

COVERAGE

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C-CUBE FROM AFMOI

CAMPUS – CORPORATE – CONFLUENCE

Lafors Talent Solutions India (P) Ltd
www.afmoi.in

From The Founder - **Prabhu Swaminathan (PS)**
Founder and MD of Lafors Talent Solutions India Pvt Ltd (AFMOI &TAP)

My second innings of Entrepreneurship – The Purpose driven journey

It was on Durga Pooja day of 2016, I got a call from one of my old student thanking me for the guest lecture session I conducted a year back. The statement made by the student was *"I have attended so many sessions in the last few years and the impact you left on me Prabhu ,made me to thank you on this day"*. I asked the student what was so special about me. The student said *"Your dedication and surrender to the delivery you made on that day, had communicated to all in my batch that you truly empathize and care for our success"*. I was in a reasonably high paid job comfortably towards the end of project extension and my intuition told me you are meant for something else, may be big or small but a real need, real gap to be filled for the students of Tamil Nadu.What I was doing as passion and initiative for the last 3 years, I thought, I should try it full time at the mid of my career. The need of the hour was also employability enhancement for Tamil Nadu students. I strongly felt this is an area where we have truly make the difference for the students more precisely in the smaller towns of Tamil Nadu to begin with. We conceptualised something called **MOP – Market Orientation Program** in which we are the pioneers and tested the market three years back. I spoke to few of my friends to support this initiative and with their support I took a huge risk of venturing into this. In the last few months we have taken lots of initiatives which includes the following

- Everyday **free one hour career counselling** to college and plus two passing outs across Tamil Nadu.
- **YouTube channel** through which we publish free career guidance tips videos for students to download.
- **Free and paid seminars in colleges and institutions.**
- Launching of **modules according to different challenges a student faces in a college** based on research and experience.
- Building up a **technology for campus to corporate connect on "JIT" mode.**

As one of my student wrote *"With you Prabhu I am 100% and without you I am zero"*. I would like to say it's the reverse for us *"With you students we are 100% and without you we are zero"*. We always believe **"TRUTH AND INTEGRITY"** will be appreciated by the people of the state. I have painted a rosy picture of this journey here and I would like to put aside the darker side of our journey ,the challenges, the struggles personally and professionally. We trust our state and our people will surely support us. We strongly believe an institution and company like **AFMOI (www.afmoi.in)** with purpose orientation will be celebrated by the academic, corporate and student fraternity in the upcoming years.

Let's Co –Create a better Tamil Nadu,

- Prabhu Swaminathan (PS)

Market Orientation
Session at Agni College
of Technology, Chennai



AFMOI – Founder
"Agnifying" the students
In March 2017

Student Testimonial
Agni College of
Technology, Chennai

"The session was good, but lack of time. And we want him to give us the full 3 hours session if possible .Thank you. Good and Very Informative"

Ravi Kiran – 3rd Year
ACT, Chennai

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“Companies should narrow down a college for placements based on the quality of education and not on placement record” – Interaction with Ponnuswamy .VP, Head HR (Chennai and Mysore), Reckitt Benckiser Scholl India Limited

1. Tell me about you sir, your years of experience, diversified Industries you have served etc.?

I hail from a remote village in Kongunadu, done my LLB & post-graduation in Sociology. I have around 25 years of experience in the field of HR, worked in various industries like Textiles, FMCG, Electronics, Automobile, Health care. Currently with Reckitt Benckiser.

2. What do you think about the trend in quality of students who are passing out say after 2010 when compared to the previous years or decade?

Majority of the students are pursuing their studies only on the compulsion of family members i.e. the courses are not selected by the students, they are influenced, so even a student who knows very well that he is not capable of equipping also takes up the course which is stuffed into him and thereby they struggle to complete and thereby come out as incompetent. Knowing this many Institutions are putting in efforts to expose their students to the current trends by bringing in professionals from various spheres to address their students, which will yield good results maybe after sometime.

3. There is lot of discussion on lower employability of students. According to you who are the major stakeholders involved and where do you think the gap is?

*As stated earlier the students take up a course for the sake of studying and only for pride, so they struggle to cope up. Colleges too appoint freshers as faculties. A study done in Stanford has revealed that **87% of chances of getting employed is not due to academics it is only by developing other skill sets.** When some colleges put it efforts to nullify this gap the students and their parents should understand this and work on it.*

4. What steps can a student/institution can take to make students employable?

Institute:

1. *Should rope in professionals from industry to address the teachers as to what is expected from Industry, yes agreed marks are also important but more than that applicability of the concepts is important.*
2. *They should insist students to do real projects by spending time in the concerned industry and not just copy from the earlier ones.*
3. *Encourage students to develop soft skills.*

Students:

1. *Students should understand the concepts and learn to apply them.*
2. *Should work on developing their personality by enhancing their soft skills.*
3. *Should use the facilities like Library, Cultural committees etc. provided by the institutes.*

Market Orientation Session at Shri Krishna College of Engineering and Technology, Coimbatore



AFMOI Founder
Passionate Session
@SKCET, April 2017

Student Testimonial at Shri Krishna College of Engineering and Technology, Coimbatore

The introduction and method of interaction with the students is perfect .The speech inspired most of us. The way your expert interacted with us is splendid. Thanks for the speech.

