



# continuum

Bangalore – Hyderabad – Pune – Delhi

11<sup>th</sup>, 16<sup>th</sup>, 23<sup>rd</sup> and 25<sup>th</sup> April 2008



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Gold sponsor



Silver sponsor

**CareerNet Technologies Pvt. Ltd.**

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## INTRODUCTION

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Continuum 2008, the 4<sup>th</sup> in the series of annual industry academia conclave organized by CareerNet on the theme - "Talent Acquisition: Changing Paradigm" was a day long industry academia meet organized across Bangalore, Hyderabad, Pune and Delhi in the month of April 2008.

Talent acquisition and retaining, has undoubtedly been the key challenge for corporate over the years, and shall remain as long as quality-work, is the focus. However, with companies expanding business, across geographies and having diversified workforce as one of the mandates, it becomes imperative to reflect on emerging Talent Acquisition strategies in the current business landscape and also understand the technical education scenario in the Asia-Pacific. The multi-dimensional and multi-pronged focus which the hiring and staffing heads, today have to follow, make it necessary to discuss Recruitment Supply Chain efficiencies in terms of cost, productivity and SLAs. Also the relevance of concepts such as HR consulting and Recruitment Process Outsourcing were discussed.

The eminent panel members in the day long event also discussed the experience and strategy of the IT-BPO as well as other growth sectors. The highlight of the event has been the panel discussion on, "Campus Compensation and Student Perception Survey" and the CEO Session on 'Evolving Role of Leadership' and Professors.



## PROGRAM SCHEDULE

SCHEDULE	
Time	Details
10-10:30 AM	Registration/Tea-Coffee
10:30-10:45 AM	Welcome by CareerNet Consulting
10:45-12:00 PM	Talent Acquisition Trends in Asia Pacific & Technical Education Scenario
12:00-12:30 PM	Sponsor session
12:30-01:30 PM	Lunch
01:30 -02:45 PM	Campus Compensation and Student Perception Survey 2008
02:45- 03:00 PM	Tea / Coffee
3:00- 4:15 PM	Perspectives on Recruitment Supply Chain Management



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## TALENT ACQUISITION TRENDS IN ASIA PACIFIC

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CareerNet has identified few trends that will have an effect on the Indian companies and talent with respect to competition and other relations with the Asia Pacific nations. These trends are related to cross border movement of talent, skill availability and the academic and professional co-operation among the Asia Pacific countries.

- ✓ India has very high growth in sectors for which we do not have adequate talent. In such cases expats and persons of India origin (PIO) are providing valuable resource input. Ex - Aviation commercial pilots from Indonesia and Philippines; Infrastructure from China
- ✓ In areas like IT Services and ITES, Indians have an advantage compared to APAC nations. The primary reason for moving is better role and responsibility, not wages; analogous to movement from US to India
- ✓ Some countries have distinct advantage in very Hi-Tech sectors. There are specific post graduate courses in Singapore that cater to such requirements (Nano-technology) and will be a good place for Indian companies to hire
- ✓ A very new trend that we are witnessing is South Asia campus hiring from Indian companies. Due to advantages in cost and lack of opportunities locally, students from countries like Sri Lanka and Nepal are being hired. It is easier to get top university students at a lower cost than India
- ✓ Collaboration in academics and training is increasing. In Malaysia, Satyam is conducting a Faculty Development Program. Likewise, Zensar has opened center in China and that center is an integral part of their globalization strategy



## CAMPUS COMPENSATION AND STUDENT PERCEPTION

### REPORT SUMMARY

The campus compensation and student perception survey is an annual survey conducted by CareerNet. This survey aims at giving an in-depth insight at compensation offered on campus and the students' perception about campus placements.

