

**COVERAGE**

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2. Corporate section: Interview with Corporate HR
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# C-CUBE FROM AFMOI

**CAMPUS – CORPORATE – CONFLUENCE**

Lafors Talent Solutions India (P) Ltd  
[www.afmoi.in](http://www.afmoi.in) | [www.lafors.in](http://www.lafors.in)

From The Founder - **Prabhu Swaminathan (PS)**  
 Linking Purpose with Pay check – The Journey of AFMOI!

## Hello Good Hearts!

I am very happy to connect with you all again as Founder and Managing Director, AFMOI-Academy for Market Orientation India the training brand of Lafors Talent Solutions India Pvt Ltd. As you all know “AFMOI” is an initiative of mine three years back which got integrated with my new established company as a training brand with a vision to take the employability of the state to number 1 in the next 5 years. Since our integration with Lafors Talent Solutions India Pvt Ltd in the last few months it’s a roller coaster journey for us.

In spite of all the challenges what has driven me and us since inception it’s the strong purpose behind the company which has aligned us to our pay check as well. At this juncture I would like to take the pride to announce that we have touched the lives of more than **1000 students and more than 120 entrepreneurs** across smaller towns of Tamil Nadu through our sessions in the last few months. In all the sessions we had overwhelming response and got **rated 10/10 and as an average rated more than 9.5/10 by the management, students and entrepreneurs**. I would like to extend my sincere thanks to all our partners, customers, students and entrepreneurs across the state without whom even this baby step would have not been possible.

Also very special thanks to shareholders of Lafors Talent Solutions India Pvt Ltd who has kept the continuous trust on me and our vision for the state and country, allowed me to run the operations and take crucial decisions with autonomy. Though the journey of us and our vision is very long with more roller coasters on the way we are committed to our purpose. Also we are confident that our superior value through services what we offer to the students entrepreneurs and corporates shall be soon appreciated and experienced by most of our target customers.

We are also **happy to announce the launch of our recruitment brand “TAP” – Talent Acquisition Partners** through which we are catering to the permanent recruitment needs of our clients across sectors across India.

I wish and request all your continuous support so that together we can take the employability of the state to heights.

Wishing you all the best!  
**Prabhu Swaminathan**

## BLUE OCEAN STRATEGY



Session by  
**Prabhu S**  
 Founder & MD  
 AFMOI  
 Ramnad District

## BLUE OCEAN STRATEGY



Session by  
**Prabhu S**  
 Founder & MD  
 AFMOI  
 Chennai District

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**“Future campus hiring will move away from previous campus placements to candidate performance in year 1 for institutes” - Interaction with Mr. Vidhyanand –Head HR Of Visteon Electronics India Pvt Ltd.**

1. **Tell me about you sir, your years of experience, diversified Industries you have served etc.?**  
16 years' work experience predominantly in manufacturing sector. Industry mix varies from Luxury goods to Infrastructure and Automotive. Have established 2 green field projects of varied magnitude with 250 employee and 9000+ employees. Been a HR generalist with a good mix of corporate HR and plant HR activities.
2. **Since this is an employability enhancement initiative how long in your career you have either directly or indirectly involved in hiring fresh graduates or campus recruitments?**  
Entry level talent acquisition is one role that has been handled all along except for three years in between.
3. **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? Do you really see a change or pattern if so your views?**  
Students of today are more tech savvy and more autonomy focused. Priorities have changed from job security to employability and higher pay scales to well defined work life balance. Sporadic social media checking is a main stream now and not a sin anymore. Autonomy and what's in it for me is slowly becoming the deciding factor. Time spent at work is being replaced with quality delivered at end of project. The recent intro of co working office is a subtle indication of what we are heading to. However perceived commitment levels of today's students is an area of concern.
4. **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?**  
Employability will be the key word for the near foreseeable future with 3 stake holders associated, Education institutes, Corporate and self-initiated interests of the student itself. Days of being trained by first organization is dead and buried long ago. **Corporate wants job ready candidates** who can deliver with a short invest time. Institutes need to move away from the traditional placement ready training .Difference between theory, practical application and actual work place practice is something that needs to be done with more intensity for all functional skills. Two major gaps, investment in self-training by candidates and a **design thinking approach** is required by institutions to understand customer requirements.
5. **What steps can a student/institution can take to make students employable?**  
Investment in self-training both soft skills & functional skills by candidates derived through psychometric tools and interaction with persons in industry. Design thinking approach is required by institutions to understand customer requirements. Employability can be enhanced only through customized approaches keeping student offering and customer requirements. A portion of guest lectures will have to be replaced with interactive sessions and real time projects..

