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## Case Brief    Ethnus is the first professional training institute in Gulbarga region

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| <b>Institute</b> | <b>Appa Institute of Engineering, Gulbarga</b>  |
| <b>Challenge</b> | <b>Appa Institute on the placement radar</b>  |
| <b>Solution</b>  | 10 day customised program covering Aptitude training, Personality Development and Life skills |

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**Appa institute wanted to make a mark in the region by having one of the best placements. Ethnus had the right ingredients to help it achieve just that.**

### **Introduction:**

Founded in 2002, Appa Institute of Engineering is a very new entrant into the Engineering education domain. It has made professional education affordable and accessible for students from that region.

Appa offers courses like Computer Science & Engineering, Electronics & Communication Engineering, and Information Science & Engineering.

To begin with, no other training company had visited the region to impart training on Life Skills or any other professional development programs. Ethnus holds much pride in its business vision, to blur the gap between tier I colleges and tier II & tier III colleges. It is this very vision that guided us to enter Appa Institute.

Ethnus had its task clearly cut out while accepting the offer to train students at Appa. These students had never been exposed to any sort of counseling in their education career. Moreover they had a limited understanding of the job market and lacked the confidence and motivation to up their persona.

The challenge was accepted and Ethnus with its team landed at Appa Institute to devise a customised training plan for the students. The plan was to involve the students in a ten day program that worked on various aspects of their personalities and education backgrounds.



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### **Methodology:**

The aptitude training programs were designed to get the fundamentals right and then moved on to advanced topics. Students were made to undergo multiple tests to ensure quality understanding and sound application of the learning. Topics varied from number systems to probability in quantitative section and Reading comprehensions, sentence correction in Verbal.

Classes were followed up by assignments which included challenger questions of CAT level. The objective was to make the students think and learn, participate and to enjoy each of our session.

The Life Skills program as we would like to call it, was designed to bring about a change in mindset and instill confidence. To this effect the students went through various levels of experiential learning. Some of them were group/team activities, individual talks, presentations, to name a few. In the end we saw the students to be more receptive and confident in their approach towards life.

### **Conclusion:**

- Appa college saw an 85% increase in their placements.
- Appa students out beat one of the leading and oldest engineering colleges in Gulbarga, during 2008 placements.
- Companies like Infosys and Siemens recruited the most number of students ever in Appa colleges' history.
- The challenge at this college was, we were training rural students, most of them were from Kannada medium of instruction. Training and motivating the students from rural background was challenging especially those from Kannada medium. Our faculty members helped these students come out with flying colours.
- Average student rating of our program is Excellent.
- Prominent modules being Aptitude training, Life Skills, Group discussions, Interviews, Team building activities, Self awareness exercises.
- Multiple delivery platforms used to ensure every student is being observed and provided with timely advice and corrective measures.
- Program was scheduled for 10 continuous days involving 150 students from 5<sup>th</sup> semester engineering.
- Youngturks\_adda an informal group was formed in yahoo, through which the students are in constant touch with the faculty team of Ethnus and were guided with projects, information of latest placement activities, queries related to placement test and information about companies and their products