

Quick fix: NIIT promises to get people job-ready in 99 days in six areas of IT

Instant karma

Short-term courses are the flavour of the season

By Vijaya Pushkarna

Despite the gloomy market forecasts and pink slips flying around, short-term job-focused training programmes are increasingly taking job seekers' fancy. Eager to start working and impatient to spend long years in class rooms, many are taking these courses that will make them job-ready 'in weeks'.

For instance, leading IT trainer NIIT promises to get people Job-ready in 99 days' in six focused areas of information technology. Graduates and final-year students can choose from Java, .Net, Web 2.0, creative publishing, systems and networking, and business intelligence and data warehousing. "I am waiting for the 99th day to be over," says Isha Thakur, who is doing the .Net programme.

It seems the employers also are in favour of these courses. According to THE WEEK-Nielsen survey, around 92 per cent of the employers are ready to recruit candidates who have completed a job-oriented course after graduation. While 47 per cent students want to do a job-oriented course to upgrade their skills, says the survey, 46 per cent want to do it to fetch a good job.

Institute of Computer and Finance Executives, which has 63 centres across the country, offers a programme called Speed which, the institute claims, will make one ready for an accountant's job in 100 days. According to Atul Gupta, operations manager, fresh graduates who enrol for the programme will be all set to work in the area of manage-

ment information systems after the training. What attracted Bhoomi Upadhyay, a graduate from Delhi University, to the course was the complete hands-on training it gives. And the bonus was a 10-day personality development programme. "This is probably one area that decides who is going to be selected," he says.

Jyotsna Wahal, the DD News weather girl, says she owes her job to the month-long course in radio jockeying, news reading and anchoring she did at the Delhi Film Institute. "I'd done my BA, but wanted to be a TV anchor. Now I feel I should be an R.J.," she says.

Many people are convinced that formal education beyond graduation can wait or go alongside job, but skills training cannot. Around 72 per cent of the students who participated in the survey think doing a job-oriented course is mandatory to fetch a good job. However, three-fourth of the students prefer to upgrade themselves with post-graduation degrees to get their dream job.

The fact that youngsters today want to be multi-skilled is one reason why institutes offering short-term courses in specific skills are thriving, says Deepak Gulati, who offers half a dozen short-term courses in film-making. Though he does not guarantee placement, the students invariably find a job in the chosen field, he claims.

Has not the global slowdown and a shrinking job market, especially in the IT sector, affected the job-oriented courses? "The acknowledged superiority of Indian software professionals is not because of the cost but because of the skill level, the ability to take up complex projects and find solutions for customers the world over," says G. Raghavan of NIIT. Its 99-day modules, he says, are in sync with the fact that the world looks at India to provide people with software solutions in banking, airlines, hospitality and infrastructure. As per THE WEEK-Nielsen survey, seventy per cent of the job-oriented courses taken by students are in the IT field.

THE WEEK-Nielsen survey

Career aspiration



In Kolkata 23% wants to become lecturer/teacher; in Bangalore 19% wants to become entrepreneur

Plan after graduation



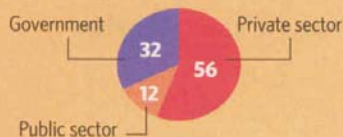
44% engineering students and 41% law students want to get employed in a company

Have they got placed?



13% IT students and 20% engineering students are already placed

Sector preference



In Kolkata 63% wants a government job

Figures in %

What students want from a job



One sector that expanded against the shortage of skilled people is the beauty, fitness and weight loss industry. Says Harmeet Pental of Vandana Luthra Curves and Curls: "We have to invest far more in training new recruits than what other industries do. This is entirely on account of lack of existence of adequate basic training infrastructure in the public domain."

To fill that gap, the group set up VLCC Institute of Beauty, Health and Management, which currently has 40 campuses in 33 cities. It also has a robust in-house technical and soft skills training programme for fresh recruits and refresher training modules for 6,000-odd staff at all levels. The VLCC institute in Bhopal is run by private-public partnership, and another one will shortly open in Indore in alliance with the Madhya Pradesh government.

Another sector where there is a severe shortage of trained people is the booming security agency services. To tackle this, Topsgroup, a security solutions provider, recently launched



There is a tremendous future for all our students. By 2015, India will need 50,000 company secretaries. Now we have only 23,000 of them.