Campus Compensation and Student Perception Survey 2008 reveals

- 21.5% increase in entry level salary in FY 08 from FY06 across IT-ITES sector
- 71% students received salary between INR 300,000 to 500,000 across campuses in FY08
- Foreign MNCs pay 43% higher salary than India MNCs
- 59% students decline an offer due to service bond and low end work
- Job profile is the deciding factor in accepting the offer for 57% student's
- Bangalore continues to be the preferred destination for job followed Delhi/NCR
- Core engineering preferred option over IT product and Service companies
- Average salary offered highest for R&D followed by Analysts and then Development profile

Click [here](#) to view the detailed report on "CareerNet Campus compensation and Student perception survey 2008"

#### MODE OF RECRUITMENT

Entry Level recruitment strategy adopted across industry:	
Campus placement	62%
Off-Campus placement	22%
Placement through Referrals and Walk-in	16%

#### USP IN ATTRACTING STUDENTS

Unique selling point	Companies	
	Number	%
Role / Job profile	31	48%
Branding	19	30%
Compensation	8	13%
Long term benefits	4	6%
International exposure	2	3%



### GROWTH IN COMPENSATION – IT PRODUCT COMPANIES

	FY 06	FY 07	FY 08
<b>MIN</b>	268	278	266
<b>25P</b>	332	351	351
<b>MED</b>	411	444	463
<b>666P</b>	509	561	611
<b>75P</b>	630	709	806
<b>MAX</b>	780	896	1,064

\*Figures are compensation in '000

### COMPENSATION BASED ON DEGREES – IT PRODUCT COMPANIES

	FY 07				FY 08			
	BE/B.Tech	ME/M.Tech	PG	MBA	BE/B.Tech	ME/M.Tech	PG	MBA
<b>MIN</b>	293	377	268	487	318	325	286	508
<b>25P</b>	357	441	289	555	385	414	347	575
<b>MED</b>	436	516	311	633	465	528	421	651
<b>66P</b>	533	604	335	722	562	673	510	737
<b>75P</b>	651	707	361	823	680	858	618	834
<b>MAX</b>	795	827	388	938	822	1,094	748	945

### COMPENSATION BY COMPANY TYPE

	Company Type	
	Profit	Captive
<b>MIN</b>	259	283
<b>25P</b>	317	373
<b>MED</b>	388	490
<b>66P</b>	475	645
<b>75P</b>	581	848
<b>MAX</b>	711	1,115

	Company Type	
	Indian	Foreign
<b>MIN</b>	260	275
<b>25P</b>	306	363
<b>MED</b>	360	478
<b>66P</b>	425	630
<b>75P</b>	500	831
<b>MAX</b>	589	1,095

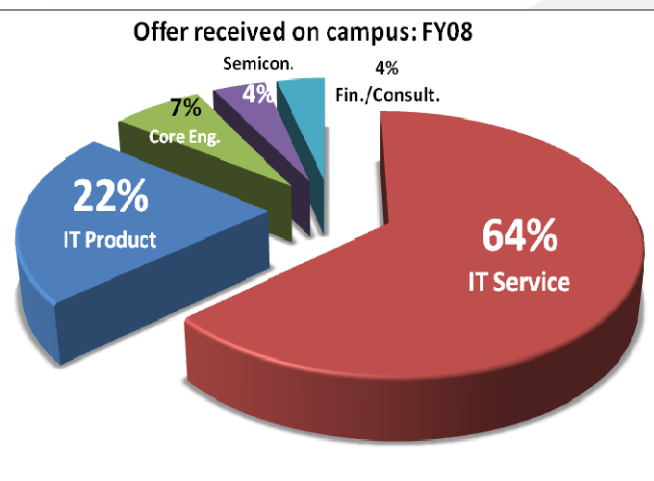
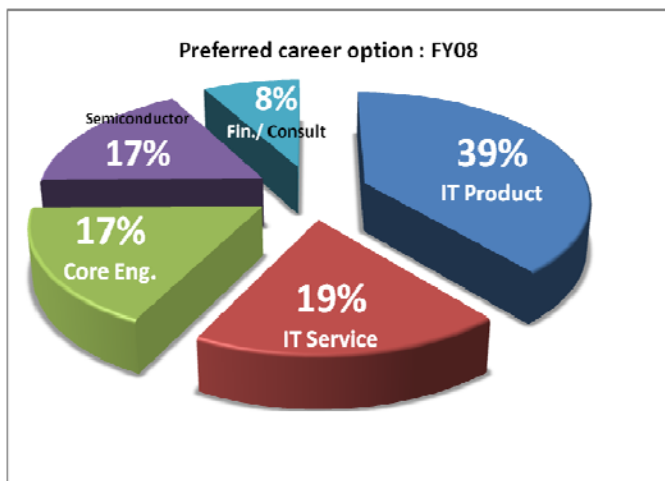
	Company type	
	Service	Product
<b>MIN</b>	160	266
<b>25P</b>	210	351
<b>MED</b>	274	463
<b>66P</b>	359	611
<b>75P</b>	470	806
<b>MAX</b>	615	1,064