## INNOVATION



**Session by  
Prabhu S  
Founder & MD  
AFMOI  
Tirunelveli District**

## MOCK INTERVIEWS



**Session by  
Prabhu S  
Founder & MD  
AFMOI & C Gopal  
SKCET, Coimbatore**



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### Corporate Section – Interaction with Vidhyanand - *Continued*

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

*Ability to read through what the student wants to pursue as his/her career, awareness of opportunities available, ability to distinguish between fad and real opportunities can reach the student only with active participation from family. A family will know the students likes, dislikes and capability more than anybody and this trait will prove very handy in the process.*

7. **How much do companies help in enhancing employability? Can one student get a mentor from industry easily?**

*Companies provide internships, projects, field study and also industry institute interaction initiatives, however with the vast pool of students available the onus to reach out to target companies is more with the student today. With active social media like LinkedIn networking with personnel in industry is much easier than before. I am sure people from industry are always ready to mentor young talent as and when available.*

8. **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? Is there any other critical factor for a company to narrow down to a college for campus placements?**

*In my view placement rates are never a criteria in exclusivity, employability and industry readiness will be the critical factor to narrow down on select colleges. The gamut of development programs executed, participation rate of students in relevant competitions, courses and immersion projects could be a much better indicator.*

9. **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's partially true. Reasons can be attributed due to the fact of having too many cold calls more often on job request on any given day. However the HR fraternity is always open to extend guidance and help when the requirement is placed on development rather than only placement. If each institute or student can reach out to HR with a better value proposition then it becomes interesting to the business too.*

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

*Soft skills is more on the essential list than the desired list today. Its imperative not only for selection but also for continued performance in corporate. No HR would like to knock off a candidature with a good attitude, adaptability and technical skills for want of only soft skills, however with the vast talent pool available every year opportunities become reduced for candidates with this weakness as there are plenty with all three skills as well. Having said this soft skills can be developed so institutes need to identify students with development requirements and invest for their future.*

### Our Current Openings Designation: Senior MES Developer

**Client Name:** Confidential  
**Client Industry:** Manufacturing  
**Client Type:** MNC  
**Total Employee size:** 250 + approx.  
**Client HQ Location:** Chennai  
**Job Openings /Posting:** Chennai  
**Years of Experience:** 8+  
**ACTC:**  
**Key Skills:** should have experience in MS SQL client server should have designed.NET based client server

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prabhu@afmoi.in**

### Our Current Openings Designation: Production Engineer-SMT

**Client Name:** Confidential  
**Client Industry:** Manufacturing EMS  
**Client Type:** MNC  
**Total Employee size:** 250+  
**Client HQ Location:** Chennai  
**Job Openings /Posting:** Chennai  
**Years of Experience:** 6+  
**ACTC:**  
**Key Skills:** Must be able to demonstrate Hands on approach in SMT

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## Corporate Section – Interaction with Vidhyanand - *Continued*

11. 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?”

*Social media is a boon for such candidates to reach out to potential organizations. However it is better to reach to organizations during the course duration itself through request for projects and any short term requirements. Such students need to take note of the fact that all fresher placement is not done through campus and there is always enough opportunities for students who can differentiate with better skills and readiness. Students also need to bear the fact that Job is only of the options available entrepreneurship could be an alternate way.*

12. Is there a difference between a student approaching a company through campus and off – campus? If there anything he has to be specially prepared for off-campus?

*There is a difference in perception of the quality, however it's just a perception. Being available on campus interviews itself does not ensure placement nor does placement guarantee a successful performance in job. Being equipped with unique skills could be an alternate way out. Reading industry trends and equipping self with the required skills is the best way to get placed off campus. Being equipped with required job skills and a sound attitude does guarantee success more than campus hiring.*

13. When hundreds of candidates approach an organization does a referral through an existing employee or recruiter provide an edge for a fresher?

*Internal reference does have a more favorable rating for the laterals but I don't feel that it provides a strong edge for a fresher. The deciding factor could rather be past direct experience with the candidate say a projects or an industrial visit. Organizations could be more interested in candidates who already have a feel of the organization and where he is found to be effective during the short time engagements.*

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

*Employability enhancement initiatives are key to success of candidates today, not mentioning mere placement. Students & institutes have to get rid of that the notion that it ends with placement, it start there infact. Am sure future campus hiring will move away from previous campus placements to candidate performance in year 1 for institutes to be emplaned in campus hiring process. Institutes will be graded based on employability and industrial readiness rather than past placement records. When I say will move to, I mean that it will happen within the short foreseeable future.*

15. What would be three top trends you would like a fresh graduate to keep in mind while he approaches a job market off campus?

