



**Kaizen SRA Technologies Pvt Ltd**  
Plot No. 19, Lalitha Nagar,  
Near AOC Gate,  
Secunderabad - 500 026 (AP), INDIA  
Mobile: +91 90009 90015  
Tel: +91-40-27800904 Fax: +91-40-40131425  
Email: varaprasadp@kaizentek.com

# Concept paper on unemployability and the relevant solutions



**Kaizen SRA Technologies Pvt Ltd**  
Plot No. 19, Lalitha Nagar,  
Near AOC Gate,  
Secunderabad - 500 026 (AP), INDIA  
Mobile: +91 90009 90015  
Tel: +91-40-27800904 Fax: +91-40-40131425  
Email: varaprasadp@kaizentek.com

This paper is the handiwork of KAIZEN Technologies team and represents the desire to correct few anomalies. The anomalies of education-industry imbalance, talent crunch etc. Kaizen desires to correct the situation in engineering and management education. The goal is to become a reasonably good bridge between the industry and academia. A bridge that everybody uses and enriches

## **Unemployables**

These are persons who are not readily employable in the desired / target jobs and need further help. They are the educated illiterates who are neither fit for jobs nor for agriculture. They have been rendered useless by the hollow education system

## **Characteristics of unemployables**

- Inability to use any one language perfectly in any mode of communication. This inability does not allow the person to perform in any job interview
- Rich in qualifications but poor in fundamental knowledge
- Ill equipped in basic skills like communication, common sense, arithmetic, computer literacy, public speaking etc



**Kaizen SRA Technologies Pvt Ltd**  
Plot No. 19, Lalitha Nagar,  
Near AOC Gate,  
Secunderabad - 500 026 (AP), INDIA  
Mobile: +91 90009 90015  
Tel: +91-40-27800904 Fax: +91-40-40131425  
Email: varaprasadp@kaizentek.com

- Disconnect between the desired jobs and the qualification obtained
- Absence of clear career goals and education plan
- Lack of job satisfaction at all stages of career
- Constant feeling that one has not utilized his / her potential
- Inability to manage social relationships including marriage and children
- Poor recall of concepts and low application of these concepts in real life situation
- Poor sense of self-esteem and probable identity crisis. Rural students taught in English medium schools can neither claim to be urban nor rural. Finally they can neither be farmers nor officers
- No awareness of dignity of labor concept. All jobs are associated with social hierarchy and the need to be among "upper caste" jobs. IT jobs are more preferred due to the high earning potential and are positioned as "upper caste" jobs.
- Nobody thinks of self –employment as a viable career opportunity
- Everyone must work in the large cities and overburden the fragile city infrastructure. Urban migration beckons



**Kaizen SRA Technologies Pvt Ltd**  
Plot No. 19, Lalitha Nagar,  
Near AOC Gate,  
Secunderabad - 500 026 (AP), INDIA  
Mobile: +91 90009 90015  
Tel: +91-40-27800904 Fax: +91-40-40131425  
Email: varaprasadp@kaizentek.com

## Plausible causes

- Faulty schooling** that forces kids to learn in foreign language. Educationists worldwide prescribe and practice primary education in the native language [mother tongue] only. This disconnect between the language taught at school and the language spoken at home retards development. The forced expertise of English as medium of instruction language teaching benefits only 5-10 % of children. This is beneficial only if the parents are keenly involved in early childhood education in English
- Low / No parental involvement in early childhood education
- No career planning in the adolescent years and consequent herd mentality in choosing courses / jobs. Absence of professional career counselors
- Societal pressure to be in the high paying jobs at all costs. High paying jobs attract sizeable dowry and legacies
- Syllabus in any university / college is updated once in 3 years. Technology, foreign policy, industry needs etc change every year
- Low involvement of private sector in higher education in India. This is more of a regulatory and constitutional issue
- Nobody worth his salt wants to get into teaching. Research and teaching standards are falling. Teachers and parents are no more the role models. Teachers ignore basic errors and focus more on "passing marks"



