

" If we want to build a ship
don't drum up the men to go to the forest
to gather the wood to saw it and nail the planks together, instead
teach them the desire for the sea "

- Antoine De Saint Exupery

KNOWLEDGE IS POWER



PROSPECTUS

**SKILL DEVELOPMENT
COURSES**



GEN NEXT SKILLS ACADEMY
BENGALURU, INDIA

(A Non-Profit Company Approved by Government of India, New Delhi)

www.gennextschool.com



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DEAR PROSPECT TRAINEE PROFESSIONAL,

As multinational corporations and industrial powerhouses contend at the global level, the need for skilled personnel has reached new peaks. Every company seeks trained and qualified professionals who can stand up to the challenge in this comprehensive corporate battlefield. Corporate world makes new innovative strides forward and the skilled professionals have to be as intuitive as this field. Thus, young professionals are required to show confidence and technical skills. With the rapidly emerging new markets and ever evolving free economy, new exciting opportunities as well as tricky challenges arise. Undoubtedly company's growth depends on the skills acquired by their employees nurtured by the training institutions. Every professional has to take charge and responsibility of the task at hand. With the huge competition, success of any business, businesses of all sizes, domains and dominions, solely depends on the skilled workers running it, skilled professionals with impeccable business ethics and attitude to compete and complete every obstacle in the way.

Never before there has been a bigger demand for thoroughly prepared skilled workers in the country who can hit the ground running in today's competitive market. Professionals with critical skills developed by training institutions, laced with technical skills and business ethics, are the key to the success of any company or business, small or big, domestic or international. A developing country like India which has large youth populations will soon see the economy soar, provided country should invest heavily in young people's health, education and skill development.

The latest UN report notes that **“Young people are the innovators, creators, builders and leaders of the future. But they can transform the future only if they have proper skills, good health, right decision making and real choices in life”**.

India has an extraordinary high number and proportion of people in the working age group but they need to be trained in order to be productive. The Government of India has set itself the ambitious target of skilling 500 million people by 2022 so that the country can reap the so called demographic dividend. Further the global workforce is expected to be dominated by Indians in the coming decades.

In association with World renowned Indian and overseas skill development institutions, the **Gen Next Skills Academy**, Bengaluru offer various skill development courses at affordable cost to young students and working professionals to broaden their technical skills, negotiation skills, leadership qualities and project management abilities that will make them an even stronger asset to their employer. In the delivery of training services, there is no substitute for excellence. The core values of the Academy founded upon a commitment to respect, dignity and diversity. Such values are essential for a challenging and vibrant working community. The Academy strongly believes in the dignity and worth of all young professionals. Training should help the workers to realize their maximum potential academically, culturally and technically, while also providing for personal enrichment. To prosper in a complex and changing society, working professionals must learn to think independently, value logical and tested conclusions, develop problem solving abilities, and function collaboratively. The Gen Next Skills Academy will, thus, prepare you for celebrating that demand, for you to succeed and reinvent yourself for the future.

**“Success is Self Awareness, Self Reliance, Self Education, Self Motivation
Self Development, Self Reflection, Self Confidence and Self Pride”**

Dr.S.Mahalingam
Chairman & Managing Director
Gen Next Skills Academy, Bengaluru

-Swami Vivekananda



ABOUT GEN NEXT GROUP OF INSTITUTIONS, BENGALURU

With increasing globalization, the companies and industrial houses across the country require well qualified and trained manpower that work globally and demonstrate their ability and skills to work successfully in the international environment. Higher education has become a competitive and internationally tradable service in many ways with the Indian brain, being tagged the highest. This became the guiding force for setting up "Gen Next Group of Institutions" and spread its wings across the country in the field of technical education, professional education, foreign education, software development, skill development, corporate training, education consultancy, etc., with the primary objective of "Nurturing the talents and developing the leadership qualities." With the courage to aspire and passion to be the pioneers, group of administrators, academicians, NGO workers and corporate philanthropists created new vistas by establishing group of professional institutions under the aegis of a public charitable trust "Foundation for Education for All" a unique center for industry-academia interface in the country.

