



4P Education

Partnering for your success

Information guide

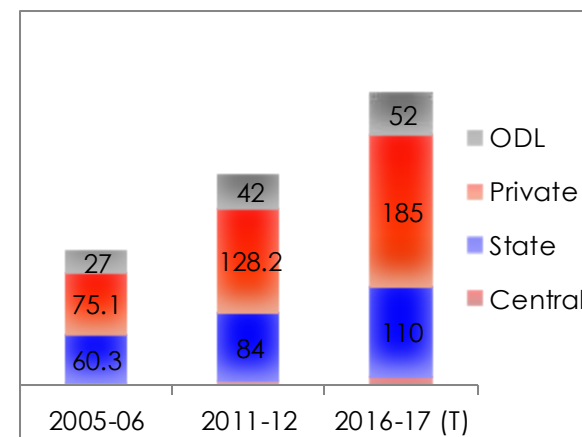


India's higher education market is growing at a fast pace and is expected to be one of the biggest in the world

"India has one of the largest higher education systems in the world, with 25.9 million students enrolled in more than 45,000 degree and diploma institutions in the country. It has witnessed particularly high growth in the last decade, with enrollment of students increasing at a CAGR of 10.8% and institutions at a CAGR of 9%."

-EY

As India continues on its path towards development, the ranks of the middle class are expected to grow manifold. This will, for the first time, provide a significant proportion of the population the means to seek higher education. The government has taken an aggressive target to bring Gross-Enrollment-Ratio (GER) up to the global average of 25.2% by 2016-17 from its 2011-12 level of 17.9%. This implies additional 10mn student enrollments per year totaling to 35.9mn. Such a large increase in demand cannot be met by state and central governments alone implying that the private sector will have to increase its share of enrollments as well



"The demand for higher education and the magnitude of planned reforms over the next ten years in India will provide the largest opportunity in the world for international higher education institutions and education businesses"

-British council

However, large gap exists in between the expectations of students and industry – leading to under recruitment from campus

"India produces about three lakh management graduates every year, but hardly 35,000 of them are employable, said experts..."

-Times of India reporting on a meeting of heads of B-Schools in south India

Rising student expectations:

Students spend considerable sums on their education and naturally want the best return on investment. This point of view plays down the importance of the student's interest in a particular field and gives more weight to the salary package and brand name of the firm.

This is further aggravated by media reports of ever increasing salaries



(sometimes above 1Cr) at premier institutes, which often characterize exceptional cases as being the norm.

Increasing demands from

recruiters: Many companies have become more selective in their recruitment policies as seek candidates with suitable experience

and knowledge. With increase in demand this process will turn more competitive for the students. This is, in some part a result of companies less willing to invest in training and development of new recruits having seen attrition rise markedly across industries. This trend is especially worrisome for fresh graduates many of who have no or limited industry experience.

"Attrition in India is at 14 per cent, marginally higher than global and Asia Pacific countries (11.20 per cent and 13.81 per cent, respectively)"
Why is this attrition high.
Expectation mismatch for

Campus recruitment in India differs from the global model – students must learn to showcase their skills in the time available



The placement process in most Indian universities and institutes differ from those followed in other countries. With little time given for interaction between the student and the recruiter, companies are under pressure to reach a decision quickly in order to maximize the number of candidates interviewed. There are 2 keys to success in this process from the student's perspective.

Developing the right skills set

This is mainly the purview of the educational institute. Many leading institutions in India change their curriculum in line with industry demands. These also ensure that students get enough exposure to the industry through internships, guest lectures and other means of interaction. Developing core skills takes time and is best left for long term programs such as degrees and diplomas

Showcasing skills to recruiters

This is an important part of the preparation and is often neglected by students. The restriction on time limits in India makes the ability to showcase your skills and convince the recruiter even more important. ***This is the gap that 4P education can bridge.*** With access to experienced professionals in a variety of industries along with individual attention through our flagship programs we help students showcase their abilities.

