ETHNUS

Explore | Expand | Enrich

Profile and Prospectus

for

Indian Institute of Technology

Roorkee

ABOUT ETHNUS

- An entrepreneurial venture founded by IIT, IIM, IISc alumni
- We specialise in training and mentoring engineering students focused towards their Employability and Life skills
- Featured in CNBC and Times of India as one of the fastest growing start-ups in the Indian education sector

WHY ETHNUS?

1 Placement Training

2 Evaluation

3 Practice Resources

- **Mentored by Narayan Murthy & Nandan Nilekani**
- **Over 5,00,000 students mentored**
- **CNBC/TOI – fastest growing education start-up**
- **Up-to-date on placement trends & test patterns**
- **State-of-the-art assessment engine with company specific tests**
- **TATA McGRAW HILL published 'APTIMITHRA', first of its kind in India for Campus Recruitment tests**
- **Database of over 300 companies across sectors**

THE ETHNUS EDGE

- **Clientele:** ETHNUS has trained over 1 lakh students from 200+ engineering colleges such as IITs, BITS, NITs etc. in the last academic year alone
- **Industry leading personal interview (PI) program**: Our simulated PIs are the most sought after training tool for interview preparedness by our customers (#1 suggestion given to ETHNUS is to conduct multiple PIs for every student)
- **Breadth and depth:** We conduct industry specific, class leading, 30 minute one on one PIs (Technical+ HR) for every Bachelors & Masters student with individual feedback- our industry experts are drawn from leading companies from IT, Consulting & Analytics, Banking & Finance, Sales & Marketing, Mechanical, Chemical, Electrical, Electronics, Civil, Computers, Biotechnology, Pharma, Metallurgy etc. fields
- **Customization:** The modules are specifically designed for students of varying ability seeking their first job across sectors
- **Retention:** ETHNUS has retained 100% of our clients from IITs and BITS and >95% from other colleges
- **Expanding customer base:** ETHNUS has posted over CAGR of 103% in no. of students and 97.5% in no. of colleges in the last 2 years (25,000 students from 52 colleges in 2012-13)
- **Customer appreciation:** Over 99.7% of our trainees feel benefitted from the ETHNUS workshop
- **Customer referral:** Over 99.5% of our trainees recommend our services to their peers
- **Validation:** Our customers have landed jobs in 300+ most sought after recruiters across the globe over the last 3 years
- **Database:** Up to date database of 300+ companies- selection & interview formats+ questions

FACULTY PROFILES

- ETHNUS guarantees faculty members experienced in varied industries and educated at some of the most elite centres of learning in India and abroad.
- Faculties from nationally acclaimed academic institutions such as IITs, IISc, IIMs and USA universities.
- Faculty members with qualifications of PhD, MS, M.Tech, MBA plus Corporate consultants from industry leading companies

- **Alumnus of IITs /IIM/ US universities**
- **Expertise pooled from across 8 industries**
- **Technologists from product & service industry**

FACULTY CAPACITY

- ETHNUS not only guarantees the quality of faculty, but the scale as well.
- ETHNUS in the last 07 years has well demonstrated capacity by handling batches varying from 10 to 140 simultaneously
- Below is the quantitative snapshot of our faculty in numbers

Mathematics	English	Technical	Life skills	Management
48 faculty	32 faculty	300 faculty	40 faculty	10 faculty

Total no. of students trained in 2014	**103,458**
Total no. of Batches trained in 2014	**1725**
Average no. of students trained by one trainer	**11000**
Maximum no. of batches trained in one day	**138**
Total no. of unique modules delivered in 2014	**175**

Some selected campus programs in the recent times:

- **BITS PILANI – Trained 1100 students across 3 campuses in Jul 2015**
- **IIT, Madras – Trained 255 in 2014, 480 to be trained in Sep 2015**
- **RVCE, Bangalore – 500 students in Jun 2015**
- **BMSCE, Bangalore – 500 students in Jun 2015**
- **VIT, Vellore- 4485 in Dec 2014**
- **Gitam University- 1500 students in 2014**