N.K. JAIN
secretary and CEO,
Institute of Company Secretaries

the Tops International Security Academy (TISA). Says Pradeep Chak, vice-president of Topsgroup: "We have launched two of the six security training academies that we plan across the country. The training will include carrying out vigilance duties, handling electronic security devices, maintaining security documents and improving communication skills."

Addressing the shortage of skills in areas like infrastructure building and automobile manufacturing has been less easy. While the government has set up the National Skills Development Council to specifically deal with this, a major development is happening quietly: the management of Industrial Training Institutes are slowly being handed over to industrial houses. Auto major Maruti Suzuki manages the ITIs at Gurgaon and Rohtak directly, and those at Faridabad and Nagina through vendors. Liberty Footwear manages the one in Karnal. By the end of 2009, 600 ITIs will be managed by industrial houses.

"We got everything repaired, reno-

COVER STORY

THE WEEK · MAY 24, 2009

Top 5 industries preferred

Arts students

Figures in %



Base: Arts students-34

Commerce students



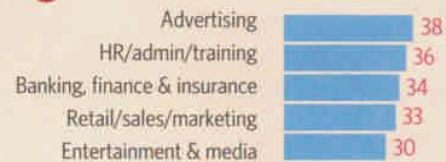
Base: Commerce students-133

Science students



Base: Science students-89

Management students



Base: Management students-64

Paramedical students



Base: Paramedical students-75

IT students



Base: IT students-77

Engineering students



Base: Engineering students-45

Law students



Base: Law students-29

vated or replaced, and running. We identified the shortcomings, which was also about attitude and approach to work. We ensure that good practices of industry are followed meticulously," says Rajeev Khurana, deputy general manager (ITI projects), Maruti Suzuki. He describes the effort as a corporate social responsibility initiative, and considers upgrading faculty important in imparting the skills to students. "Training the faculty and keeping them motivated is important. Towards this, we took

them to the Nettur Technical Training Foundation, Bangalore, for a two-week training programme," he says.

In a company, the post of a company secretary is as important as the chairman or CEO. Getting trained and qualified for this ensures direct entry into the top rung. There are 10 lakh registered companies in India. Even if 40 per cent of them are dormant, there are six lakh active companies. Also, every month 1,000-1,500 new companies are registered. Every company with a paid-up capital of Rs 2 crore is

legally bound to employ a full-time company secretary. Says N.K. Jain, secretary and CEO of the Institute of Company Secretaries of India: "There is a tremendous future for all our students. By 2015, India will need 50,000 company secretaries. Now we have only 23,000 of them."

To bridge the demand-supply gap, the ICSI is reaching out to schools and colleges in small towns and cities, and has launched a career awareness drive all over the country. Students of any stream can register, any time, for

COVER STORY

THEWEEK · MAY 24, 2009

Salary: **industry standard & expected**

Industry standard
Average: Rs 24,198

Expected salary
Average: Rs 23,626

Most preferred industry-wise

Fashion designing/modelling	31,563
Animation, graphics & gaming	27,308
Retail/sales/marketing	26,761
Engineering	26,176
Banking, finance & insurance	25,597
Advertising	25,341
Law	23,438
BPO/KPO	23,000
Airline/travel/tourism	22,794
Entertainment & media	22,328
Health care	21,949
IT	21,807

GENDER-WISE

Male	24,484
Female	21,679

CITY-WISE

Chennai	18,628
Delhi	32,062
Mumbai	22,522
Kolkata	21,674
Pune	23,303
Bangalore	23,771

STREAM-WISE

Arts	22,183
Commerce	24,774
Management	28,555
Science	22,331
Paramedical	22,600
IT	23,442
Education	20,185
Engineering	26,778
Law	20,172

its foundation programme. "I chose this because it is a full-fledged professional course that will virtually guarantee me a job, a cool one at that. I would have done something similar after graduation, so I thought why not right away," says Shanti Kapoor, 19, who is doing the foundation programme. Those who have cleared the foundation programme or are graduates can register for the next stage, called the executive programme. This is followed by a 16-month on-the-job training.