Yashwanth, 1st Year,
SKCET, Coimbatore

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Corporate Section – Interaction with Ponnuswamy .VP - *Continued*

- 5 **What's the significance of role of parents and family in making the students employable? Any preparedness you suggest for them?**
Yes, family plays an equal role like institute, they should not push students only to score marks, instead encourage them to develop their soft skills and also should find out the area of interest of their wards and encourage them.
- 6 **How much do companies help in enhancing employability? Can one student get a mentor from industry easily?**
I doubt as to whether a student will get a mentor at this juncture, maybe in future if both institute and Industry work on it then it is possible.
- 7 **When most of the colleges boast about placement record as its selling criteria how important it is for a corporate to narrow down to a college or an institution as target, based on placement record?**
Companies should narrow down a college for placements based on the quality of education and not on placement record. The quality includes wherein the students are exposed to industries requirements, paper presentation etc.
- 8 **We often listen to this statement that companies or HRs of corporates are not easily approachable by institution for placements? What's your view on this?**
It is not like that, till date no placement officer would have found it difficult to approach me. Only problem is I would not have been able to help them because I don't have any requirements. It also depends on the institute and the HR.
- 9 **Do you see soft skill as a key factor for selection in an interview? Is a student who shows adaptability, right attitude and technical knowledge but poor soft skills rejected?**
It is not like that, it is based on the requirement of the job, example for a programmer soft skills are not a must, but for a role in HR / procurement soft skills are required.
- 10 **Most of the students ask this question, "My College has zero or minimal placement record, how do I approach companies off campus and improve my employability?"**
It is a difficult situation for a student, the only option is he has look out for information on Off Campus or few companies have the practice of recruiting fresher who have uploaded profiles in their job portals
- 11 **When hundreds of candidates approach an organization does a referral through an existing employee or recruiter provide an edge for a fresher?**
Sometimes it may have an edge.
- 12 **What do you think about the role of employability enhancement initiatives like us with a strong purpose and differentiation?**
Really it is a great initiative, if it is been utilized properly by both institute and students then they will be the beneficiaries. It is also a great service to the society wherein it enlightens many students career.

**Our Current Openings
Designation: Asst Manager
(HR)**

Client Name: Confidential
Client Industry: Engineering/Manufacturing
Client Type: MNC
Total Employee size: 250 + approx.
Client HQ Location: Chennai
Job Openings /Posting: Maraimalainagar, Chennai
Years of Experience: 3-6
ACTC: 6 to 7 lakhs
Key Skills: Manufacturing HR Generalist Experience, Web based /Online L&D exposure, IR aspects.

**INTERESTED CANDIDATES PLEASE
REPLY WITH RESUME TO email
recruiter1@afmoi.in or
prabhu@afmoi.in**

**Our Current Openings
Designation: Asst Manager
(Legal)**

Client Name: Confidential
Client Industry: Engineering/Manufacturing
Client Type: MNC
Total Employee size: 10000 +
Client HQ Location: Chennai
Job Openings /Posting: Sri-City, Tada. (Near Chennai)
Years of Experience: 8+
ACTC: 10 lakhs
Key Skills: Contracts Management, Compliances and Court Experience (Preferred)

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“Students must be ready to walk extra mile, read more, and take up value added courses”-

Interaction with Dr .A.Gandhi, Professor and Head, T&P at Saveetha Engineering College.

1) Tell me about you sir, your years of experience, diversified Industries you have served before heading placements?

I am Prof.A.GANDHI, Dean-Training, Placement & Industry-Institute Interaction, Saveetha Engineering College, and Chennai with total 40 years' experience, 25 years in industry 15 years in academia. After my MBA in 1975 from PSG College of Technology, I joined a company marketing bearings and in 25 years shifted to two more companies and quit company service as DGM of Sujana Group of Companies.

2) What do you think about the trend in quality of students who are passing out say after 2010 when compared to the previous years or decade?

It is deteriorating in general. Because of the open funnel system of admission without any filtering to assess engineering aptitude. The mind-set of students also is very casual and their pace is not enough to keep pace with industry.

