



Ozone – Our March to “Employability”

The situation in India for Technical Graduates:

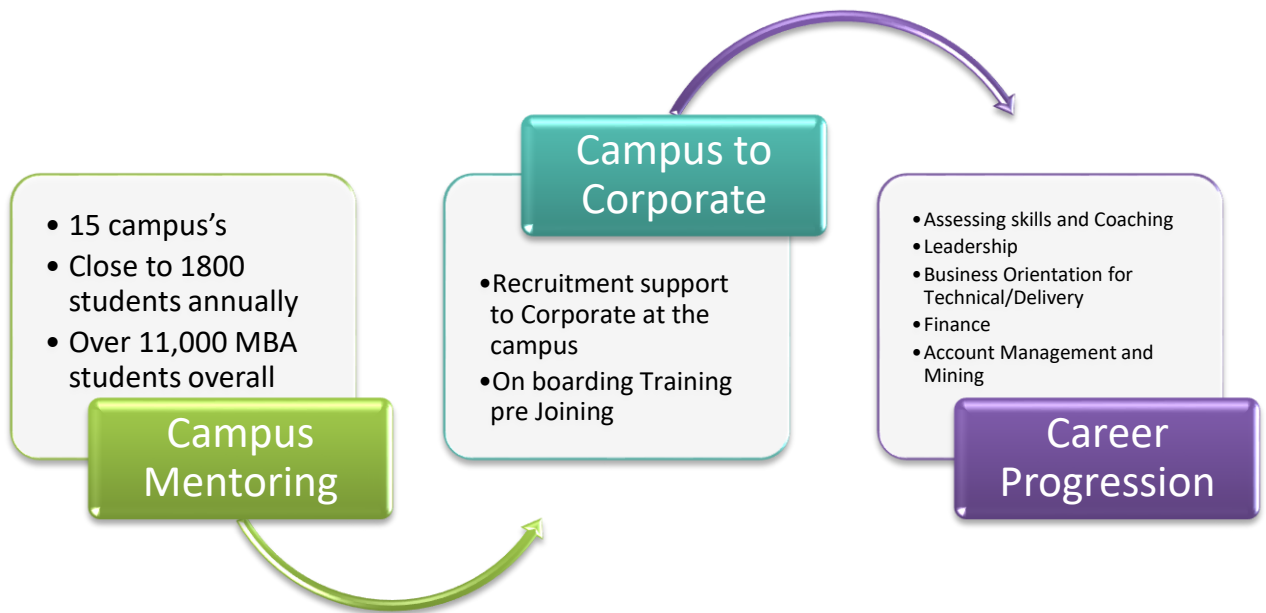
India has over 1 Million Engineering Graduates and over 0.5 Million Post Graduate Management students passing out every year. While the supply side volumes are good, at the demand or company end, the general belief is that an overwhelming majority of this labour force is “Unemployable”. Estimates range from 70% unemployable to as high as 85%. The underlying causes are many, but the key one is how relevant are these students to the industry, especially in the rapidly changing VUCA world. The key perhaps is to complement the academic curriculum with a learning that is both application based or experiential and have a mix of academics and industry personnel to deliver these programs. It is with this board objective in mind that Ozone was conceptualized in 2011, one rainy morning in Mumbai.

Back ground:

Ozone is an initiative conceptualized and rolled out with tremendous success over the past 5 years, by a set of Senior Industry Professionals and is targeted at boosting employability.

We look at employability in 3 broad areas:

1. Campus Mentoring: Over 11,000 MBA students have been mentored through this initiative – not just in terms of employability skill enhancement but also correct employment and fitment. Ozone does a lot of individual mentoring and coaching based on a “Strengths” approach.
2. Campus to Corporate: Ozone works with key companies and helps them “down select” students from the campuses where Ozone has been mentoring. Ozone also works with the recruiting company in making these students ready for that company or industry in the time between selections and joining.
3. In Flight skill enhancement: Here Ozone and its associates work alongside IT, Public Services and Manufacturing companies in skill enhancement of existing employees. This is a key lever in our operations as it keeps us industry savvy and relevant. Ozone also employs the Strengths based approach in Coaching and Mentoring Professionals.



CAMPUS MENTORING:

Some of the key issues faced by B Schools in India and their students have been identified as follows:

1. 4500 B Schools across the country churning out over 500,000 MBA students.
2. Placement and Median Salary levels
3. Disillusionment of the career path chosen right in the first year itself – 50% change jobs in the first 6 months!
4. Increasingly, industry wants these fresh recruits to hit the “road running”
5. Application of concepts learnt – “Analysts versus Reporters”
6. Overall improvement in Attitude, Knowledge and Skill.