Both the multinational corporations and the domestic companies are in constant need of smart and talented executives. The professionals, who are capable of performing at fast paced global arena, where they should foresee ever so volatile changes and trends and could deliver, are always sought the first. These are the roles for which the "Gen Next Group of Institutions" hones our young people to make transform them into tomorrow's managers. Associated with prestigious Indian and Overseas Universities, group institutions offer wide variety of programs in the country. The programs are designed to enhance their abilities on decision making, negotiation skills, management and leadership qualities.

It may be MNCs or local companies; invariably both demand executives not only to deliver but also anticipate current and future changes in the global market. In this competitive environment, it is essential that corporate executives are comfortable working in terms with their counterparts in other countries to solve systemic problems. As the borders have become blurred in today's global economy, where professionals and executives are



called upon to navigate multiple business environments linked by high speed communication technologies. Hence, the Gen Next Group of Institutions in association with renowned Universities in India and abroad provide best pre-university, undergraduate, graduate, post graduate and research education at affordable cost and a unique learning style of the professional school that encourages the young Indian minds to be innovative, creative and think independently. Strategic collaborations with top Universities worldwide have been formed to provide students and professionals with valuable opportunities for international exposure.

To accomplish its mission of nurturing talent for business and industry in India and beyond, group institutions has put place both human capital and financial resource to build a world class learning environment by setting up various professional schools in the country as stated below:

DBA College of Management Studies & Research, Bengaluru
(Affiliated to University of Mysore, Mysore)

DBA School of Advanced Studies, Bengaluru
(Affiliated to Anna University, Chennai)

DBA Corporate Business School, Bengaluru
(Affiliated to Bharathiar University, Coimbatore)

DBA School of Distance Education, Bengaluru
(Affiliated to Anna University, Chennai)

DBA Degree College, Bengaluru
(Affiliated to Bangalore University, Bengaluru)

DBA Pre-University College, Bengaluru
(Approved by Karnataka Pre University Board, Bengaluru)

Foundation for Education for All, Bengaluru
(Approved Trust by Government of India, New Delhi)

DBA Foundation, Bengaluru
(Approved Trust by Government of Karnataka, Bengaluru)

Gen Next Global Business School, Bengaluru
(Association with Global Business Schools-USA, UK and France)

ABOUT GEN NEXT SKILLS ACADEMY, BENGALURU

Today, India is poised at a stage where its status as a break-through economy depends on its focus and attention on building its strong and young human capital. According to the India Skills Report 2015, the country will have a population of about 1.3 billion with approximately 0.8 billion in the working age in 2022. But the most significant demonstrations of the country's resolve to bridge the skills gap and push forward the agenda of a skilled workforce that not only meets the growing needs of the nation, but also the address the global deficit. For instance, India will have a surplus of 47 million workforces, whereas the World will have a deficit of 56 million, with USA, China, Japan and Russia projected to have deficits of 17 million, 10 million, 9 million and 6 million respectively by 2022 as per the said report. Globally, India will have the highest youth workforce by the same period as compared to Japan, USA, Russia and UK having a large percentage of their population beyond 60 years of age. Hence the current capacity of industrial training institutes and technical institutes in the country may not be enough to match the demands of the projected growth of employment in 2022 particularly in aviation, automobile, healthcare, manufacturing and service sectors. This call for immediate intervention in the domain of skill development keeping in mind the demographic dividend the India has (Government of India Skills Report 2015).

Origin: A major issue in skill development is, however, the mismatch between the supply and demand of skills in the country. Skills need to be integrated into the education curriculum. Further, to address the issue of skills mismatch, there is a need to build on education-industry interface and there needs to be continuous updating of the skill development programs. It is in this context the Gen Next Skills Academy is one such noble attempt initiated by group of seasoned professionals under the banner of Gen Next Group of Institutions in this part of the country with a mission to identify needy young people and nurture their talents so as to improve their employability starting from drop outs to successful completion of course at school, polytechnic, college and university level.

The Academy has begun its sincere efforts in imparting suitable skill training to young people in areas like telecom, aerospace, automobile, electronics, health care, media, information technology, software development, digital marketing, etc., aiming to cover a million young people over the period of ten years. The Academy being a center of excellence located in the heart of Bengaluru city, a Silicon Valley of India offers wide range of skill development training courses. The Academy strongly believes that "Skilling is building a better India. If we have to move India forward development then skill development should be our mission" as very well said by the Hon'ble Prime Minister of India- Shri. Narendra Modi.

