

Brochure

PerpeX.in



PerpeX

The Perpetual Excellence



ABOUT US

PerpeX is a team of young dreamers and education facilitators, aiming to empower the society by providing value additions to unorganized individuals and organizations through formal education and professional training.

Vision : Empowering talents, transforming societies

We envision a future where every individual, regardless of background or privilege, has the opportunity to learn, grow, and unlock their full potential. We aim to be the best community for sustainable transformation, empowering individuals and organizations to bridge the gap between education and industry, and ultimately uplift the living standards of society through the power of practical knowledge.

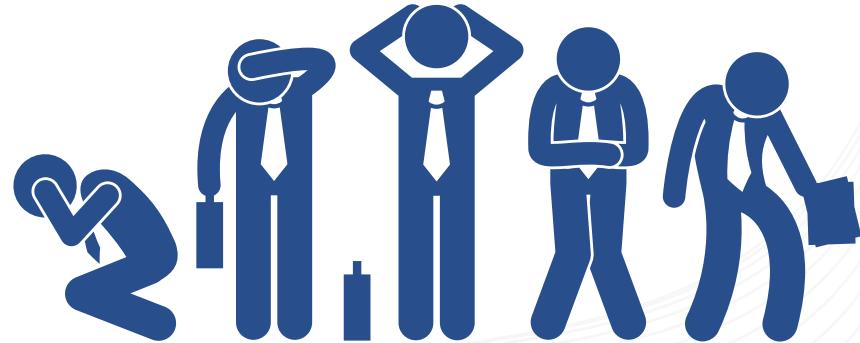
Mission : To become the #1 platform for business development solutions

Our mission is to be the catalyst for this transformation. We equip individuals, especially those from underprivileged backgrounds, with the practical skills and knowledge they need to thrive. We break down barriers between education and industry, forging pathways to meaningful careers and improved living standards. Through collaboration and innovation, we empower organizations to embrace a future of skilled talent and inclusive prosperity.

What we do at PerpeX?

Unemployment among young people in Kerala has been a persistent concern for several years. While the national average is around 20%, Kerala's youth face a significantly higher hurdle, with unemployment rates consistently exceeding 40%. This can be understood from the 3 lakh qualified graduates registered through the state's employment exchange.

CMIE report reveals that 18.5% of young graduates in Kerala struggle to find suitable employment. This often leads to them accepting lower-paying jobs, both within India and abroad, sometimes even resorting to manual labor roles.



Skills Shortages Keep Graduates Jobless

As K-DISC report says, a key factor for educated unemployment is skill gaps. The skills being imparted through our education are not aligned to the skills in demand. About 33 per cent of the youngsters wish to go abroad for higher studies as there are no suitable jobs for them. The mismatch between skills and available opportunities, coupled with a competitive job market, presents a significant obstacle for Kerala's young workforce.



Wasted potential, unrealized dreams

Graduates lack crucial competencies like communication, language fluency, and other skills demanded by the corporate sector. The 2022 India Skills Report confirms this, revealing that Kerala doesn't rank among the top 10 states for soft skills, computer skills, numerical reasoning, or critical thinking. Further solidifying this concern, the KERALA STATE PLANNING BOARD's Fourteenth Five-Year Plan (2022-2027) explicitly emphasizes the skills gap as a major contributor to the rising unemployment rate.

Introducing Regular Course in Business Development

Certificates alone can't unlock doors. To spark the future of youth by bridging the gap, a multi-pronged approach is needed, focusing on the crucial missing pieces: soft skills, industry alignment, and the entrepreneurial spark.

Kerala's educated youth are its greatest asset. By investing in their soft skills, aligning them with industry needs, and igniting their entrepreneurial spirit, we can transform this challenge into a catalyst for growth and prosperity. Let's empower them to not just find jobs, but build fulfilling careers and businesses, shaping a brighter future for their state and beyond.



A course which covers all the requirements like the soft skills deficits, industry to education gap which is interlinked with Business Development, aiming to infuse the youth with entrepreneurial DNA – workshops, guest speakers, and incubators can empower youth to turn ideas into ventures. Equip graduates with the business fundamentals they need to thrive, from finance to negotiation, through focused skill development programs.

Sales as a foundational skill: Teach sales from the ground up, instilling the confidence to network, pitch ideas, and negotiate effectively. It's the cornerstone of every entrepreneurial venture.



Bridging the Gap: Campus to Corporate

By establishing strong networks in campuses, corporate sector and entrepreneurs we aim bridging the gap to every one regardless of background. Industry-aligned curriculum and structured internship programs bridge the gap between education and opportunity, paving the way for a flourishing, skilled workforce. Mastering the art of selling unlocks a high-demand, high-earning career path.

IMPACT WE FOCUS ON

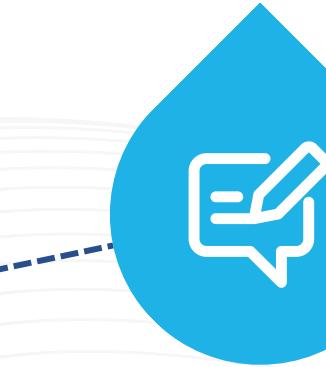
Increased employability of graduates in business development roles.



