

PRESS RELEASE

Elements Akademia Private Limited
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ELEMENTS AKADEMIA
Imparting The Finer Elements of Career

Group of IIM Alumni launch *Elements Akademia* in Kanpur; Programme to make “Graduates Employable”

- 1 **Extensive research done with top hiring companies in 4 sectors, and curriculum includes exactly those vocational skills that are required to get a Rs. 10,000/month job with some of India’s most respected companies.**
- 2 **Six month comprehensive part-time programme includes Business Communication (English Language), Management Skills (Leadership, Customer Service, Listening, Teamwork etc.), Grooming (MNC culture sensitization, Confidence building), IT (Typing, MS Office, Database), and various Specializations (KPO/BPO, Retail, Insurance, Banking, etc.)**
- 3 **Plans to launch in 20 cities. Recent launch in Lucknow extremely successful.**
- 4 **Free counseling facility (by dialing local Kanpur number 9307207200) to help student assess own performance vs. hiring requirements of top companies.**
- 5 **Leverages the professional knowledge & expertise of IIM Alumni across the globe.**

Kanpur – Dec 9th, 2007: A group of 10 dynamic IIM Alumni today launched *Elements Akademia* (www.elementsakademia.com) in Kanpur, a first-of-its-kind academic institute aimed at bridging the gap between academic theory and industry requirements.

The Flagship programme, aimed at graduates in 20 Tier II cities, is a six-month comprehensive part-time course encompassing Business communication, Managerial effectiveness, Grooming, IT and other Specialized Domain knowledge in areas of KPO/BPO, Retail, Insurance, Banking/Accounting etc. *Elements Akademia* also has a unique tie-up with KJ Somalia Business School (one of the Top 20 MBA programmers in India) such that, on successful completion of the course, the students will receive certificates endorsed by the latter.

Enact is the Lead Corporate Partner, and has assisted in course design/delivery and screening criteria - that drastically increases the hiring chance of the students. *Elements Akademia* has also been granted a NASSCOM - Associate Member status. *Elements* has also applied for an ISO 9001:2000 certificate.

Prof. Tapan Bagchi, BTech from IIT Kanpur and PhD from Canada, has been appointed the Honorary Dean. Prof. Bagchi brings with him four decades of experience which spans 16 years in Exxon Mobil US, as well as founding Chair of IIT Kanpur’s B-school, which he set up in 1983. He also headed NITIE as Director and helped setup SP Jain Dubai B-school as Dean. He has authored 6 test books and 75 papers.

Speaking on the launch of the institute, Mr. **Nishant Saxena**, CEO *Elements Akademia* said, "Despite India's spectacular 8%+ GDP growth, organized sector employment is a mere 8%. Most of the remaining university graduates are either under or unemployed. Irony is that most top companies want to hire by the thousands, but sadly there is a mismatch between actual industry skill requirements and what is taught in our universities. We aim to bridge this gap and make our youth employable."

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 as a "Leader-in-Making" and is a visiting faculty in IIMs, NUS, SP Jain etc.

The Academic Advisory Board includes Padmashri Prof. Pritam Singh (former Director, IIML), Prof. Rajeev Srivastav (Former Dean, IIM Lucknow), Prof. Neerja Pandey (IIML, founder chairperson of communication group), and Prof. Archana Shukla (IIML, National HR expert).

To the students, *Elements* offer an industry relevant course designed to get a job. Elements has done extensive research with multiple companies to understand what they are actually looking for in a candidate and then worked with its own Academic Advisors from IIMs to design this course. The course/exam is exactly in line with the entrance recruitment process of the companies, which means that success in exam should also mean success in actual recruitment. There is also a merit-cum-means scholarship – sponsored by IIM Alumni – for students with monthly family income of less than Rs. 6000. There is also a free counselling facility (by dialing local Kanpur number 9307207200) that helps a student assess where he/she stands vis-à-vis hiring requirements of top companies.

To the employers, *Elements* offers a customized **Pre-hire training school**: *Elements* invests in marketing to attract students who are then selected to the course based on prescreening specs laid down by the corporate partner. Students then pay and get trained on curriculum designed with the partner. Finally the partner comes for campus recruitment and hires only those who meet the usual hurdle rate.

The Kanpur city launch entails a 1 crore investment, and *Elements* plans to have 20 institutes across India in coming 2-3 years. The vision of *Elements* is to be the leader in high quality job oriented courses in India and other developing countries.

The inauguration at one of the top hotels in the city (Hotel Landmark) was led by Honourable Minister **Mr. Sri Prakash Jaiswal**, Minister of State for Home Affairs, Government of India. Other dignitaries included U.P. Addl Director of Industries **Mr. A. N. Singh**, and IIT Kanpur Dean **Prof. Biswas**. Guests included the Principals/Deans from the leading degree colleges in Kanpur and HR managers from top MNCs.

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