\*Figures are compensation in INR '000

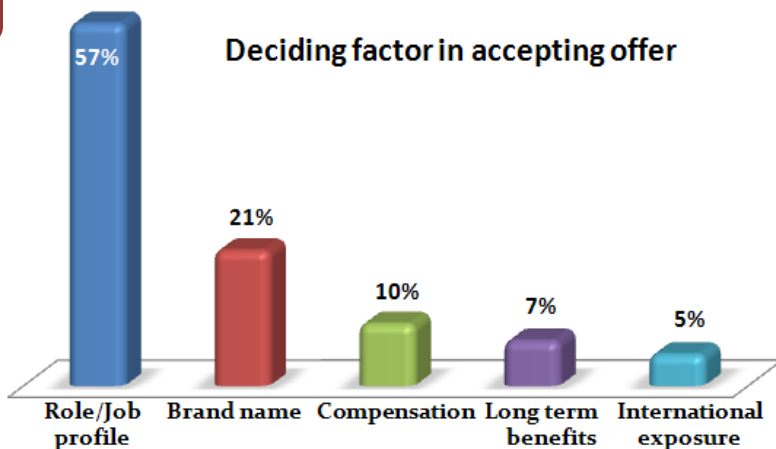


## STUDENT PERCEPTION

### CAREER PREFERRED VS. OFFERED

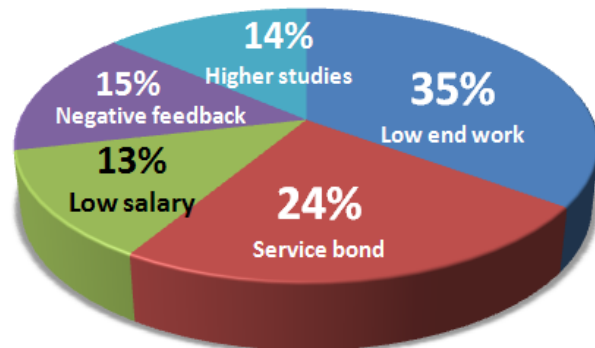


### CRITERIA FOR ACCEPTING AN OFFER



### CRITERIA FOR DECLINING AN OFFER

#### Factors responsible for declining an Offer



### METHODOLOGY AND PARTICIPANTS

CareerNet conducted detailed primary research and obtained data from various organizations and campuses across the country.

- Campus compensation data is gathered by interviewing HR / business heads
- Views from the students are obtained by a online survey form promoted by targeted email and phone follow-up's
- 59 Companies across the country
- Indian/Foreign; Captive/Profit centers; Product/Service companies.
- Domains: Application, Semiconductor, Systems, KPO and ITES.
- 2,200+ students from over 120 Engineering campuses across country.



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## PERSPECTIVES ON RECRUITMENT SUPPLY CHAIN MANAGEMENT

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The discussions on “Recruitment Supply Chain” revolved around the viability and the necessity of getting into recruitment process outsourcing (RPO) and how or if an RPO is going to effect the functioning of the recruitment organization.

### RPO DEFINED

The session threw up some interesting perspectives on what people understand by RPO. This being a still evolving concept, many of the participants had different views on the subject. The views on the subject were not on the idea of RPO per se, but more on the scope and extent of the processes and functionality that come under the general purview of RPO and recruitment supply chain. The outcome of the discussion gave a very good idea of “what RPO was not” and “what constitutes RPO”.

