

WorkX and Optara will help Higher Education Institutions improve employment prospectus of its students and their NAAC rating

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Schoolguru Eduserve Pvt. Ltd., India's leading educational technology company, has launched two new technological solutions-WorkX, India's First Work Integrated Knowledge Diploma Programme and Optara, a Virtual Employment Exchange Platform addressing India's skill and industry-academia gap. Aimed at empowering Higher Education Institutions, the solutions will help them to improve the employability quotient of their students as well as assist them in placing their students.

WorkX is India's First Work Integrated Knowledge Diploma course that aims at building practical work-skills through a combination of On-Campus, Online and On-Job training. The Programme is integrated with the NEEM regulations of AICTE thereby aiding students to build their careers through apprenticeship opportunities. It can be integrated with the regular degree curriculum of an institution. WorkX offers 15 month diploma Programme in Micro Finance, Retail, Manufacturing, E-commerce, Banking and Financial Services.

Speaking about the solutions, Mr. Shantanu Rooj, CEO and Founder of Schoolguru Eduserve Pvt. Ltd. said "Employability of our workforce has been a growing concern of our country. Over 34 million students graduate in India every year and less than 50% of them are unemployable, which is an alarming figure. For our country to achieve the \$5 trillion economy dream by 2022, the most crucial investment has to be workforce training. Workx is a breakthrough offering and our effort to integrate Online Learning, Classroom Teaching and Practical On-job training to help students earn their work-experience and become employable. In the first phase itself, we have renowned industry players like Shoppers Stop, Airtel,

Reliance Jio, LG, SBI cards, Godrej Industries and Lupin Limited to name a few. emplaned with us for on the job training. In the next one year our aim is to empanel 2000 universities and at least 5000 employers to ensure the effectiveness of this Programme.”

Optara is a free to use platform for Higher Education Institutions to provide multiple career opportunities for their students from leading employers across India. A zero investment platform, Optara acts as an Employment Exchange Platform for Training and Placement Officers wherein they can on-board the students and connect with companies. It comes with lot of in-built smart features such as student search, quick job search, one-click job application, intelligent scheduling, dashboard insights etc. making the platform efficient solution for campus placements and recruitment automation.

“While addressing the employability needs of our workforce, it is equally imperative to bring candidates, companies and education Institutions under one roof and this is exactly what Optara does. India has many job search forums, however, none of them act as a one stop solution to assist learning needs, new skill development and then track relevant job openings for effective conversions. Through this tech enabled solution Education Institutions will now be able to bring all the placement processes online and manage the entire recruitment workflow in a systematic manner.” added Mr. Shantanu Roj

In the beta phase, WorkX has been adopted by 7 Indian Universities namely, Mohanlal Sukhadia University, Subharati University, Shobhit University, Jain University, KL University, Mizoram University and TeamLease Skills University and the Programme has more than 10,000 students enrolled. On the other hand, Optara has already been incorporated by 100 institutes to provide its students with better professional prospects.

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