

## Leading trainer and skill provider provides a critical 'beyond the classroom experience'

TwinTech Academy Business Management Solutions Pvt. Ltd, the city's well known training institution and solutions provider conducted a niche session on **'Career-Centric Skills Enhancement Program (C – SEP)'** at the campus of the Sri Sai Ram Engineering College, Sai Leo Nagar, West Tambaram, Chennai for their B E – Mechanical final year students on 16<sup>th</sup> March 2017.



The objective was to impart a 'real time' understanding of the challenges, and competition that lay ahead of every student in the threshold of beginning his/her career. The session assumed great relevance by the fact that while every opening came with its prescribed academic qualification those who make it into the final selection are the ones who exhibit qualities that make them stand apart from the rest of the pack. The session also had valuable insights and tips for those migrating from the familiarity off their campus into a professional and competitive corporate world.

The session started with a warm welcome note and the critical need for Skills Enhancement over and above their academic brilliance by Shri A. Mahalingam, Managing Director – TwinTech Academy, he extended a warm welcome to the participants and thanked them for the overwhelming response and confidence in the institution and wished them a wonderful and successful session.

The lively, interactive and most absorbing session was conducted by Prof.R.Ramakrishnan, Director – Strategy, TwinTech Academy, an industry professional with diverse exposure and a management faculty with a wide experience of 50 years across industries coupled with management teaching experience.

A major focus of the initiative was to improve the chances of being selected in the campus recruitment drives conducted by major multinationals and large Indian corporate houses. These programs, mapped to the college calendar, will be delivered through innovative in-campus training modules. The initiative will enhance employability of students through results driven training and will provide them an opportunity to learn from expert trainers.

In today's fast evolving global economy, changing trends and mounting competition the dependence on talented manpower is more than ever before and the human resource seems to be taking precedence all other factors. This has created a need for inducting talent through entry-level and lateral-level recruitments. According to a BCG report, by 2020, the World would need a workforce of 46 million, whereas India will have a surplus 57 million. The simple demand and supply mechanism will make India a most sought after talent pool and in a scenario like this it would make a lot of sense to live up to international standards and expectations, something that the TwinTech Academy's strives to inculcate and nurture.

An ironic situation prevails within the country where despite the huge opportunities available, India faces an acute shortage of skilled, employable talent. This skill gap is a combination of lack of technical skills as well as professional life skills. According to studies, only 25 percent of fresh engineers are employable due to lack of technical and communication skills!! Alarming indeed!

A joint survey by FICCI and the World Bank states that 64% of surveyed employers are dissatisfied with the real time skills of engineering graduates. It has therefore become a dire necessity to equip graduates with employable skill sets, for meeting industry requirements.

Twintech's programs are closely aligned to industry requirements. Students would be imparted specialized functional skills and critical communication and personality skills, essential to building a successful career. The overall curriculum is specifically designed keeping both industry expectations and career aspirations of the students in mind.

The high power Session closed with a warm Vote of Thanks by one of the participants, Mr Sudhev pursuing his final year B E and Mr Sai Shankar B, Manager - Business Analysis, TwinTech Academy Business Management Solutions, Chennai.