### FACTORS FOR CONSIDERING RPO

The delegates had some strong views on the factors that are necessary to consider even before RPO is considered. The factors that came up were derived from the experiences of the panel members and attending delegates. Some of these factors were related to:

1. Difficulty and cost of acquiring talent
2. Limitations of recruiters in getting the right results for business
3. General perception of lack of process control

### ADVANTAGES OF RPO

The advantages of RPO was there for everyone to see, but articulation by the speakers and the delegates brought out a whole list of direct and indirect benefits that many of the participants had failed to see.

1. Cost Saving  
Not surprisingly, cost came up as the number one priority for almost all the members. The members felt that cost is a tangible goal that can be sold to the boardroom and would find easy acceptance
2. Increased Efficiency  
Most of the recruiters and HR professionals are driven by target and they would definitely welcome any initiative that helps them achieve their business goals. Efficiency in process that reduces the hiring metrics like time to hire are easily adopted by the HR organization

The recruitment supply chain session was the last session in Continuum 2008, but because of the tremendous response we got in the Q&A sessions, it came out to be the longest session in the conference.





## SPONSOR PROFILE

### CREATING KNOWLEDGE LEADERS IN INDIA

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**MANAGEMENT** education is a growth industry worth more than US\$ 17 billion in which online education has significant contributions. Indian companies are fast to recognize the importance of strategic HR management in today's competitive global business environment. To gain traction in the global arena, Indian companies realized that they need to turn their executives into global managers. With a growing workforce of skilled, English-speaking executives, India is on the brink of an education revolution.

Established as a provider of quality and affordable online education institution in 2001, U21Global has emerged to be one of the world's premier online graduate schools. U21Global prides itself on the quality of its online programs, and more importantly its learning outcomes. Using advanced internet technologies and harnessing the experience of its expert courseware developers, U21Global has transformed online higher education to produce a network of highly trained knowledge leaders with global perspectives.

As an added bonus to its already prestigious credentials, U21Global programmes are backed by 21 of the world's leading research-intensive universities in 13 countries around the world. The University of Delhi became the first Indian university from the Indian subcontinent to be an affiliated university member of the growing U21Global network.

U21Global has received many international accolades and recognition for its quality online courses. The graduate school has received EFMD CEL accreditation for its MBA programme. The EFMD created the European Quality Improvement System (EQUIS) that has created EFMD CEL award to recognise the high quality of the management programmes available at U21Global and affirms the graduate school's benchmarking-setting standards in pedagogy, assessment, student services and learning outcomes.

#### CORPORATE OFFERINGS

U21Global in India offers executive development programmes to some of India's leading organisation that have the foresight to invest in their talent pool. Companies such as Aditya Birla Group, HCL, Hero Honda, IOCL, Mahindra & Mahindra, Taj Group of Hotels, Satyam and Wipro have sent their key executives to U21Global to nurture them into knowledge leaders so that they can be better aligned with corporate objectives and help steer their organisation into uncharted business opportunities in the future.



Speaking on U21Global's successful partnership with Satyam, B. Rama Raju, co-founder and CEO, Saytam Computer Services, said, "Having recognised the need to grow global leaders, we have continuously taken initiatives to create an eco-system for nurturing this growth. It is also imperative to aim ourselves with the current best practices from global innovators in education and training. The three-year tie-up (with U21Global) will enable us to draw upon the required learnings and thought processes from their knowledge base and experiences, and we are glad to extend the same to our associates."

### PROGRAMMES FOR THE ASPIRING KNOWLEDGE LEADER

U21Global has a wide range of business and IT management programmes for the aspiring knowledge leader of India. Individuals with the desire to excel and the determination to learn will find courses from U21Global a revelation and an asset to their career and personal growth.

