

# PRESS RELEASE

Elements Akademia Private Limited  
Gurgaon, Sept 10th, 2007



ELEMENTS AKADEMIA

Imparting The Finer Elements of Career

**About Elements Akademia**  
([www.elementsakademia.com](http://www.elementsakademia.com))

*Elements Akademia* - conceptualized, funded and run by a group of IIM Alumni - is envisaged as a national chain of schools that makes Graduates employable. Our bold vision is "10 x 10"... 10,000+ Indians employed by 2010.

*Elements* will leverage the vast knowledge/expertise of senior IIM Alumni across the globe and train the Indian youth on the *Finer Elements* required for a successful career. Our corporate networks and deep knowledge of what exactly the industry wants will help in designing the perfect job-oriented course.

## About the People

The CEO, Nishant Saxena, an IIM alumnus, has extensive pan-Asian (Japan, Philippines, India, Singapore) experience in one of World's Top 3 Most Admired companies. He has been profiled by Business World (India) as a "Leader-in-Making" and is a visiting faculty in IIMs, NUS, SP Jain etc. He is returning to India to start this company.

The Honorary Dean, Prof. Tapan Bagchi, is a BTech from IIT Kanpur and PhD from Canada. After serving 16 years in Exxon Mobil US, he returned to IIT Kanpur – where he set up IITK's Bschoo as Dean. He also headed NITIE as Director and finally helped setup SP Jain Dubai Bschoo as Dean. He has authored 6 test books and 75 papers.

There are 8 other Senior IIM Alumni as Lead Promoters/Investors, each typically having 10-20 years of corporate experience, and working across the globe. They are contributing through their extensive expertise and networks:

- ⊙ Rusi Brij, Global CEO and Vice Chairman, Hexaware is a mentor and helps with corporate relations.
- ⊙ Arun Khanna, IIMA 1987, setup P&G's Manila BPO and now President of a Fortune 1000 company in Indonesia.
- ⊙ Alok Sharma, IIMA 1990, was the President of IIMA SEAN Alumni Association and Heads Forex in a leading bank.
- ⊙ Amit Banati, IIML 1990, was Finance Director, P&G and now Asia CFO of a Fortune 500 company.
- ⊙ Ashwini Sharma, a 6σ Blackbelt, is a VP in a Top 5 Investment Bank. He is designing *Elements'* growth model.
- ⊙ R Balachandar, a VP with a top US investment bank, is designing the capital structure and compensation model.
- ⊙ Gangadhar Sulkunte, works in a top IT company in US, and is designing the end-to-end IT strategy.
- ⊙ Ankur Agrawal, Head of Operations, has left a career in Banking and now focussing full time on *Elements*.

## About the Partners/Tieups

- The Academic Advisory Board includes Padmashri Prof. Pritam Singh (former Director, IIML), Prof. Neerja Pandey (IIML, National Communications expert), and Prof. Archana Shukla (IIML, National HR expert).
- The Academic Partner is KJ Somaiya Bschool (India's Top 20 MBA programmes) and its name will be included in each student certificate. The Director General of KJ Somaiya, Prof. Narasimhan, sits on the board of *Elements*.
- The Corporate Partner for KPO/BPO programme is Genpact (ranked by Nasscom as India's #1 3rd party BPO for 2 consecutive years), and it helps in course design/delivery and screening criteria – to drastically increase the hiring chances of the students (90%+ placement vs. usual 3% hiring rate).
- *Elements* has also been granted an Associate Member of Nasscom status.
- Talks are at an advanced stage with a leader in Retail and a leader in Insurance for National tieups.

## About the Course

Our research with companies suggest that while there are enough graduates in India, there is a question mark on the number of "hirable graduates". The key outage is typically not in the academic degree but in the *Finer Elements* required to have a successful career:

- Business Communication (basics like English grammar, pronunciation, vocabulary, fluency)
- Managerial Effectiveness (Self Management, Customer Service, Listening skills, Grooming, etc.)
- Basic IT
- Some Domain knowledge (Insurance, Inventory Mgmt, Accounting, Payables etc.)

Our 6 month part time course seeks to bridge exactly the above gaps. Target audience is Non-metro graduates. There is a small course fees (Rs. 10-15,000) but it will be returned by our corporate partner(s) post placement. There is also a bank loan facility to minimize initial cash outlay. Scholarships are also available for deserving candidates.

## Annexure: About the Launch

When: Oct 1, 2007, 11:30 a.m. to 1:00 p.m.  
Where: Lucknow Hotel Taj, Crystal 1 Hall

Talks will focus on the current hiring challenges facing the industry, how *Elements* and Corporate Partners worked together for a win-win, how UP government is helping such initiatives, and the need for IIM alumni to take on corporate social responsibility.

SMEs from IIMs will also speak on "Language and Managerial Skills as Life Enhancers". The Dean will unveil the unique pedagogy designed to deliver 90%+ placement for the students.

**Welcome:** Padmashri Prof. Pritam Singh, Former Director, IIM Lucknow and MDI. Mentor, *Elements Akademia* [5 minutes]

- Introduce and welcome the dignitaries
- Vision from this initiative

**Nasscom (Key note address):** Dr. Sandhya Chintala, Director, Education Initiative [5 minutes]

- KPO/BPO industry prospects
- Industry problems on Hiring
- Need for private players like Elements to help industry's hiring problems

**Genpact (Corporate Partner):** Mr. Niranjana Deodhar, Sr. VP and Head, Recruiting [5 minutes]

- Typical Career Path - a great KPO/BPO opportunity (and the truth on biases).
- Current problems (10,000+ annual needs being filled with only 3% success rate).
- Benefits of this partnership model - what appeals most to them.
- Show how this is an important pilot- went all the way to Global CEO, Pramod Bhasin

## Audio Visual [5 minutes]

**Elements:** Mr. Nishant Saxena, CEO [5 minutes]

- Vision of our company
- Business Model - a win-win with industry and students
- Value Add to Students

**UP Government:** Mr. Satish Chandra Mishra, Cabinet Minister, State of UP (formerly Advocate General, UP) [5 minutes]

- Unemployment as a major problem in the state
- Vision of the government - offer an industry friendly state, make UP developed
- Hope with initiatives like *Elements* (highly qualified people coming back to return to the state) - currently UP population is a liability, but if we can train this population and offer jobs, the same population can become a big strength.

**Valedictory Address:** Mr. Vipul, Dean, IIM Lucknow [5 minutes]

- Pride in our alumni - corporate social responsibility
- New trends towards entrepreneurship

**Other Attendees:**

- Prof. Narasimhan, Director-General, SIMSR (KJ Somaiya's Bschool)
- IIM Professors (10 confirmed so far)
- Deans/Principals of Lucknow colleges

Launch will be followed by Lunch for all invitees.  
There will be a Press Conference from 1:00 p.m.