TRAINING FOCUS & DURATION	
COMPULSORY MODULES	**OPTIONAL MODULES**
Group discussions	Aptitude test simulations
Resume Correction	Case studies
Personal interview simulation	Feedback and consultation
TYPICAL PROGRAM: 24 HOURS	
Note: The above can be customized according to the students' needs	

TRAINING MODULES – COMPULSORY MODULES

Objective	Application	Methodology	Take Away
Group Discussions	Focus on • Dynamics of GD • GD Etiquettes • Topics of Discussion • Thought Process • Value Addition • Effective Speech	Practical Application of GD Video Reviews Individual Feedbacks	A comprehensive guide to group discussions and everything related to maximizing your chances of clearing the GD.
Resume Building	Resume 101	Resume writing lab	An original, unique, self-made resume with every student
Personal Interviews	Focus on • Interview F.A.Qs • H.R and Domain Specific • Answering Strategies • Question Prediction • Rapport Building • 'Selling Yourself'	One-on-One Interviews Feedbacks Interview Tips	Perspective 99% Actual Interview 1% Simulation Experience

TRAINING MODULES – OPTIONAL MODULES

Objective	Application	Methodology	Take Away
Aptitude test simulation	Focus on • Quantitative Ability • Verbal Ability • Logical Ability • Analytical Ability • Reasoning Ability • Data Interpretation	Computer based test	Perspective "Practice Makes One Prepared"
Case studies	Focus on • Case interviews • Practice examples • Consulting case studies	Individual assignments Group assignments	Specific learning to crack consulting and business cases
Feedback and consultation	Focus on • Resume critique • Case study queries • PI preparation • Open house	Individual consultation Group feedbacks	Support to the last mile

SAMPLE TRAINING SCHEDULE

		Batch 1	Batch 2	Batch 3	Batch 4	Batch 5	Batch 6	Batch 7	Batch 8
		Consulting A	Consulting B	IT A	IT B	EEE	ME	Civ & Chem	Fin
Day 1	FN	Case Study	Case Study	Resume Building	Resume Building	PI	PI	PI	PI
	AN	Resume Building	Resume Building	Case Study	Case Study	PI	PI	PI	PI
Day 2	FN	PI	PI	PI	PI	Case Study	Case Study	Resume Building	Resume Building
	AN	PI	PI	PI	PI	Resume Building	Resume Building	Case Study	Case Study
Day 3	FN	GD	GD	TEST	TEST	TEST	TEST	GD	GD
	AN	TEST	TEST	GD	GD	GD	GD	TEST	TEST

Note: The above can be customized according to the students' needs based on branches & career options

ETHNUS Consultancy Services Pvt. Ltd.

APPRECIATION FROM OUR CUSTOMERS: ACROSS THE LENGTH AND BREADTH OF INDIA

"…we had no hesitation in renewing our previous association with ETHNUS. It was an easy choice considering that they were offering exactly what the diverse student community was looking for at all the BITS Pilani campuses. In fact, their simulated PI program was the biggest hit on campus which was crucial in the last mile preparation for campus placements. For the next year, based on their recommendations, we are seriously considering a longer period of engagement and multiple PIs for our pre-final year students…"

Mr. G. Balasubramanian
Chief Placement Officer, BITS Pilani India & Dubai

"…it is not an exaggeration if I say that the ETHNUS workshop has been one of the most awaited programs on campus since 2007. Their team of industry experts and trainers have a pulse on the latest recruitment trends across industries and have played a key role in making our students industry ready year after year..."
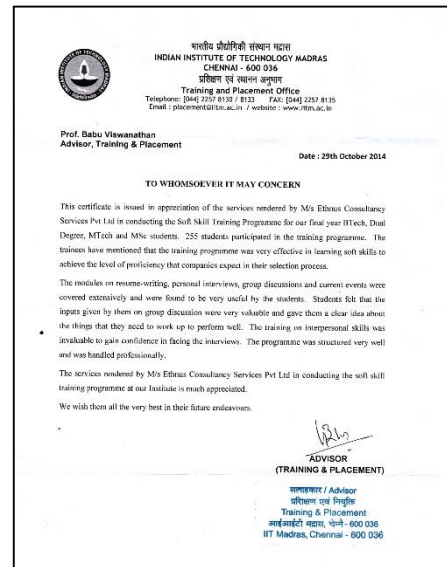
Prof. B. S. Satyanarayana
Principal, R V College of Engineering, Bengaluru