Reflecting on his experiences at U21Global, Ripal Sheth, who works with HDFC Bank and a recent U21Global graduate said, "U21Global online MBA programmes provide in-depth knowledge, along with current happenings/developments on various subjects. The most important part is - I can immediately correlate and apply learning to my day-to-day work. This learning management system is extremely flexible and comes with the convenience of anytime - anywhere."

U21Global understands the need for aspiring leaders to finance their studies. To help students achieve their dreams, the graduate school has a tie-up with HDFC Bank to provide education loans to individual students. We believe that finances should be the least of a students' worry towards achieving greater academic success and we are happy to help.





## SPONSOR PROFILE

### CLEAN AIR IS TRANE AIR

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At Trane, we're all about air – cool air, warm air, clean air. As a world leader in air conditioning systems, services and solutions, we control the comfort of the air for people in homes and many of the world's largest and most famous commercial, industrial and institutional buildings. And we're applying Trane's expertise in environmental technology and energy conservation to make a difference in energy efficiency around the globe.

#### HISTORY

For more than a century the Trane name has identified products and technology that stretched the world's idea of what was possible – a tradition that's still very much with us. In many ways Trane is a classic American success story that grew into a global one. It began with our founder, James Trane, a Norwegian immigrant who opened his own plumbing shop in La Crosse, WI, in 1885.

#### PRESENCE

Trane do business through 400 locations in more than 100 countries. With 29 manufacturing locations in Brazil, China, Egypt, England, France, Malaysia, Taiwan, Thailand and the United States., one of Trane's air conditioning units is installed every minute of every day.

#### GROWTH THROUGH INNOVATION

The idea of using technology to give people relief from summer heat was a radical and unproven idea when Trane became an air conditioning pioneer in 1931.

Trane fundamentally changed the concept of air conditioning large buildings with the 1938 launch of Turbovac, the industry's first hermetic, centrifugal refrigeration machine. This was the beginning of a long chain of innovations leading to Trane's current CenTraVac®, the industry standard for large commercial air conditioning systems. This is the most energy efficient system available anywhere for large buildings and it has earned Trane the "Best of the Best" Award from the U.S. Environmental Protection Agency.





## SPONSOR PROFILE

### MARKET LEADER IN COMMUNICATIONS SOFTWARE

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COMMUNICATION POWERS THE WORLD. ARICENT POWERS COMMUNICATIONS

**Aricent** is the market leader in the communications software industry, delivering innovative solutions that help change the way the world communicates. From strategy to implementation, Aricent solves the most complex, high-impact software problems facing communications companies today and in the future.

Aricent also has more than 125 software products - ranging from complex applications to network core technology - that enable the world's leading equipment manufacturers, device manufacturers and service providers to introduce new experiences, improve time-to-revenue and maximize efficiency.

#### FROM STRATEGY TO SOFTWARE IMPLEMENTATION

Our integrated services and extensive product portfolio are designed to help you solve your most complex software design and development problems.

#### FROM HANDSET TO INFRASTRUCTURE

From consumer-facing devices to the underlying infrastructure, Aricent has the software expertise you need.

#### BY WIRELESS, WIRELINE, CABLE, AND SATELLITE

Aricent software touches every point in the rapidly converging communications network.

#### FROM COMPLEX APPLICATIONS TO THE NETWORK CORE

Aricent helps you at all layers of communication.





## EVENT ORGANIZER PROFILE

### TALENT CONNECTIVITY

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**C**areerNet is an integrated recruitment consulting organization offering professional services to technology, knowledge and BFSI and retail sector.

We have talent search practices focused on each level of experience, function and domain. We leverage our expertise to provide companies an end-to-end talent search experience ranging from the key senior hires to university recruiting.

We understand the complexities of today's diverse verticals and the challenges thrown by each technology to the recruitment managers. We constantly try to innovate in offering the best service specific to each domain.

As part of campus initiative, CareerNet is successful in creating a nationwide benchmark with over 50,000 students from 400+ campuses participating in the annual assessment program PeP (Proficiency Examination for Placement).