A surge in the number of **successful entrepreneurial ventures** initiated by our graduates.



Strengthened connections between the trainees and the **business community**, fostering a mutually beneficial relationship.



Enhanced Innovation and **Talent Pipeline** for Businesses as we become a breeding ground for fresh ideas and talent.



Boosted Economic Growth and **Regional Development** potentially resulting in high living standards



OUR B2B SERVICES

Recruitment Drives



We assist employers find the perfect candidates for your open positions, quickly and efficiently, after giving them essential training through our short term, regular and add on courses at campuses, and collaborated events



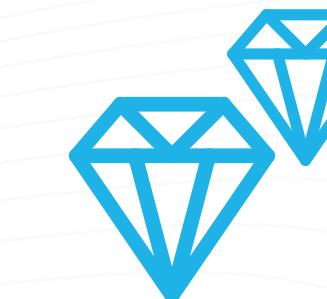
Corporate Training

We equip your employees with the skills and knowledge they need to succeed in today's competitive marketplace, through our customized training programs delivered by industry experts.

Filtered Lead Services



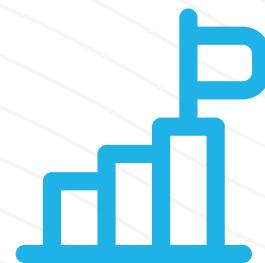
We generate high-quality leads for your business by identifying potential customers who are most likely to be interested in your products or services.



Customized Sales Training

We tailor our sales training programs to your specific needs and sales methodology, helping your team close more deals and achieve their sales goals.

Marketing services



We launch a data-driven, multi-channel campaign to conquer online spaces, capturing attention and converting leads into loyal customers.



Parallel Sales Team

We augment your business development team with a team of experienced professionals who work seamlessly alongside your existing team to drive sales growth focusing on custom needs.

BRIDGING CAMPUS TO CORPORATE

To create a sustainable business model, we aim to implement a mutually beneficial **symbiotic structure of four pillars** of Perpex Insights.

The in-house business development division specializing client-centric **sales funnels**, providing B2B sales services as a dedicated entity within the organization

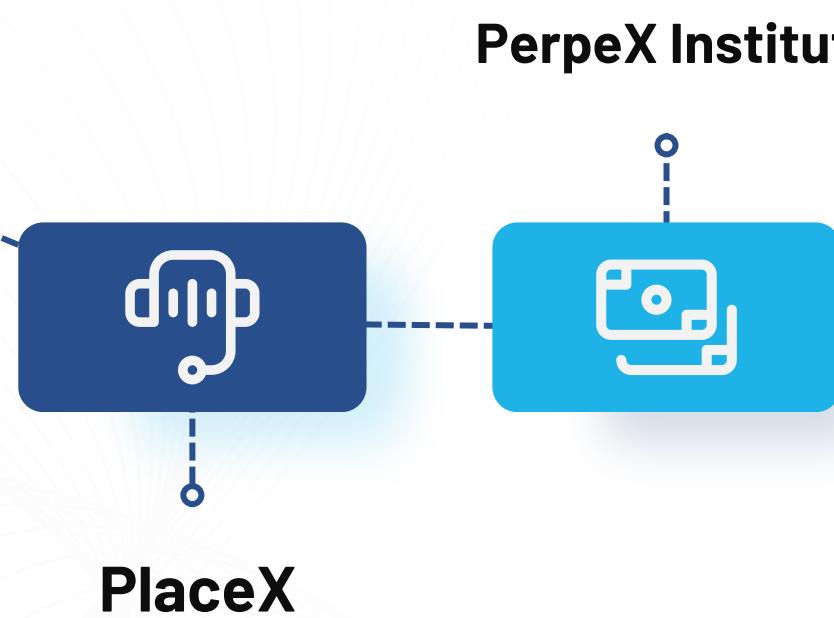


The in-house marketing agency, that specializes in lead generation and enhances visibility through **organic marketing** with the right blend of technology.

Perpex Insights

Optimizing resource usage for maximum impact on the vision.

Connects trainees with SaleX, MarketriX, and PlaceX through **hands-on modules**, case studies, and industry experts for practical learning experiences.

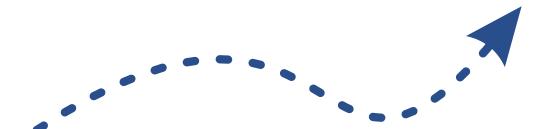


The internal hub, connecting campuses, job seekers, and recruiters to efficiently **match talent with opportunities**, addressing challenges for both employees and employers



**"ALONE WE
CAN DO
SO LITTLE;
TOGETHER WE
CAN DO
SO MUCH."**

THANK YOU
FOR CONSIDERING US!



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