



"It will not be an exaggeration to state that the contribution of soft skills is even more than technical skills."

ASHOK MALHOTRA,
CEO, Spark Leadership Incorporated, New Delhi.

up with English was a bit difficult for me. But the communication skills classes in the soft skills programme made me look beyond Hindi and realise the need of proficiency in English language as well."

When asked about the skills training, JP Banshal, a 2nd year student at FORE School of Management said that after going through soft skills classes which are included in the course, he has found himself changed for good. "I have grown as a person with the training I have got during the course. My communication skills have improved and I am much more confident when interacting with people."

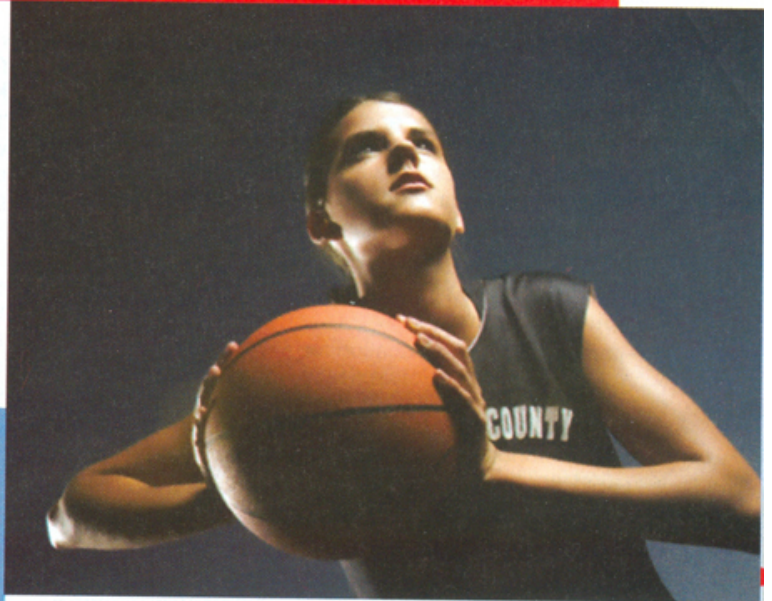
Apart from B-schools, another major role player in making students industry ready is the training institutes. Exclusively working towards imparting soft skills, the clientele of different institutes varies. While some cater to management institutes, corporates and even individuals who are preparing for the industry for others

the only patrons are the corporates. With centers in major cities, Indian Institute of Training and Management (IITM) deals with corporates and management schools.

According to Sumanto Ghosh, co-founder of IITM, every employer is looking for a specific set of skills from job-seekers that match the skills necessary to perform a particular job. But beyond these job-specific technical skills, certain skills are nearly universally sought by employers. The good news is that most job-seekers possess these skills to some extent. The better news is that job-seekers with weaknesses in these areas can improve their skills through training, professional development, or obtaining coaching/mentoring from someone who understands these skills.

He also emphasised on the point that majority of the candidates lack communication and articulation skills and most are negative thinkers. With technical advancement and our family structure we have successfully destroyed basic human nature; as a result we have

Though the B-schools have realised the increasing need of soft skills for every graduating student, there is still a lot to be done.



guided missiles and misguided souls.

Every individual has a different set of skills that needs polishing or enhancing, which are identified through TNA (Training Need Analysis) at IITM. Then people with common requirements are put together into groups who are imparted training on specific modules. For corporate clients it is easier, while with colleges, the trainings are more generic in nature, because of class schedules and university exams. Every one in a class is made to attend a prefixed modular training of durations of minimum 40 hours which include training on communication skills development, presentation skills development, emotion management, listening skills, interview and GD handling skills, aptitude tests, time management, goal setting etc.

A similar approach is taken by the Chennai-based MMM Training Solution which has only corporates on its client list. Said Pramila Mathew, CEO, "We determine the needs of the group we are to train by conducting a Training Needs Analysis (TNA). The results of the TNA help us to develop and customize the programs based on the needs and existing skill sets of the individuals who make up the group to whom we are to deliver the training. Some of our trainers are bilingual so we deliver training in languages that the group is familiar with."

With many foreign companies hiring Indians and increasing business with such companies, the culture,