Requirement of students:

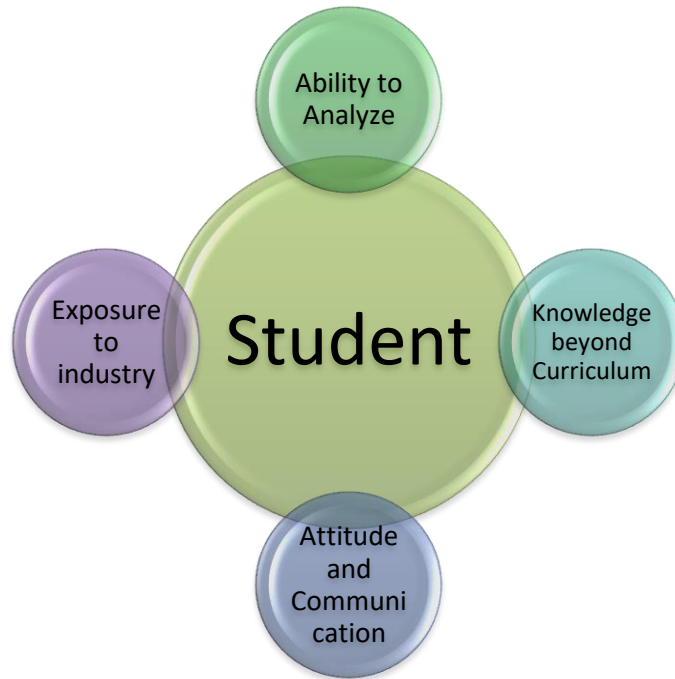
Given the above, and our interaction with industry and academics, we identified the following key needs:

**Ability to hit the road running
once employed**





How can this be achieved – this was the foundation of our 4 Pillar Strategy:



Pedagogy includes

- ✚ Sector Sessions (Banking, Insurance, IT, Manufacturing, Mining, FMCG, Retail, Consulting etc.)
- ✚ Discovery Interviews **and one on one mentoring using a Strengths based approach**
- ✚ Applicability of concepts
- ✚ Business News analysis on an ongoing basis
- ✚ Group discussions
- ✚ Group and personal Interviews
- ✚ Specialization inputs and Career Options Assessments
- ✚ SIP related interventions (Summer Internships)
- ✚ Last Mile Interview support

What differentiates us?

1. Industry mentors – quite a few with C Level experience.
2. Tried and successful model – 11,000 plus alumni
3. Clear and measurable deliverables
4. Alpha Batch program for Top students
5. Continuous Improvement and proven results



Where have, our students been placed? Both Indian and Global companies

- ITC
- TCS
- Deloitte
- Nestle
- ICICI Bank
- Maersk Global
- Standard Chartered Bank
- CRISIL
- Price Water House Coopers
- Edelweiss
- Citi Bank



Student Speak:

1. I am glad to share with you that I have got placed in Tam Media Research as a Management Trainee. The work would be basically related to assisting their research team. I must thank you for your guidance and the endless efforts Ozone has put in to shape our career in the best possible direction. The Alpha batch one to one interaction has itself given so much confidence that it was not that difficult to crack an interview and has definitely helped in the bringing the clarity in my thought process.
2. I am an ISBS PGDM student. Recently you took my Ozone interview. Sir I got selected in Tata Technologies, the changes you told me to do in my CV was of prime importance apart from the knowledge you imparted to me. I am highly thankful to you. Tata has hired me for Business Analyst profile.

3. I have got placed with ITC. Thanks a lot for all the effort you have put to make us good. I would like to thank you for your support, guidance, knowledge and faith you showed in my abilities. I hope to have your guidance in future too – Aditya

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[Shantanu Sen Sharma is Co-founder of Ozone Education Consultants](#)

[Shantanu Sen Sharma is Co-founder of Ozone Education Consultants, a Pune-based company that works on employability in premier institutes. The IIT Kanpur alumnus shared his views on the problems IITs are grappling with in a chat with BT's Goutam Das.](#)

[**On dilution in quality at the IITs:** Any autonomous organisation would require a certain maturity cycle. You have IIT Kharagpur that started in the 50s and \(you have\) IIT Mandi that started in 2009, which means they have not seen a batch graduate. All IITs have different levels of maturity. Also, engineering is a complete discipline. Anybody would first say he is an engineer before saying he is a mechanical engineer or something else. Many of these new IITs have limited number of departments. If you have a limited number of departments and are trying to produce an all-round engineer, you are limited. If I just run electrical, computer science and chemical engineering, how do I get my students to be well-grounded in mechanical and material science? So it will be a challenge for them to build all-round engineers.](#)

The other aspect of quality is the **Joint Entrance Exam**. Today, the IIT exam is on multiple-choice and one is taught to eliminate wrong answers. Earlier, if there was a problem related to gravity and the right answer was 25 feet, you are supposed to get the 25 feet as well as the working and the methodology correct. That showed my fundamentals are clear. Second, many IITians have done a management degree after finishing IIT. There are very few cases where they finished engineering and cracked it big in the industry. In the IITs, there is no emphasis given to things like soft skills, leadership and team work. This needs to be addressed. A lot of our premier engineers go abroad. What do they do? They do coding. An engineer is not meant for that. There is underemployment.

TAGS: Shantanu Sen Sharma | IIT | Education | Engineer

करिअरसाठी विद्यार्थ्यांना 'ओझोन'चे मार्गदर्शन

Business India

Ozone Education Consultants join hands with MBA Institutes

Ozone ties up for pushing jobs

preparing for bright future with OEC

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