3) There is lot of discussion on lower employability of students. According to you who are the major stakeholders involved and where do you think the gap is?

All stake holders have to collectively take the responsibility. Government, university, edupreneurs, parents, students, faculty and parents. All play their role in poor employability. Gap in curriculum, teaching learning process, industry unpreparedness to associate with institutions, lack of investment in training and also student's mind-set.

4) What steps can a student/institution can take to make students employable?

*Students should join only if they are interested in engineering with strong in maths and logical thinking. Institution should invest more in faculty development, industry interaction, conduct behavioral sessions to students, and develop good engineers than mere engineering graduates. Students must be ready to walk extra mile, read more, and take up value added courses, beyond curriculum. **Invest their time of minimum 12 hours a day for the course they have chosen etc.***

5) What's the significance /role of parents and family in making the students employable? Any preparedness you suggest for them?

Admit children in engineering only if the students are really passionate.Dont push any one to any course. Besides fee to college, parents must be prepared to invest little more to empower their kids in various skills and technologies like SAP, AUTOCAD, C, C++, JAVA, PYTHON, STAADPRO etc. Fee paid to college is to prepare the student for a degree, make him knowledgeable in the domain.

6) How much do companies help in enhancing employability? Can one student get a mentor from industry easily?

I appreciate few big MNCs in IT sector for some employability enhancement program as CSR initiatives in selected colleges. This is irrespective of whether they come to college for recruitment. Many other companies give learning modules to the selected students, train the faculty to be mentors etc. In general, there is a long gap.

Our Current Openings
Designation: Manager
(Digital Marketing)

Client Name: Confidential
Client Industry: -E-commerce
Client Type: Start up backed by big group.
Total Employee size: 20+
Client HQ Location: Pune
Job Openings /Posting: Pune
Years of Experience: 4+
ACTC: 12 lakhs
Key Skills: Digital Marketing expert from E-commerce Industry
INTERESTED CANDIDATES PLEASE REPLY WITH RESUME TO email recruiter1@afmoi.in or prabhu@afmoi.in

Our Current Openings
Designation: Social Media Strategist

Client Name: Confidential
Client Industry: -E-commerce
Client Type: Start up backed by big group.
Total Employee size: 20+
Client HQ Location: Pune
Job Openings /Posting: Pune
Years of Experience: 3+
ACTC: 7 lakhs
Key Skills: Lead and manage Twitter, Facebook, Instagram, and Youtube LinkedIn.

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Academic Section – Interaction with Dr .A.Gandhi - Continued

7)When most of the colleges boast about placement record as its selling criteria how important it is for a corporate to narrow down to a college or an institution as target for fresher hiring based on placement record? Do you believe placement record is what based on which companies narrow down to an institution?

I don't think so.All major companies keep watching the colleges, gather data and rate the institutions. Placement is one factor. But not the only factor. As a policy, I am of the view that large companies should not go to specific colleges but must give the opportunity to every eligible student. I feel it is the Right to Employment and in the name of campus selections in few colleges other students in other colleges are denied of the opportunity for no fault of theirs. It is a negation of the right for job. All big companies have technology to give online access to all eligible and select the students who perform irrespective of the college where he/she studies.

8) We often listen to this statement that companies or HRs of corporates are not easily approachable by institution for placements? What's your view on this? Any other challenges you face in approaching corporates for placements?

I never had this problem. I am able to meet them with appointment. We should also empathize with HR, where can he/she find time to meet all 1000 of Training and Placement Officers. Apart from regular selling, being a member of all HR bodies and meeting them in all monthly meetings, conferences shall develop network. Rather than inviting any HR in first meeting to come to college for placement it's good to invite for events, Guest Lectures etc. and it ends in internship, project/placement etc. NETWORKING ONLY PAYS.

9) Do you see soft skill as a key factor for selection in an interview? Is a student who shows adaptability, right attitude and technical knowledge but poor soft skills rejected?

Yes. Soft skills is given weightage. But this depends on companies. But crossing the aptitude is the first hurdle. Rejections happen more in Group Discussions.

10) What do you think about the role of employability enhancement initiatives like us with a strong purpose and differentiation?

Very essential.

11) What would be three top trends/tips you would like a fresh graduate to keep in mind while he approaches a job market off campus?

- 1) Keep searching,
- 2) Keep renewing skills based on experience with confidence
- 3) Keep learning and be in network.