We advise companies and provide services on various aspects of recruitment, which include:

- ❖ Talent acquisition strategy & planning
- ❖ Talent mapping & compensation benchmarking
- ❖ Recruitment Branding
- ❖ Executive Search
- ❖ Turnkey Lateral recruitment
- ❖ Campus collaboration & recruitment
- ❖ Recruitment process management



## APPENDIX

### Speakers at the event

BANGALORE EVENT - 11 <sup>th</sup> APRIL 2008		
Rishi Das	Director	CareerNet Consulting
Tom Fletcher	Vice President, Control Systems Development	Trane
Madan Nagaldinne	Director - Human Resource	Amazon
Kanishka Bedi	Co-Director & Assistant Professor	U21
Sanjay Malpani	Head of Wireless Networking Business Unit	Cisco
V Anand Kumar	VP People Supply Chain & Employee Branding	Wipro
Dhiraj Rajaram	Co-founder and CEO	Musigma
Anshuman Das	Director	CareerNet Consulting
Pranesh Anthapur	Chief Operating Officer	Yahoo India, R&D
Vijay Anand	VP for Server Technologies Group	Oracle corporation
Shekar SivaSubramanian	Senior VP and CIO of Ocwen Financial	Owen Financial
N. Muralidharan	Leadership coach	Formerly with JobStreet
Sanjay Bhan	General Manager HR Shared Services	TI
Pradeep Bahirwani	Vice President, Talent Acquisition Function	Wipro Tech
Dinesh Goel	Director	TPI Global services
HYDERABAD EVENT - 16 <sup>th</sup> APRIL 2008		
Rishi Das	Director	CareerNet Consulting
Y.Sreenivasa Rao	Global Recruitment, Staffing & Mobility Head	Capgemini
Sheen Sunny Akarra	VP Talent Acquisition	Deloitte India
Suresh Anobolu	Head, Talent Acquisition	CA India Technologies
Shrikant Sinha	Director	U21 Global
Daleep George	Head, Academic Alliances	Satyam Learning World
Joy Dupati	Staffing Head	Sierra Atlantic
S N Srinivas	AVP & Head, Human Resources	Polaris
Anshuman Das	Director	CareerNet Consulting
PROF. AJIT RANGNEKAR	Deputy Dean	Indian School of Business
Bipin Chandra	Senior Vice President	Knoah Solutions
KEDARNATH UDIYAVAR	Executive VP & Head of Investment Banking	Polaris
PAWAN GOYAL	Product Unit Manager	Microsoft
Madan Nagaldinne	Director - Human Resource	Amazon
Keerthi Chandrashekar	Senior Director, Human Resources	Conexant
Chitra Sood	Staffing Director	Microsoft



## APPENDIX

Speakers at the event		
<b>PUNE EVENT - 23<sup>rd</sup> APRIL 2008</b>		
Pramila	Global Head - Human Resource, ZenSar	Zensar
M Ramtri	Vice President - HR	Patni
Prakash Ladia	India Head of Software Development	ZS Associates
Bhasker Das	Director (West India)	U21
Kiran Deshpande	President	Air Tight Networks
Anand Deshpande	Vice President	Persistent
Radha Shelot	Vice President and General Manager	Evergrid
Mangesh Kirtane	Organizational Dev. Consultant	Pegasus Institute for Excellence
<b>DELHI EVENT - 25th APRIL 2008</b>		
Praneet Mehrish	Country Human Resource Director	ST Microelectronics
Binoo Wadhwa	Director - People Success	Sapient Corporation
Indrajit Sen	Asst. Vice President – Talent Acquisition	Aricent
Sanjeev Mehrotra	Head Talent acquisition group	Satyam computers Ltd.
Sneh Sharma	Founder	Metis Consulting
Narendra Puppala	Senior VP – Global Human Resources	Birlasoft
Shantanu Banerjee	Director HR	Steria India
Professor J.K.Mitra	Head & Dean of Management Studies	University of Delhi
Sanjay Bhargava	Executive Chairman	EKO
Dr. Asha Goyal	Vice President	Nucleus Software
Pankaj Agarwal	CEO	Momentum Technologies

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