**Kaizen SRA Technologies Pvt Ltd**  
Plot No. 19, Lalitha Nagar,  
Near AOC Gate,  
Secunderabad - 500 026 (AP), INDIA  
Mobile: +91 90009 90015  
Tel: +91-40-27800904 Fax: +91-40-40131425  
Email: varaprasadp@kaizentek.com

- Examination oriented teaching. Learn by rote and get the degree certificate Evaluation of knowledge is only by examinations and thereby the knowledge gained is volatile.
- In many cases the neo-literates [new found knowledge] change jobs. The employer has to train them with a fear of losing them and it does happen. The realization sets in after an effective training program. They realize their true worth and leave the current job! So many training programs lose track or purpose
- Continuous and adult education has not developed properly. Most of the experienced persons do not opt for skill up gradation or new courses. One time certification or degree is deemed as enough

### **Industry statistics**

- NASSCOM predicted a shortfall of 500,000 employees for IT / ITES sectors by 2010
- McKinsey Global Institute survey results: India produces 360,000 engineering graduates, 600,000 graduates in arts/science/commerce. 25% of engineering graduates and 10% of other graduates are "employable"
- 5000 persons are registered for Ph. Ds in science and engineering but only 100 persons complete them successfully every year



**Kaizen SRA Technologies Pvt Ltd**  
Plot No. 19, Lalitha Nagar,  
Near AOC Gate,  
Secunderabad - 500 026 (AP), INDIA  
Mobile: +91 90009 90015  
Tel: +91-40-27800904 Fax: +91-40-40131425  
Email: varaprasadp@kaizentek.com

[Source: Business Standard, Hyderabad edition, 26/04/2007]

A Merrill Lynch report in February from its Bombay office cites a study by McKinsey & Company, a global consultancy, that suggests 75-80 percent of India's graduates are not employable in the IT-enabled services industry, which could lead to a qualified labor shortage

## India's engineering teachers flee classroom for hot jobs

**As demand for engineers grows, experts say India has only 10 to 30 percent of the qualified instructors it needs.**

**By Nachammai Raman** / *Correspondent of The Christian Science Monitor*

In a sign of growing pains within India's high-tech economy, the government last week slashed the intake capacity of engineering schools by more than 25,000 seats across the country's private university system.

A dramatic shortage of engineering teachers with doctoral degrees prompted the cuts. Various experts estimate that India has only 10 to 30 percent of the qualified instructors it needs.

From the Christian Science Monitor URL [July 2007]



**Kaizen SRA Technologies Pvt Ltd**  
Plot No. 19, Lalitha Nagar,  
Near AOC Gate,  
Secunderabad - 500 026 (AP), INDIA  
Mobile: +91 90009 90015  
Tel: +91-40-27800904 Fax: +91-40-40131425  
Email: varaprasadp@kaizentek.com

Gartner Says Skills Shortage in India's Call Centers Has Negative Impact on Service Delivery

***Shortfall in qualified personnel causes cost, quality and security problems***

Egham, UK — 12 September 2005: Gartner today issued a warning that the current shortage of skilled labour is negatively affecting the Indian call centre industry. Cost, quality and security issues threaten to slow the offshoring of business processes to India and are causing firms to assess alternative destinations. The Indian government estimates that the need for trained and qualified employees in call centres will reach 1 million by 2009, with an expected shortfall of more than 260,000 workers

The Economic Times, Mumbai, August 30<sup>th</sup> 2007 reports that many MBA students are not choosing to be HR managers. The shortfall is 4500 HR executives per year for the IT industry alone. 28,000 more trained HR professionals are required for other industries. For every 75 new employees, one new HR person needs to be added

**Other Statistics**

- 10-12 % of the engineering / MBA / graduates find the right jobs, more than 80% of our graduates are not "employable" and companies are failing to find the right talent. IT companies routinely fall short in hiring. Many top IT companies have campus recruiting teams that cover 1800+ colleges in a single year. Yet they fail miserably to get the right fitment.