Vision: To provide an employment oriented skills development and a unique learning of empowering the people that grooms a new generation of skills professionals who can transform the society in the country or elsewhere.

Mission: To provide innovative and globally recognized skill development courses that contributes to the holistic development of the individuals and society. Being a multi-campus and socially responsible training institution, the Academy facilitates training through discipline, discovery and dissemination of technical knowledge and practical exposure.

Objectives: Primary objectives of the Academy includes :

1. To establish self-sustainable and hi-tech skill development academy in potential areas in association with industries and local governments.
2. To upgrade skills of unemployed younger generation and re skill working professionals who are not happy with their present domain and job to international standards.
3. To identify skills gap in the region/state between the demand and supply of skills and its development in the emerging market.
4. To enable skill development in high growth and unorganized sectors across the country.
5. To establish linkages with other training centers in overseas to enhance the export of skilled workforce.
6. To conduct outcome based skill transformation training to young graduates and make them employable so as to earn a better livelihood.

Hi-tech Infrastructure facilities: The main campus of the Academy is located in lush green and state-of-the-art campus in central Bengaluru which facilitates its young students and working people in acquiring professional skills, technical knowledge, developing scientific skills, and inculcating positive attitude. The support system available in the state-of-the-art campus of the Academy includes:

- Digital Library
- State-of-the-Art Computer Labs
- Air Conditioned Lecture Halls
- Modern Audio-Visual Training Equipment
- Open Air Theater-cum-Conference Hall
- Video Conference Interactive Lecture Halls
- Corporate Executive Lecture Hall
- V-SAT Accessed Training Hall
- Modern Indoor Games Hall
- Air Conditioned Central Library
- Modern Food Court
- Modern Workshops
- R & D and Science Labs
- Work Stations & Modern Labs
- Science & Technology Incubators
- Wireless Campus with modern Equipment





PRIORITY SECTORS OF THE ACADEMY

The World is changing quickly and that means new challenges and opportunities for all of us. Scientific and technological breakthroughs are impacting on the way we live our lives and do business and the country's economic position is, more than ever, dependent on how it reacts to increased global competition. To be able to do this, the country needs its workforce to be equipped with a world class skills base so that we can able to compete with our international peers.

Improving the nation's skills is at the heart of the government's agenda to ensure that the India is a powerhouse of prosperity and social justice. The country is identified skills as one of the most important drivers of a successful economy and a just society that offers opportunities for all citizens, regardless of their background. India's thriving economy continues to evolve and grow, but these constant changes are proving difficult for many organizations.

Training and development can help an organization stay innovative, and thrive in today's dynamic and globalized economy. Organizations need to prepare their leadership teams to adapt to a constantly changing business landscape. The Academy conducts skill development courses in the priority sectors as stated below which are need of the hour to provide gainful employment to vast majority of the unemployed graduates and diploma holders in the country. While launching the skill development courses indifferent sectors due care will be taken to exploit the current market demand and availability of human resources in different parts of the country.

- Aerospace & Aeronautical Engineering
- Automobile & Auto component
- Electronics & Hardware
- IT & ITs Services
- Digital Marketing
- Organized Retail
- Food Processing
- Banking, Insurance & Finance
- Transportation, Logistics & Warehousing
- Tourism Hospitality & Travel Trade



Quest for excellence has been the hallmark of seasoned professionals who are proud to be star performers in the market driven economy and whose names shine on the horizon of corporate history. Some quest has been instrumental in making executives achieve the highest incremental. Companies and organizations World over, have been endeavoring to reduce costs and improve quality of products, processes and services for which companies require skilled professionals who are competitive and technically competence in many ways with the Indian brain, being tagged the highest. Hence the modern skill development academy viz., Gen Next Skills Academy came to existence in the country with the primary objective of "Providing employment oriented skill development training to young and unemployed graduates so as to empower them to improve their standard of living in association with industry and company."