"…it is to their credit that students take their tips very seriously in the matters of aptitude tests, HR skills & interview preparedness. All their modules have been crafted with painstaking attention to detail and with the supervision & individual care that is needed to cater to students from diverse backgrounds..."

Mr. Biju Paul
Placement officer, Rajagiri School of Engineering & Technology, Kerala

"… the contents of the workshop are very relevant to our students and our student community have given us excellent feedback on its efficacy and how tailor made it is for facing interviews with confidence.."

Prof. L. Arunachalam
Dean, Training & Placement, Sri Sai Ram Engineering College, Chennai

"…the services rendered by ETHNUS is much appreciated across the student community at IIT Madras comprising of final year B Tech, Dual Degree, MTech and MSc students. The trainees have mentioned that the training program was very effective to achieve the level of proficiency that the various prestigious companies expect in their selection process.."

Prof. Babu Viswanathan
Advisor, Training & Placement, IIT Madras

"…given that VIT has close to 4500 students, it has been a herculean task to get a single company to train our students in one go. After many demos from various vendors in the market, we have zeroed in on ETHNUS as they are able to handle both the range and scale necessary for a university of our size. Their PC based aptitude tests, resume building sessions, soft skills workshop have been a boon in the preparation of almost all of our students. They have been instrumental in our university racking up impressive placement statistics across industries and sectors year after year. We are more than happy to acknowledge ETHNUS' role as a capable partner of VIT in our march towards charting a great future for our student community …"

Mr. Samuel Rajkumar
Deputy Director (Placements), VIT University, Tamil Nadu

A snapshot from 300+ customer destination companies & ETHNUS database from last year

IT
Adobe
Amazon
Cisco
Citrix R & D
Code Nation
DE Shaw
Directi
eBay
Google Mountainview
IBM R & D
Linkedin
Mathworks
Microsoft Redmond
Oracle
Samsung R & D
Visa Inc.
VM Ware
Walmart labs

Mechanical, Civil & Chemical
Aditya Birla S & T
Ashok Leyland
Bosch
Derrik Petroleum
Emaar MGF
Exxon Mobil
Grasim
Hero Motocorp
Honda
Maruti Suzuki
Michelin
Nestle
Reliance
Reckitt Benkiser
Schlumberger
Shell
Tata Consulting Engineers
Tata Motors
TVS

Healthcare & Pharma
Dr. Reddy's
JMitra
Novartis
Piramal
Sentiss Pharma
United Health Group
Value Edge

Consulting & Analytics
Axtria Consulting
Boston Consulting Group
Deloitte
Diamond Consulting
Ernst & Young
KPMG
Mc Kinsey & Co.
Mu Sigma
PWC
Smart Analyst
Thorogood Associates
Zinnov
ZS Associates