**Kaizen SRA Technologies Pvt Ltd**  
Plot No. 19, Lalitha Nagar,  
Near AOC Gate,  
Secunderabad - 500 026 (AP), INDIA  
Mobile: +91 90009 90015  
Tel: +91-40-27800904 Fax: +91-40-40131425  
Email: varaprasadp@kaizentek.com

- ITI, Vocational courses and Polytechnic colleges continue to languish. Most of the students from these colleges end up learning Java / dotnet. Fake experience credentials and fake qualifications stems from such aspirations
- IT companies feel 10-60% of job aspirants fake their experiences / qualifications and hide / dress up / edit the actual information. ERP jobs witness the highest number of successful and unsuccessful fakes
- IT / ITES industry is operating like a monster and sucking away all talent. Other industries like basic engineering, infrastructure, insurance, hospitality, manufacturing, pharma etc get the rough end of the talent pool. The talent crunch is huge and stalling many large projects. The crunch is not always due to salary constraints. It is more due to the social hierarchy of such jobs / industries
- Military services, Para-medical stream and medicine courses are getting less applicants. Indian Army faces a serious crisis of officers in the JCO cadre. Salary revision has not helped matters

### **Kaizen responses and efforts**

Kaizen has responded to the situation through these initiatives

#### **Pushpak**

This is an initiative to inform and educate mechanical engineers throughout the country about the careers in design. This is especially relevant to the needs of automotive, aerospace, aeronautical and other industrial design careers. Students need to marry creativity and education. But they need help from industry and advanced institutions. Leading organizations have a shortage of trained manpower in this sector. Kaizen facilitates interaction between illustrious institutions like CITD, CIPET, IIT, JNTU, N ID and other deserving engineering colleges. Exchange of information, workshops for faculty and student projects are the tools.





**Kaizen SRA Technologies Pvt Ltd**  
Plot No. 19, Lalitha Nagar,  
Near AOC Gate,  
Secunderabad - 500 026 (AP), INDIA  
Mobile: +91 90009 90015  
Tel: +91-40-27800904 Fax: +91-40-40131425  
Email: varaprasadp@kaizentek.com

### **Future Connect**

A finishing school for engineering graduates at Mysore. This has a 3-step program. Train, certify and deploy in projects. This is in a 3-6 month cycle. Java and Dot net technologies are the core focus. Caters to BE / MCA streams of education

### **Tamasoma**

A finishing school for management graduates. Catering to mostly non – IT verticals. Partnering ICFAI and Mysore University currently. Expected to rope in Birla [BITS] educational institutions to enrich teaching standards in tier-2 colleges. Details of this program are furnished in this paper

### **Corporate support**

Kaizen has sought assistance from WIPRO, Deloitte, Govt of AP, leading universities, AICTE and other local bodies to contribute resources, ideas, and employment support

### **Tamasoma**

### **A finishing school for management graduates**

### **Scope of work**



**Kaizen SRA Technologies Pvt Ltd**  
Plot No. 19, Lalitha Nagar,  
Near AOC Gate,  
Secunderabad - 500 026 (AP), INDIA  
Mobile: +91 90009 90015  
Tel: +91-40-27800904 Fax: +91-40-40131425  
Email: varaprasadp@kaizentek.com

Facilitate knowledge flow, best practices and resources into higher education system. Bridge the demand-supply gap and increase employability of management / engg graduates.

### **Objectives of Tamasoma program**

- Tamasoma is a Sanskrit term that stands for bringing enlightenment and improvement in the dark lives of ignorant students
- Bring industry needs and educational system together
- Prepare students for a planned and meaningful career with the involvement of teachers, parents and the institution
- Prevent and cure misfits, burnouts and "career vagabonds"
- Increase availability of employable talent for all industries
- Increase the relevance of MBA/ engg colleges in smaller cities, improve their placement record and overall student satisfaction in each course
- Reduce occurrence of "educated illiterates"

### **Delivery mechanism**

- KAIZEN shall initiate and sustain the program among willing, voluntary educational institutions in any city of India. The focus is on tier-2 and tier-3 cities that lack awareness and skills in management teaching