The ICSI, created by an act of Parliament, is the sole authorised body to train company secretaries in the country. Currently, it has 1,25,000 students on its rolls. The courses are conducted through distance learning—correspondence and e-learning from a web portal. One can opt for the contact coaching classes held at 73 centres across the country as well.

The Director General of Employment and Training estimates the shortage of skilled people in infrastructure industry at 15 million. About 7.5 per cent of this will have to come from the ITIs, where big-time developers will be around the shop



SANJAY AHLAWAT

The acknowledged superiority of Indian software professionals is not because of the cost but because of the skill level.

G. RAGHAVAN
president, Global Individual Learning Solutions, NIIT

floor. "The real estate sector requires professionals at every level who can offer their knowledge, experience, honesty and professional services. Apart from basic knowledge of real estate management, the industry requires professionals who have the ability to plan, organise and direct the work of multidisciplinary professional and administrative staff, analyse administrative policies, organisational procedures and practices, integrate the activities of a diverse programme to attain common goals, gain the confidence and support of top-level administrators and advise them, and develop cooperative working relationships with representatives of all levels of government," says Rohtas Goel, CMD, Omaxe.

Despite the demographic advantage India has, growth has been affected for want of trained work force. "There were no standards, and now we need world-class standards. That is what these skill-building programmes are all about," says I.S. Gahalaut, director of the Confederation of Indian Industry. Now, he says, when the country rides out of the slowdown, there will be hope. ■

THE WEEK-Nielsen survey		Hot sectors and best courses	
Sector	Manpower requirement	Best courses	Best institutes
Retail	22 lakh by 2011	Diploma in Retail Management Diploma in Visual Merchandising Diploma in Frontline Sales	Indian Retail School (New Delhi) Retailers Association of India (Mumbai) Indian Institute of Job-oriented Training - Retail (Kolkata)
BFSI	10 lakh in the next five years	Certificate/PG Diploma in Banking & Financial Services PG Diploma in Insurance & Risk Management PG Diploma in Financial Planning & Wealth Management	Institute of Finance, Banking & Insurance (Chennai) International College of Financial Planning (New Delhi) Amity School of Insurance (Noida)
IT	5 lakh in two years	SAP/Data Warehousing/Siebel CRM Certificate courses in Oracle/SQL/Data Base Administrator/ Linux Administration/Courses on Software packages Software Testing Courses	Siemens (Mumbai) NIIT (Gurgaon) Aptech (Mumbai)
Animation & gaming	3 lakh in the next few years	Diploma/PG Diploma in 2D/3D Animation Diploma/PG Diploma in Game Design/Game Development/Game Art PG Diploma in Visual Effects	ICAT College (Chennai) Srishti School of Art, Design & Technology (Bangalore) National Institute of Design (Ahmedabad)
Health care	India is short of 6 lakh doctors & 10 lakh nurses	PG Diploma in Clinical Research and Clinical Data Management Certificate in BSc Nursing/Oncology Nursing PG Diploma in Fitness, Nutrition & Dietetics and Fitness Management	Manipal University (Manipal) Tata Memorial Centre (Mumbai) Institute of Clinical Research (New Delhi)
Hotels	54,000 in the premium segment in 2010	Diploma in Hotel & Hospitality Management Diploma in Food Production & Beverage Service Diploma in Front Office and House Keeping	The Oberoi Centre for Learning and Development (New Delhi) Institute of Hotel Management (Aurangabad) Welcomgroup Graduate School of Hotel Administration (Manipal)
Media & entertainment	Growing fast and will double its strength by 2011	Courses in Video editing/Sound recording and Radio production/TV Graphics & Animation TV Journalism/Mass Media Research & Planning/News Reading/Camera & Lighting techniques PG Diploma in Media Management	Film & Television Institute of India (Pune) Amity School of Journalism and Communication (Delhi) SAE College (Chennai)
Aviation	2,000 pilots. Thousands will be needed as cabin crew and ground staff	Commercial pilot licence Courses in aviation, hospitality and travel management	Frankfinn Institute of Air Hostess Training (Mumbai) Indira Gandhi Rashtriya Academy (Raebareli) Flytech Aviation Academy (Secunderabad)
Advertising	2,500 people in the creative section in one year	Postgraduate diploma in advertising and marketing communications Masters PG Diploma in Fine Arts and Communication Design	Amity School of Communication (Noida) Karnataka Chitrakala Parishath (Bangalore) L.J. School of Arts (Mumbai)

