



ELEMENTS AKADEMIA
An IIM Alumni Venture

Press Release

www.elementsakademia.com

Elements Akademia Pvt. Ltd.

Second Floor-15, Block C, Mansarovar Complex,
(Near Habibganj Railway Station)

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Elements Akademia makes its first batch employable.



Himanshu can not hide the happiness and excitement on his face when he talks about his new job with Genpact, India's No. 1 BPO with a starting package of RS 10.000/- CTC. He is one of the many students who because of inadequate communication skills and grooming exposure were not even confident of getting a Rs. 5000/- job. With these dreams and fears they joined Elements Akademia's first batch and have been catapulted into a promising career.

Majority of the first batch which started in Nov 2007 have already been placed with such leading companies like Genpact, Bank of America Continuum, Kotak Mahindra Bank Limited, Oberoi Hotels, Karvy and Agarwal Group.





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As per Nishant Saxena, CEO, Elements Akademia 'This is a major milestone in Elements journey to realize the vision to be the leader in high quality and affordable job oriented courses in India and other developing countries'

The reason for success of this course is a rigorous 6 month research done with top companies in booming service sectors (Banking, Hospitality, BPO/KPO, Insurance and Retail). Companies identified 5 important skills required for hiring but generally found missing in our Graduates. These skills are being taught by highly qualified and committed faculty to students across centers. Batch sizes are kept small to ensure quality learning, higher attention to students' individual needs and create interactive sessions.

Elements Akademia was started by a group of 10 IIM Alumni 6 months ago as **India's first finishing school** aimed at bridging the gap between academic theory and industry requirements, thereby making Graduates Employable. Buoyed by its initial success in Lucknow it has accelerated its expansion plans having already established its operation across 5 cities in North India namely Lucknow, Kanpur, Delhi, Jaipur and Bhopal.

It offers **Executive Programme in Services Management**; a six-month comprehensive part-time course that includes Business communication, Managerial effectiveness, Grooming, IT and other Specialized Domain knowledge in areas of Banking, Retail, KPO/BPO, Insurance and Hospitality. The course is designed by top industry leaders and IIM faculty advisors. *Elements Akademia* also has a unique tie-up with KJ Somaiya Business School (one of the Top 20 MBA programmes in India) such that the students will receive certificates endorsed by the latter.

It has tie-ups with leading companies in service sectors (like Genpact, Reliance Retail, MNYL, Kotak Bank etc.) which assures a job to students at a starting salary of Rs. 10,000+ per month. *Elements Akademia* has also been granted a NASSCOM - Associate Member status. *Elements* has also applied for an ISO 9001:2000 certificate. In fact, it's been selected for the prestigious Nasscom Mentorship Programme.

Elements also leverages the professional knowledge & expertise of IIM Alumni across the globe by organizing interactive **Webinars** using the internet wherein students get to hear from and interact with top experts in various areas from all over the world. First such session conducted in Lucknow was a big success with students.

Elements Akademia has plans to launch similar centers offering 'Executive Programme in Services Management' in 20 Tier II cities of the country

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