### Kaizen SRA Technologies Pvt Ltd

Plot No. 19, Lalitha Nagar,  
Near AOC Gate,  
Secunderabad - 500 026 (AP), INDIA  
Mobile: +91 90009 90015  
Tel: +91-40-27800904 Fax: +91-40-40131425  
Email: varaprasadp@kaizentek.com

- KAIZEN employees shall use various tools such as workshops, guest lectures, training programs, books, internships etc to reach the desired goals. College teachers, select students, local resource persons & KAIZEN volunteers will be the facilitators for this program
- The program has clear goals and milestones. It is a measurable, quality program with tangible benefits
- The institution is a participant and co-owner of the process. The faculty of this institution shall be the willing partners in progress
- This program is not an appendage but an inclusive, core part of the normal curriculum of MBA / engg courses. It does not interfere with the syllabus, teaching hours or the UGC / AICTE norms. It seeks to integrate industry practices to enhance skills
- The program is delivered in college premises, KAIZEN offices and mutually suitable locations. Tier-2 and Tier – 3 towns and cities need exposure to different cultures and cosmopolitan ethics
- The program can be customized to suit the flow, curriculum, local concerns and college needs. This will not be an additional cost to the program fees. Customization is also done for other courses like BBM / BBA / B.Sc / B.Com / BE / BCA / B. Pharmacy / Fine Arts / PG courses. The program objectives remain the same but the inputs are changed to accommodate different career paths and career goals of such courses
- The program concentrates on both developing potential employees and potential entrepreneurs. It is also about creating jobs and not just job-holders



**Kaizen SRA Technologies Pvt Ltd**  
Plot No. 19, Lalitha Nagar,  
Near AOC Gate,  
Secunderabad - 500 026 (AP), INDIA  
Mobile: +91 90009 90015  
Tel: +91-40-27800904 Fax: +91-40-40131425  
Email: varaprasadp@kaizentek.com

- Parents can be integrated into the program for counseling and feedback
  
  
  
  
  
  
  
  
  
  
- This program is not a LECTURE / SEMINAR / FANCY activity. It is a well planned project with clear goals. Students will have to work in groups / teams, complete activities, participate at all stages and improve their skills. Hence the group size of each episode is restricted to 30. It cannot be increased or decreased. Individual attention to each student is crucial to the success of the program

## **IPR**

This program is a research product / service of KAIZEN Technologies. This is registered and we have applied for patent protection. This is being rolled out with a 'not-for-profit motto' across voluntary institutions. All participants are bound by non-disclosure agreement. All rights are reserved and unauthorized duplication will be penalized

## **Overall benefits of the program**

- Improved and permanent knowledge base



**Kaizen SRA Technologies Pvt Ltd**  
Plot No. 19, Lalitha Nagar,  
Near AOC Gate,  
Secunderabad - 500 026 (AP), INDIA  
Mobile: +91 90009 90015  
Tel: +91-40-27800904 Fax: +91-40-40131425  
Email: varaprasadp@kaizentek.com

- Clear decision making skills for career / jobs
- Improved communication and interviewing skills
  
- Confidence to approach and tap opportunities in life
- Better social skills and awareness about personal responsibilities
- Better jobs, salaries and fitment into career goals
- Overall placement record and image of the college is enhanced
- Inject fun into learning

## Options and deliverables

### Option 1

Concise program for 30 students spread over 100 hours



**Kaizen SRA Technologies Pvt Ltd**  
 Plot No. 19, Lalitha Nagar,  
 Near AOC Gate,  
 Secunderabad - 500 026 (AP), INDIA  
 Mobile: +91 90009 90015  
 Tel: +91-40-27800904 Fax: +91-40-40131425  
 Email: varaprasadp@kaizentek.com