Study coverage (phase 2): 192 contacts were completed (institutions-76; employers-89; others-28). Cities covered: New Delhi & NCR, Kolkata, Ahmedabad, Mumbai, Pune, Bangalore, Chennai and Hyderabad

Research methodology (phase 3): Purposive sampling, face-to-face interviews and structured questionnaires. Target group: Age 18-25 years, full-time/regular final-year students. Sample Design: 6000 students across 6 centres

The Hindu Business Line

NEW DELHI
28 MAY 2009

NIIT net drops 8% on hedging losses

Our Bureau

New Delhi, May 27

NIIT Ltd on Wednesday posted eight per cent decline in its consolidated net profit for the year ended March 31, 2009 to Rs 69.8 crore on back of hedging losses of Rs 13.5 crore during the year. The company's net revenue of Rs 1,148.6 crore was 14 per cent higher than the previous year.

The system-wide revenue at Rs 1,689.3 crore, represented a growth of 21 per cent, while the EBITDA rose 15 per cent year-on-year to Rs 118.6 crore. After adjusting for depreciation of Rs 64.7 crore and foreign exchange hedging losses, the gross profit stood at Rs 49.3 crore.

Post adjustment for share of profit from associates and taxation, the profit after tax stood at Rs 69.8 crore leading to an EPS of Rs 4.2, the company said. The board has also proposed a dividend of 65 per cent, Rs 1.30 per share.

"Multiple growth strategies yielded results in challenging environment," the NIIT Chairman, Mr Rajendra S Pawar, said.

The fourth-quarter consolidated net profit was pegged at Rs 17.7 crore compared to Rs 25.2 crore in the same period previous year. The drop was mainly on account of foreign-exchange loss.

Commenting on the hedging position, the CEO, Mr Vijay K Thadani, said, "We have \$11 million exposure at Rs 46, spread over the next 12 months."

SEGMENT-WISE PERFORMANCE

During the year FY09, NIIT expanded its operations in Vietnam, China and in African countries such as Nigeria and Ghana.

The individual learning solutions (IT) recorded 23 per cent growth in net revenue at Rs 398.2 crore supported by 19 per cent growth in career revenue. The operating margin grew by 123 basis points to 22 per cent due to improved product mix and growth in international operations.

School learning solutions recorded 37 per cent growth in net revenue at Rs 138.3 crore; and the operating margin improved by 246 basis points to 15 per cent due to operating leverage on higher revenue, the company said. NIIT added 4,278 schools during the year taking the cumulative number of schools serviced to 12,159.

The corporate learning solutions recorded net revenue of Rs 578.6 crore.

The Hindu Business Line

NEW DELHI

30 MAY 2009

NIIT to offer course in IT infrastructure management services

Our Bureau

New Delhi, May 29

NIIT Ltd on Friday announced a programme for training in IT infrastructure management services.

The company has joined hands with global technology giants Cisco, CompTIA, EMC, Microsoft, and Sun, to co-design the GNIIT (IMS) programme aimed at providing students with application-based learning. The pro-

gramme will create certified professionals in the Infrastructure Management Services (IMS) space, the company said.

Aligned to the GNIIT architecture, the four-semester programme will be spread over two years, after which students will undergo one year of professional practice.

The students will further be offered credit points equivalent with Kuvempu Universi-

ty's B.Sc. (IT Infrastructure Management) programme allowing them to pursue the GNIIT (IMS) programme along with a Bachelors degree.

The programme will be available from June 2009. Apart from the flagship three-year GNIIT (IMS) programme for those still in college, NIIT is also targeting working professionals and engineering students in the IMS space. For this, it will offer 9-13-month

certification mapped programmes on technologies such as networking, storage management, server management, desktop and application management.

Mr Vijay Thadani, CEO of NIIT Ltd, said "Infrastructure management services have opened career opportunities for youth globally, and India, in particular, is poised to take a lead in remote infrastructure delivery."

