

'Industry, academia need to work in tandem'

SAP, like last year, is organising its Techniversity that brings together corporate India, academic faculties students, on Saturday September 28 at the KTPO in Whitefield and already has over 5000+ registrations. In an interview with *Deccan Herald* SAP India Vice President, Marketing and Communications **Sunder Madakshira** elaborates on various SAP programmes.

Can you tell us about the challenges organisations see in acquiring fresh talent?

In the manpower intensive technology sector, hiring the right kind of resources is very critical. Primarily, organizations in the IT sector look for technical as well as soft skills. These are basics which any graduate would need to build a successful career.

However, if you look to various research reports and surveys on employability assessment conducted by organizations, what's evident is only a fraction of the engi-

neers who graduate from India annually meet the skill requirement of the IT sector. A large portion of engineering graduates demonstrate a lack of algorithmic and programming skills, as well as cognitive and soft skills.

These findings are corroborated by a NASSCOM-McKinsey report which finds that only 25 per cent of our nation's engineering graduates are directly employable.

So, there is a definite need for closer linkages to be formed between the industry, academia and the government to drive the number of employable engineering graduates.

Why the government? And how can they contribute?

The Government should be involved in this exercise. When a higher calibre of students graduate from interior pockets of the country, these regions attractive destinations for companies to operate from and thereby decongest major cities, increase job opportunities in the non-metros etc. Kar-



Sunder Madakshira

nataka is a prime example of this.

How can companies ensure that the new talent they hire is readily deployable?

There are a variety of methods in which companies can and do engage with students after hiring them.

Almost every organisation has on-boarding programs for recent hires which typically range from a few months to even a year. However, we need to look beyond that to drive the

employability of graduates. On-boarding programs are company specific, and we now need to be more inclusive by considering the technologies and trends that pervade the IT industry today.

In this context, what does SAP do?

SAP has a slew of initiatives aimed at engaging with university and college students before they graduate.

Specifically we have the SAP University Alliances program, a global initiative that introduces students to the exciting technologies shaping business today – including SAP HANA, our game-changing in-memory computing platform. The program is designed to inspire connecting students around the world interested in SAP solutions, careers, and research opportunities.

Getting more local, SAP has two initiatives here that aim at sensitizing students to the technology trends the industry faces today; Project Osmosis and SAP Techniversity.

SAP Osmosis - is an event

conducted by SAP for the student community in association with the Government of Karnataka. The event aims to educate the students on the game changing SAP technologies such as SAP HANA, UI5 and Gateway. Besides awareness sessions by topic experts on various technologies, hands-on sessions are also provided. To reiterate, the key objective of SAP Osmosis is to enable the students to learn and understand the latest technologies which will better equip them for their professional future.

SAP Techniversity – is India's largest annual Technology conference for the student community which features a mix of sessions on technology, technical education, and entrepreneurship while being entertaining. Through it, we aim to provide a 360 degree view of the technology world with industry experts deliberating on technology trends in power-packed interactive sessions. Professors and lecturers from various institutes; top leaders and experts from the industry will be present at the event.