**Our Current Openings
Designation: Sales Engineers**

Client Name: Confidential
Client Industry: Engineering Manufacturing/Measurement Devices/Workstations
Client Type: Start up from founders and pioneers of a big group.
Total Employee size: 20+
Client HQ Location: Pune, Chennai
Job Openings /Posting: Pune
Years of Experience: 3 to 6 years
ACTC: Open
Key Skills: Sales Experience in Measurement Devices/Instruments

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**Our Current Openings
Designation: Sales Engineers**

Client Name: Confidential
Client Industry: Engineering Manufacturing/Packaging Machines
Client Type: Start up
Client HQ Location: Chennai
Job Openings /Posting: Mumbai. Hyderabad
Years of Experience: 2+ years
ACTC: 3.6 lakhs
Key Skills: Sales Experience packaging machines and related

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“Don’t panic engineering dreamers! You shall be in demand!”

Research article by Prabhu Swaminathan, MD, Lafors Talent Solutions India (P) Ltd

Its hot month for most of the students, parents and college chairman’s /owners more precisely from admission into Engineering Colleges. The media and newspaper talks about lay-offs quoting non-productivity of mid –level employees in the last 6 months across sectors, this too concerns parents ,students and most of the academicians about engineering uncertainty . For those I am trying to present a simple perspective based on available data. I am sure we all know that India is heading towards “**MII- Make in India**” program which is **aiming to create 100 million new jobs by 2022** and raise the **manufacturing share of India’s GDP to 25%** which has been quite stagnant since 1980s.Now let’s do a simple math of supply and demand in India in the next 6 years based on “MII” program.

Demand:

The 6th EC- Economic census (2013) talks about India registering 10.3 million (1 crore and 3 lakhs) manufacturing units employing 30.4 (30 million approx.) Million (3 crore and 4 lakhs employees) in actuals. With 100% achievement of “MII” it means additional approximately 70 million jobs to be added to reach 100 million by 2022. *(Let’s assume 100 million jobs Inclusive of current 30 million jobs though “MII” talks additional 100 million jobs).*

Let’s assume conservatively “MII” succeeds 60% which means only 60 million jobs created inclusive of current 30 million current jobs already employed. This means additional 30 million jobs have to be created in the next 6 years. Since all are manufacturing let’s assume support staffs contribute 20% of the 30 million jobs to be created which means 6 million support staffs (HR ,Finance and non-technical etc.) **and balance 24 million (Demand) has to be technical jobs to be created in manufacturing sector.**

Supply:

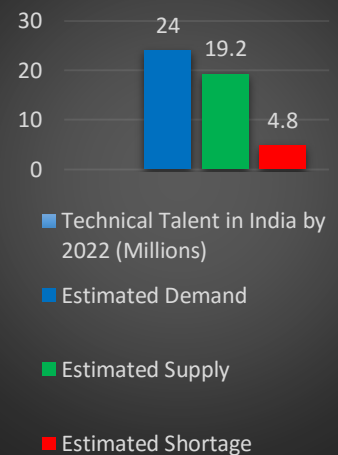
As per AICTE dashboard the total intake of Diploma UG in a year (2015-16) is 12.5 lakhs and enrolment is 7.2 lakhs. In B.E (UG) the total intake is 16.3 lakhs and enrolment is 8.4 lakhs and in PG intake is 2 lakhs and enrolment is 0.8 lakhs (80,000). Also ITI Pass outs contribute to additional 15 lakhs YoY. If we sum, it accounts to approximately pass out of 32 Lakhs . At constant seats rate maintained (No additional colleges /seats) let’s assume all the current enrolment engineers pass out and get employed into “MII” .Even then in six years = **(6 years *32 lakhs = 19.2 million (Supply) pass out and employed).**

Gap:

With 100 % assumption of all getting into manufacturing itself there is a **shortage of 4.8 million, 24 million (Demand) minus 19.2 million (Supply).**This is again based on the assumption all gets into manufacturing .Significant shall get into IT and IT enabled services which shall again mean it shall widen the shortage and the need for engineers/ technical talent in India. This shows the need for technical talent consistently in India based on single success of “MII” at 60%. Constant demand, market sluggishness, margin pressures, optimization are all part & parcel of business cycles and my view is that academicians, students and parents should take a long term view based on economic policies and decisions . The issue may be the quality of engineers/ technical talent which has to be collectively addressed and not surely the quantity as far as engineering in India is concerned. A lot can be debated on my views but at least it makes a reasonable sense from the data and factors of safety assumed in the calculations .**Let’s together engineer a great India!**

*-Article by Prabhu Swaminathan - Founder and MD of AFMOI. An employability catalyst, motivational speaker & visionary working towards employability enhancement of the state of Tamil Nadu . **Views are personal.***

Estimated - Technical Talent Trend 2022 (Millions)

**AFMOI’s Vision**

To make Tamil Nadu as number 1 in employability in India by 2022.

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