H.T. Mint
New Delhi
15 MAY 2009

NIIT orders

“ In the corporate learning business, while the US and the western markets are choppy and there is a high degree of uncertainty, the dollar-rupee parity is helping us in certain ways. We (NIIT) have got some good orders. ”

Vijay Thadani
Chief executive officer, NIIT



The Times of India

NEW DELHI

18 MAY 2009

IT BONANZA

NIIT is holding its annual 'Swift IT Summer Camp' for children aged between nine and 15 years of age, offering various programmes including office automation and internet, multimedia and graphic designing, creating games and animation, mastering excel, web designing, programming with C++ and assembling one's personal computer. Besides, fun events like nature walk, pottery and mathemagic show have also been organised.

Financial World

CHANDIGARH
30 MAY 2009

NIIT Launches New Training Programme On IMS

FW BUREAU
New Delhi, May 29

Software training firm NIIT Ltd today said it has entered into an engagement with technology giants such as Cisco, CompTIA, EMC, Microsoft and Sun to co-design specialised programme on Infrastructure Management Services (IMS) space.

As a part of the initiative, NIIT along with the technology partners would offer industry-aligned GNIIT (IMS) programme, NIIT LTD CEO Vijay Thadani told reporters here. The GNIIT programme would be spread over four semesters in two years, after which students would undergo one year of professional practice.

One of the technology partners, EMC India said globally there would be a shortage of over one million skilled workforce in the IMS industry—that manages core IT systems, including hardware, software, connectivity—by 2011.

NIIT would also address the skill-building needs of working professionals and engineering students in the IMS space by offering 9-13 month certification programmes on technologies such as networking, storage management, server management, desktop and application management.

"NIIT will address the rising global talent shortage in this space through GNIIT (IMS) programme developed in association with the technology partners. The courses are aimed at meeting the growing demand for certified professionals in IMS space in the India," Thadani added.

According to Nasscom-McKinsey report, the IMS industry is all set to become the next frontier of growth. IMS is moving towards a remote delivery model. India is strongly positioned to capture 15 billion dollar of the 28 billion dollar global opportunity in Remote

Ahmedabad Mirror

AHMEDABAD
14 MAY 2009

Soon, 9 lakh students will log on to computers

NIIT will impart information & communication technology training in 1,870 govt schools



JIGNESH BAROT

The students of state-run schools will not have to visit private institutions to chisel their computer skills any more. The state government has sealed a deal with NIIT Limited to introduce computer-aided learning in its 1,870 institutions.

NIIT's Global Talent Development Corporation has signed a five-year contract with the state government to impart information and communication technology training in government schools. The IT firm will get Rs 84 crore in lieu of their service, which will benefit around 9 lakh students.

NIIT is involved in imparting information and communication technology training in government schools of Andhra Pradesh, Rajasthan, Maharashtra and Bihar.

L Balasubramanian, the president of School Learning Solutions, NIIT Ltd, said: "Each government school will provide us with computer rooms having around 400 sq ft space, while we will develop technical infrastructure. Each computer lab will have 11 computers, an LCD TV, a dish antennae and computer networking facilities."

Balasubramanian said: "A school coordinator will supervise training under a cluster comprising five schools. NIIT will impart training to school teachers once a year."

Balasubramanian added, "The computer-aided education programmes will provide effective learning environment to children in subjects like mathematics, science, English and social studies. Special tools will promote critical thinking and analytical skills of the students, leading to student-centric learning." AM tried to speak to the state government officials regarding the deal, but most of them expressed ignorance on the issue.

Financial World

CHANDIGARH
12 MAY 2009

NIIT Bags Rs 84 Cr Order From Gujarat

PRESS TRUST OF INDIA
Mumbai, May 11

Software training firm NIIT Ltd today said it has bagged a five-year contract worth Rs 84.38 crore from the Gujarat government for providing computer education in 1,870 schools in the state.

In a filing to the Bombay Stock Exchange, NIIT said it has bagged an order from the Department of Education, Government of Gujarat, to introduce 'Computer Aided Learning' in 1,870 high and higher secondary schools for 9-12 classes in Gujarat.