Skill development is the prime focus area of the present Government of India policy. It is central to accessing employment in the formal sector and enhancing productivity in the informal economy for reducing poverty and risk of underemployment. Hence, the National Policy on Skill Development aims to train about 104.62 million people afresh and additional 460 million are to be reskilled, up-skilled and skilled by 2022. Considering that majority of this labour force would be self or casual employed, the challenge is to how to improve the skill levels of these workforce. These categories cut across various target groups or vulnerable sections of the society.

The groups are not mutually exclusive and there are overlaps because the workers in the self-employed category are a heterogeneous lot while the casual employed may be intermittently employed and in different unskilled works. The lack of access to good education and training keeps the vulnerable and the marginalized sections into the vicious circle of low skills; low productive employment and poverty.

The marginalized group which includes rural poor, youth, persons with disabilities, migrant workers and women constitute the highest number of poor according to government sources (NSDC, 2017).

In India 70 per cent of the labour force reside in rural areas and depend on low productive agricultural activity where there is huge underemployment leading to low level of productivity. The high proportion living in poverty among women in India is due to their concentration in low productivity work.

The skill strategy needs to focus on strategy of skill development should be aimed at addressing the skill needs of the self-employed as well as the casual employed. To quote Economic Survey 2013-14, "India can increase its long-term trend growth by unleashing the entrepreneurial spirit of millions across the country by strengthening the economic freedom of the people."

Thus, skill development of the self-employed is essential to make the transition from own account workers to employers or entrepreneurs. The success of the major programmes of the current Government of India viz; "Make in India", "Digital India", "Smart City", "Namami Gange" and "Swachh Bharat" depends on the success of the "Skill India Mission" in skilling and reskilling 460 million by 2022 according to Ministry of Skill Development & Entrepreneurship, Government of India.

It is in this connection, the Gen Next Skills Academy has the mission to identify and train the unemployed youth and school or institute or college dropouts who will be groomed as the successful skilled worker force in the country.





HUMAN RESOURCES OF THE ACADEMY

The corner stone of Gen Next Skills Academy is the resourceful human resources who are the core team with rich and varied experience, supported by prominent professionals and trainers from academia and industry. These links are further strengthened through a regular system of colloquium. In fact teaching at Academy with technical concepts, Indian and overseas trainers provide contemporary perspectives which lead to meaningful world market place opportunities. The Academy has rich faculty resources drawn from different parts of the country that are closely associated with reputed companies and industries across the globe. Interaction with such renowned skill trainers allows for assimilation of best practices and exchange of new ideas and experiences, making learning extremely enriching.

The teaching methodology at Academy campus combines quality training, real world experience and overseas visit with a strong emphasis on basic concepts and theory. Our primary concern is to bring the technical professionals from academia, companies and industries under one fold to nurture the technical skills and talents with leadership, communication and teamwork skills.

By the end of the course, Academy students will have the high end technical skills and understanding necessary for leading their organizations in the global arena. The team of rich academic staff and company professionals available in the campus includes:



Dr. K.K Pandey
M. Tech, Ph.D
Emeritus Professor - IT & Management

Dr. Mohan Agarwal
MBA, Ph.D
Emeritus Professor - Marketing & HR

Dr. Rakesh Belwal
MBA, Ph.D
Visiting Professor - Marketing & HR

Dr. K. Mohan
MBA, Ph.D
Corporate Professor - IT & Strategy

Dr. R. Krishna
MBA, Ph.D
Visiting Professor - Marketing & HR

Mr. Sudeep.A
BE.MS (Florida Atlantic University - USA)
Corporate Professor -IT & Corporate Strategy

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BE.MS (University of Cincinnati - USA)
Corporate Professor - Intl. Business & HR

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Visiting Professor - IT & Telecom

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M.Com, Ph.D
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Dr. Vedamurthy A. B.
M.Sc, Ph.D, F.I.S.B.T
Visiting Professor -Biotechnology

Dr. Neeraj Sharma
MBA, Ph.D
Visiting Professor - Finance & HR



" Lives of great men all remind us we can make our lives sublime and departing, leave behind us footprints on the sands of time "

- Henry Wadsworth Long Fellow



For further details, please contact :

The Director

GEN NEXT SKILLS ACADEMY, BENAGALURU

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