Banking & Finance
American Express
Bank of America
Citicorp
Credit Suisse
Edelweiss Capital
Fidelity
Futures first
Goldman Sachs
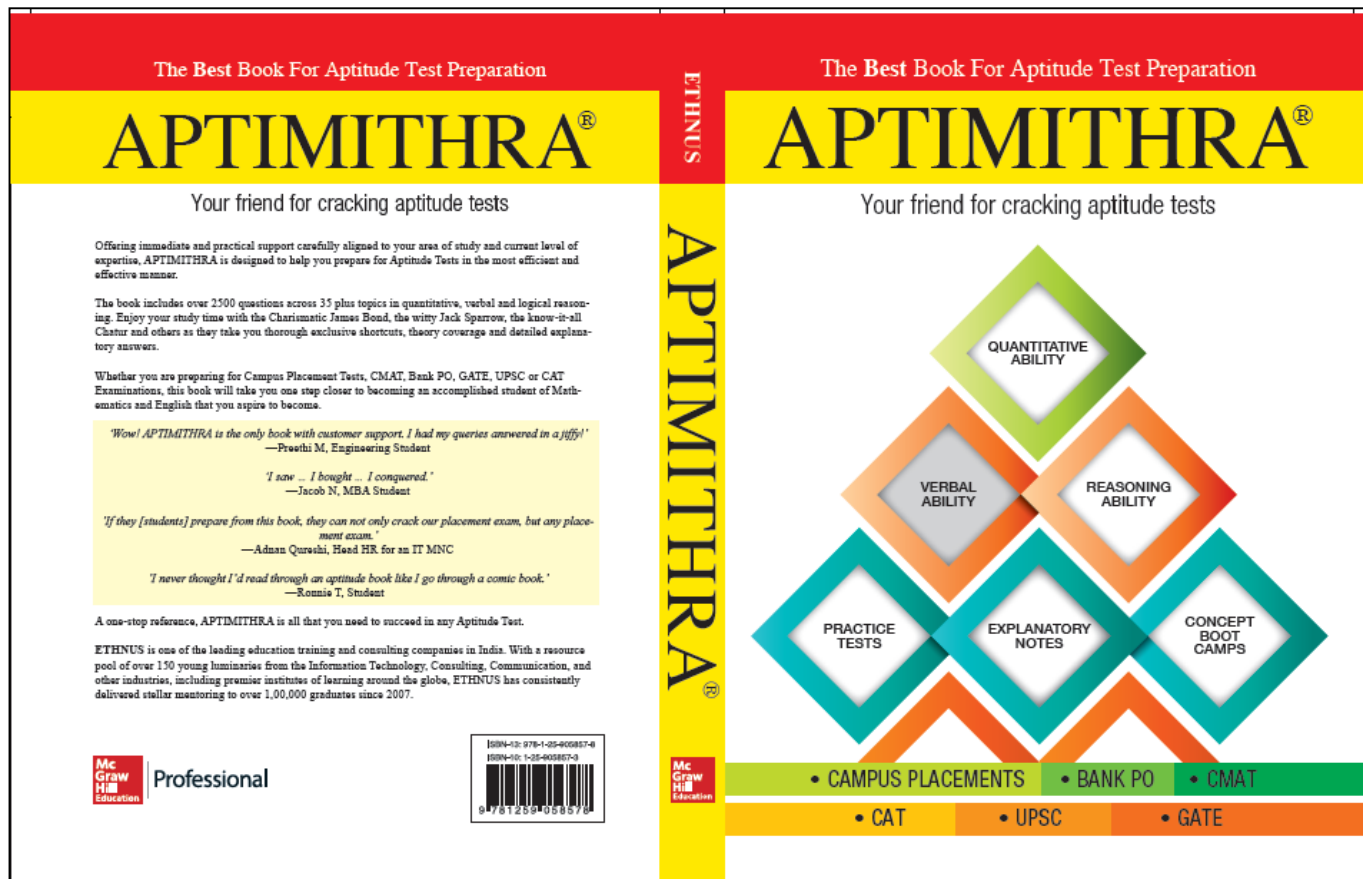J P Morgan

E-commerce & Startups
Commonfloor
Coupondunia
Flipkart
Housing
Myntra
Practo
Quickr
Snapdeal
Tinyowl
Zomato

Electrical & Electronics
Ericsson Global
Grey Orange Robotics
Harman
Intel
Ittiam
National Instruments
Nvidia
Qualcomm
Synopsis
Texas Instruments

PRACTICE RESOURCE

APTIMITHRA – Approved and being published by "TATA McGRAW Hill" (OPTIONAL PURCHASE)

Your contact persons for this proposal

Dr. Vyasa Shastry
SME, Academics
Mobile: +91 94491 86933
e-Mail: vyasa@ethnus.com

or

Mr. Badrinath. L
Director
Mobile: +91 98458 93232
e-Mail: badri@ethnus.com

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