The contract would impact 9,00,000 students across Gujarat. Earlier, the firm had entered into a similar agreement with the Rajasthan government for providing computer education in 1,672 schools. ♦

Ahmedabad Mirror

AHMEDABAD
14 MAY 2009



Computer-aided learning

Global Talent Development Corporation, NIIT has entered into a contract with the Department of Education, Government of Gujarat to introduce Computer Aided Learning in 1870 high and higher secondary government schools for classes 9-12 in Gujarat.

The five-year contract valued at Rs. 843.81 Mn, would impact around 9,00,000 school students across Gujarat, thus consolidating yet another state into NIIT's portfolio after its recent foray into Rajasthan with 1672 schools.

L Balasubramanian, President, School Learning Solutions, NIIT Ltd. said they felt honoured to be partnering with the Department of Education, Gujarat. "We remain committed towards making education more impactful and interactive. The confidence placed in us by two new states in Gujarat and Rajasthan, bears testimonial to our cause."

NIIT had recently bagged the single largest turnkey IT education contract in the school segment in India of 2005 schools from the Government of Andhra Pradesh.

This was followed by its bagging of orders from the Rajasthan government (1672 schools) and two back to back orders from the Maharashtra and Bihar State governments to provide training in 900 schools for the next five years.

About the programme

NIIT's computer aided education programmes will provide effective learning environment for children in subjects like Mathematics, Science, English and Social Studies, with special tools to promote critical thinking and analytical skills leading to student centric learning.

For over a decade, NIIT has worked with the governments of Andhra Pradesh, Assam, Chhattisgarh, Himachal Pradesh, Karnataka, Madhya Pradesh, Meghalaya, Rajasthan, Tamil Nadu, Tripura and West Bengal to offer computer education in schools. Additionally, NIIT has also partnered with many private schools in the country to help students discover the pleasure of learning through computers.

DHNS

Data Quest

NATIONAL

15 MAY 2009

NIIT to Train Delhi Municipal Schools

NIIT has entered into an agreement with New Delhi Municipal Council to provide ICT Education in twenty-nine municipal schools in the city. NIIT would train the teachers, and offer computer-aided education to 11,500 students from all these municipal schools. NIIT will set up computer labs inside NDMC and Navyug Schools.

The Tribune

NEW DELHI

12 MAY 2009

NIIT bags Rs 84-cr order

MUMBAI: Software training firm NIIT Ltd on Monday said it had bagged a five-year contract worth Rs 84.38 crore from the Gujarat government for providing computer education in 1,870 schools in the state. NIIT said it had bagged the order to introduce computer aided learning in 1,870 high and higher secondary schools for 9-12 classes in Gujarat. Earlier, the company had entered into a similar agreement with the Rajasthan government. — PTI

The Economic Times

MUMBAI

28 MAY 2009

IN A NUTSHELL

NIIT net profit declines 8% to Rs 70 crore

NEW DELHI: IT training firm NIIT on Wednesday said it expects to benefit from a likely increase in government spending on education and an uptake in demand for its short-term learning courses. The company reported an 8% dip in net profit to Rs 69.8 crore for the fiscal year ended March 31, 2009. The decline was on account of forex losses of Rs 13.5 crore, lower profit from associates such as NIIT and taxes. The firm had a deferred tax asset in the previous fiscal year due to acquisition of loss-making ElementK as compared to a tax of Rs 10.4 crore in FY09. Net revenues for the year grew 14% to Rs 1,148.6 crore.

The Pioneer

LUCKNOW

26 MAY 2009

NIIT summer camp offers

New Delhi: Global Talent Development Corporation, NIIT, presents a fabulous opportunity for children to learn and get the best IT advantage, the fun way with its Swift IT Summer Camp.

This camp is targeted at children aged between 9-15 years offering seven baskets of programmes ranging from office automation and internet, multimedia and graphic designing, creating games and animation, mastering excel, web designing, programming with C++ and assemble your PC. Through these programmes the kids can learn the necessary IT

skills. The programs is designed in such a way that the children can be equipped with computer skills and have a great time too.

This time a new program called Assemble your PC has been added where children can make their own modeled PC. The programme will have events like, painting on the PC and mind games of chess and Sudoku where the children can compete. Apart from the events, the children will get to choose and be part of a nature walk, gardening, pottery and many more.

NIIT

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