## Option 2

Extensive program for 30 students over 135 hours

| Item                 | Details  | College deliverables                                 |
|----------------------|--|--|
| Batch Size           | Each program session will be conducted for a fixed audience of maximum 30 students. This is due to the activity orientation and workshop methods   | Space, equipment and presence of faculty             |
| Days of availability | The resource persons are available only on weekends or mutually convenient days in a week  |  |
| NDA                  | College and KAIZEN shall enter into a non-disclosure agreement to protect IPR  |  |
| Try – and - buy      | The institution can opt for a trial run of the program contents for 30 students for 15 hours split into 2 - 3 days. This module shall be on communication skills and interviewing techniques |  |
| Quality              | KAIZEN shall adhere to all quality measures in the content design, execution and post program control  | Pre-program and post-program measurements to be done |



**Kaizen SRA Technologies Pvt Ltd**  
 Plot No. 19, Lalitha Nagar,  
 Near AOC Gate,  
 Secunderabad - 500 026 (AP), INDIA  
 Mobile: +91 90009 90015  
 Tel: +91-40-27800904 Fax: +91-40-40131425  
 Email: varaprasadp@kaizentek.com

|                               |   |  |
|-------------------------------|---|--|
| <b>Post Program support</b>   | KAIZEN shall extend counseling, placement assistance and guidance to students after the completion of the program. No additional fee for these services | Dedicated mail and telephonic support to all students for period of 3 months after completion of program |
| <b>Additional support</b>     | Slow learners, underprivileged and special students can take additional support in placement assistance, interviewing, comm. Skills etc                 |  |
| <b>Satisfaction guarantee</b> | KAIZEN shall guarantee consumer satisfaction among all learners and will achieve pre-determined milestones.   |  |

### **Pilot program of TAMASOMA**

- This will be a two-day paid pilot program to assess the benefits and suitability of the program
- The pilot program should have clear quality parameters decided before hand. This is to have achievable goals, benchmarks and correct feedback to assess satisfaction levels.
- The pilot is to demonstrate PROOF-OF-CONCEPT for the benefit of the institution and to facilitate further adoption of this complete program



**Kaizen SRA Technologies Pvt Ltd**  
Plot No. 19, Lalitha Nagar,  
Near AOC Gate,  
Secunderabad - 500 026 (AP), INDIA  
Mobile: +91 90009 90015  
Tel: +91-40-27800904 Fax: +91-40-40131425  
Email: varaprasadp@kaizentek.com

- This pilot program will be preceded by a comprehensive meeting with the faculty, principal and management to capture program expectations
- Further customization can be made to the complete TAMASOMA course, based on the results of the pilot program.
- KAIZEN and the institution are at liberty to decide the future course of action, after the pilot program is over. The pilot program shall not bind the college to commit resources for the full fledged TAMASOMA program.

**Contact us to know more about Kaizen initiatives and how you can participate in these. We welcome individuals, organizations and Govt authorities to provide inputs.**

**Kaizen Technologies, Inc**

#1, Lincoln Highway, Suite# 10

Edison, NJ 08820

732-762-2846 (Cell)

732-452-9555 extn 16 (Work), 732-452-9559 (Fax)

1-866-452-9555 (Toll Free)

ashokk@kaizentek.com

www.kaizentek.com

Offices in NJ, NH, GA, NE (USA) & Bangalore, Hyderabad (India)

732-875-1145 (e-Fax)





**Kaizen SRA Technologies Pvt Ltd**  
Plot No. 19, Lalitha Nagar,  
Near AOC Gate,  
Secunderabad - 500 026 (AP), INDIA  
Mobile: +91 90009 90015  
Tel: +91-40-27800904 Fax: +91-40-40131425  
Email: varaprasadp@kaizentek.com

**Kaizen SRA Technologies Pvt Ltd**

# 19, Lalitha Nagar Colony  
West Maredpally, Secunderabad  
A.P. [India]  
04027800904  
90009 90015 [Cell]  
varaprasadp@kaizentek.com

Kaizen Technologies is an Inc 500 company. Other achievements: Deloitte Technology Fast 50 in NJ, Best Business organization in NJ State for 2007



**Thanks for reading this document and your support**