We bring together industry mentors, unparalleled research and individual attention through unique learning structure to ensure students succeed



Industry mentors

All our mentors are actively working with the best companies across industries. Access to them ensures students always stay abreast with industry expectations. Mock interviews and sessions conducted by them give students a feel for the real recruitment day. Our extensive network helps us match mentors to student aspiration from eCommerce operations to retail banking



Unparalleled Research

Having been started by IIM Ahmedabad alumni, the initiative is ground in academic excellence. We have unearthed key insights into the recruitment process and have developed our programs to ensure students have the maximum chances of success. We have developed a repository of key concepts for various industries and keep updating the same through our mentor network.



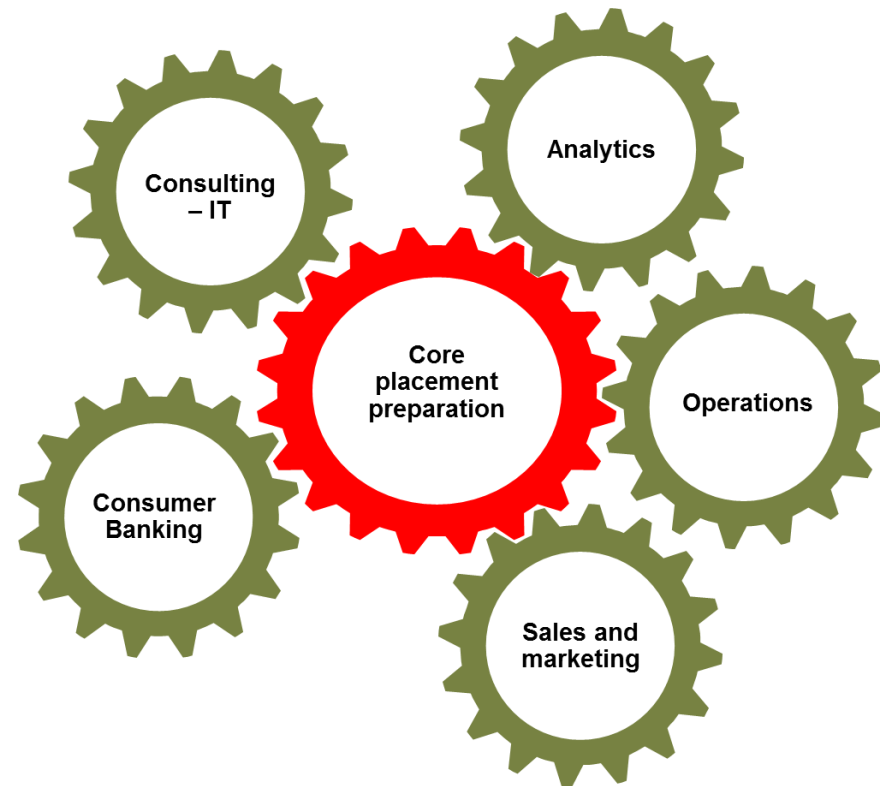
Learning Techniques

Our modules are designed to ensure individual attention. We utilize a variety of techniques to ensure students retain their learning:

“GD ke sholay”: Our GD module draws inspiration from Bollywood characters to inculcate best practices

“Group interviews”: Our concept ensures students are exposed to all possible questions while still getting individual attention

We have a core offering for basic skills with add-on modules for industry specific preparation



Our mentor network spans across many industries functions and educational backgrounds

Analytics and Marketing

Educational

- IIM Ahmedabad
- Thapar University

Experience

- EXL consulting
- Asian paints

HR Consulting

Educational

- LSR

Experience

- PWC / Strategy& consulting
- Deloitte (London)
- Mercer Consulting

Entrepreneurship

Educational

- IIM Ahmedabad
- Delhi University

Experience

- I3 consulting
- Entrepreneur

IT Consulting

Educational

- IIT Roorkee

Experience

- Deloitte
- Thoughtworks

Finance and Consulting

Educational

- IIM Ahmedabad
- IIT Roorkee

Experience

- A.T. Kearney
- Deutsche Bank
- JP Morgan

Operations and e - commerce

Educational

- IIT Roorkee

Experience

- Myntra
- Amazon

Consumer finance

Educational

- FMS
- DA ICT

Experience

- Citibank India

Operations and supply chain

Educational

- IIM K

Experience

- Asian paints

Our aim is that you perform to the best of your abilities !!!!