspirants. This research showed that the current education system in India has an inherent flaw that it often offers degrees but not jobs. The irony is that the corporate world continues to have jobs but keeps complaining that there are not enough "employable" candidates.

*"Through this seminar, we are aiming at addressing the employability challenge head-on while brainstorming on innovative solutions. We appeal to the industry to join hands and together make a difference to enhance the employability of India's youth for the bright future of our country,"* **commented Nishant Saxena, CEO, Elements Akademia.**

**Prof. Khurshid Ali**, Director, Business School of Delhi, Greater Noida and former Vice Chancellor of NAAC Accredited A+ grade, University of Kashmir, said, "We decided to partner with Elements Akademia to make all our 400 students more employable. It has been a fantastic experience. In the last confidential survey, 100% of students found their training Good or Excellent. Their commitment of at least 50% improvement in English on Nasscom scale or a financial penalty on them is also unique. They have also lived on their promise to ensure 25% training by IIM Alumni or Faculty, significantly improving our industry interface".

The delegates for the seminar were from renowned corporate houses, who are regular recruiters from B-schools. In addition, key decision makers and academic personalities from more than 30 MBA institutes graced the occasion.

Elements Akademia organized this seminar in association with The Indus Entrepreneurs (TiE), Delhi—knowledge partner and IIM Lucknow (Noida Campus)—the venue partner. Elements has already partnered with various corporate like Kotak Mahindra Bank, L’Oreal, Cadbury, Coca Cola, Max New York Life, Reckitt Benckiser, HDFC, Bank of America Continnum, Team Lease, Vodafone, India Bulls, Honda, ICICI Bank, Reliance, among others and few of them would also be present in the seminar to put forward various challenges being faced by the industry in hiring fresh MBA’s.

## **About Elements Akademia**

Elements Akademia - conceptualized, funded and run by a group of 15 IIM Alumni/Faculty - is India’s first chain of finishing schools (Training & Placement) aimed at bridging the gap between academic theory and industry requirements, thereby making MBA's Employable.

Elements conducted an intensive research with CXO’s/HR Heads of MBA recruiters, management colleges and students to analyze “what works” and “what does not” in MBA education. Objective of this seminar is to brainstorm on how we can make MBA’s readily employable in the corporate sector. We would also share our intensive research during the seminar and have attached its key highlights for your reference. We would have our delegates from more than half of dozen companies who are regular recruiters from B-schools and key decision makers (Chairman/ Director/ Dean/ Placement Head) of more than 25 MBA institutes.

Our Corporate Partners: Kotak Mahindra Bank, L’Oreal, Cadbury, Coca Cola, Max New York Life, Reckitt Benckiser, HDFC, Bank of America Continnum, Team Lease, Vodafone, India Bulls, Honda, ICICI Bank, Reliance etc.

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