*Attitude,  
Employability  
Self-interest of candidate in development.*

## Our Current Openings Designation: Manager (Digital Marketing)

**Client Name:** Confidential

**Client Industry:** Finance

**Client Type:** MNC

**Total Employee size:** 250+

**Client HQ Location:** Chennai

**Job Openings /Posting:** 2

**Years of Experience:** 1 to 3

**ACTC.....**

**Key Skills:** Should have knowledge in online advertising space

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**prabhu@afmoi.in**

## Our Current Openings Designation: Secretarial Assistant

**Client Name:** Confidential

**Client Industry:** Manufacturing

**Client Type:** MNC

**Total Employee size:** 10000+

**Client HQ Location:** Shri-city (near Tada)

**Job Openings /Posting:** Shri-city

**Years of Experience:** 3+

**ACTC:** 7 lakhs

**Key Skills:** should expertise in corporate side, ACS inter

**INTERESTED CANDIDATES PLEASE**

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“Candidates of current generation are in need of crisp answers and they are more oriented about gadget based learning.” – Interaction with Dr.Jayasudha –Head Placements, SKCET, Coimbatore

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

*Dr. Jayasudha Subburaj, working as a Placement Officer, having more than a decade of teaching experience. I have obtained doctoral degree in the stream of software engineering and I head placements and training for SKCET, Coimbatore.*

2. Since this is an employability enhancement initiative how long in your career you have either directly or indirectly involved campus recruitments process of fresher's in Institutions?

*Yes, being a Placement officer I have coordinated more than 200 interviews and also interacted with delegates in fulfilling the industry needs.*

3. 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?

*Candidates of current generation are in need of crisp answers and they are more oriented about gadget based learning. Off course, I experienced a diverse pattern.*

4. 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?

*Information about current trends and training in the relevant field make them employable.*

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

*Students should be trained thorough in the basics and industrial expectation should be known by the students.*

6. What's the significance /role of parents and family in making the students employable?

*Parents and family play a crucial role. Motivating them personally is important.*

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

*Several companies help students through their CSR activities. Direct mentoring can be done.*

8. 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?

*Placement records are important but also research, academics also decides the standard.*

9. 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?

*Professionals are interested to meet academicians when the appointment is fixed earlier.*

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

*Yes .Soft skills are important and they have huge impact for employment.*

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

*It's a good effort and I wish it should grow strong.*

12. What would be three top trends you would like a fresh graduate to keep in mind while he approaches a job market off campus?

*Positive Attitude, Never give up & Logical Ability*

## Our Current Openings Designation: Sales Engineer

**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

**Job Openings /Posting:** Chennai,  
Bangalore

**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: Accounting Officer

**Client Name:** Confidential

**Client Industry:** Engineering  
Manufacturing/

**Client Type:** Start up from founders  
of pioneers of Big Group

**Client HQ Location:** Pune

**Job Openings /Posting:** Pune.  
Hyderabad

**Years of Experience:** 3+ years  
**ACTC:** 3.5 to 5 lakhs

**Key Skills:** B.com /M.Com /Tally

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## Testimonials

### WHAT CLIENTS SPEAK?

*The Session was very interactive, students glued to their seat simply listening to what Mr. Prabhu had delivered. He caught the pulse of students in very short period of time and students they were just simply listening as if they were listening to their parents. Once again, from RGCE Management we thank Mr. Prabhu & team along with AFMOI for the wonderful session that was shared with our students.*

- **Rohit Bhatt- Placement Head ,RGCE ,Chennai – Rated AFMOI - 10/10**

*At first, I really had no idea about how to approach towards companies and I have lost my confidence after my failure in interviews. After attending the 3 day workshop, Mr. Prabhu has shown me a path where I can develop and grow myself to achieve towards cloud nine. Hence, all I say is that I would recommend to graduates who feels lost in their way.*

- **Deepak – Mechanical Pass out after AFMOI Retail Session on Market Orientation - Rated AFMOI - 10/10**

## MARKET ORIENTATION



**Session by  
Prabhu S  
Founder & MD  
AFMOI  
RGCE, Chennai**

## AFMOI's Vision

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

## Contact Us

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