

Beyond Placements

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Continuation from our Earlier Newsletters on BEYOND PLACEMENTS...



How do you plan to join a university of college?

How do your parents ensure that you are going to a promising and future- assured college? Just by placements records? If yes, you need to go through this article.

The modern general trend of choosing a college for higher education has sprouted from the Placement-Driven assessment research of universities by the Media.

In India a lot of Media agencies come with their own list of top most colleges and universities of the country every year. India Today, Dataquest and Outlook are some of such agencies. Each agency has its own set of parameters to assess the ranking of the corresponding institute.

A number of International Agencies do provide rankings for world's top universities based on their individual factors of evaluation. Some of the renowned agencies ranking these universities are:

1. Shanghai Jiao Tong annually compiles and publishes the rankings of world's top universities since 2003. The list is named as Academic Rankings of World Universities (ARWU), which includes top 500 universities of the world. It gives 75% importance to quality of research based on various research parameters like no. of papers published in top journals, no. of cited papers and no. of highly cited researchers. The rest 25% on the basis of Nobel and Filed awards won by alumni's and faculties and for engineering institutes it is on the basis of research fund. Only two among the Indian Universities have ever made it

into the list of top 500, IIT, Kharagpur and IISc Bangalore (none of them in top 300).

2. The Times Higher Education ranks universities on the basis of research indicators like citation, volume, research income and reputation, 25% on the basis of institutional indicators like research faculties, teaching excellence, no. of PhD awards annually etc. and 10% to international diversity (faculties or students)

3. Quacquarelli Symonds (QS) earlier used to give rankings in partnership with Times Higher Education. During 2004 and 2009. After they parted off, QS has been giving rankings independently on the following criteria: Academic peer review (40%), faculty student ratio (20%), citation per faculty (20%), recruiter review (10%) and international orientation (10%). There are only 11 Indian universities among world's top 650 universities as per 2010-11 figures, with best ranking of 187 (IIT, Mumbai).

On the other hand, most of the Indian Agencies concentrate more on the peripheral factors like placements, industry links, infrastructure, admission process, recruiter's perception etc. and not on core factors like further academic scopes and research prospects and quality of faculties and students.

The past few years have witnessed placements as the sole factor of deciding the rank of a university/institute.

Thanks to the media who see placements as the only noteworthy parameter when it comes to reporting education related news. Today as the need for manpower is on an ever increasing pace, 100% placement is not a big deal.

What actually matters is the quality of professionals a college produces which depends on the annual expenses of the institute on training developing their faculties and library rather than the same on placements and infrastructure. Indian media indeed needs to revise the way of evaluation and think in a truly constructive way. This will definitely help the students and parents aspiring for a bright career for their child, chose in a more effective and smarter way.

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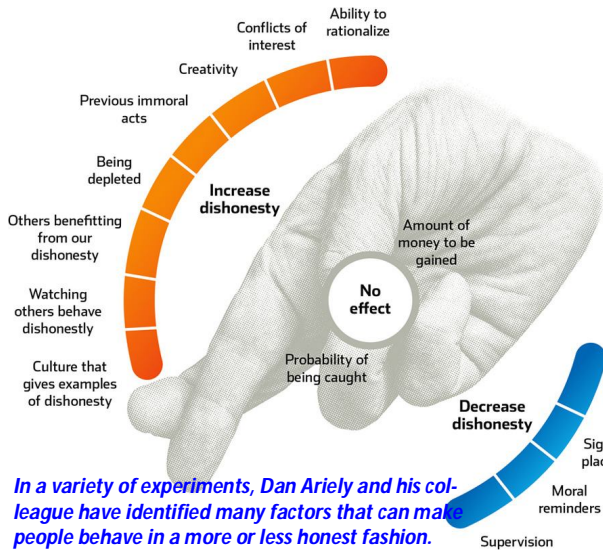
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Why we Lie and Cheat?



In a variety of experiments, Dan Ariely and his colleague have identified many factors that can make people behave in a more or less honest fashion.

Contd.. From Previous Newsletter

Source: THE WALL STREET JOURNAL. WSJ.COM -- By DAN ARIELY

Would a higher probability of getting caught cause people to cheat less? We tried conditions for the experiment in which people shredded only half their answer sheet, in which they paid themselves money from a bowl in the hallway, even one in which a no-

ticeably blind research assistant administered the experiment. Once again, lots of people cheated, though just by a bit. But the level of cheating was unaffected by the probability of getting caught.

Knowing that most people cheat - but just by a little - the next logical question is what makes us cheat more or less.

One thing that increased cheating in our experiments was making the prospect of a monetary payoff more "distant," in psychological terms. In one variation of the matrix task, we tempted students to cheat for tokens (which would immediately be traded in for cash). Subjects in this token condition cheated twice as much as those lying directly for money.

Another thing that boosted cheating: Having another student in the room who was clearly cheating. In this version of the matrix task, we had an acting student named David get up

about a minute into the experiment (the participants in the study didn't know he was an actor) and implausibly claim that he had solved all the matrices. Watching this mini-Madoff clearly cheats - and waltz away with a wad of cash - the remaining students claimed they had solved double the number of matrices as the control group. Cheating, it seems, is infectious.

The results of these experiments should leave you wondering about the ways that we currently try to keep people honest. Does the prospect of heavy fines or increased enforcement really make someone less likely to cheat on their taxes, to fill out a fraudulent insurance claim, to recommend a bum investment or to steal from his or her company? It may have a small effect on our behavior, but it is probably going to be of little consequence when it comes up against the brute psychological force of "I'm only fudging a little" or "Everyone does it" or "It's for a greater good."

What, then-if anything - pushes people toward greater honesty?

Contd... in next Newsletter.

TRAINING ACTIVITIES - APRIL 2013

Sri Jaya Jothi Spinning Mills, Rajapalayam.

First level training conducted for the Workers and Supervisors of Sri Jayajothi Spinning Mills, Rajapalayam. 12 batches of training conducted and more than 350 employees got benefitted from this **Life Skills Training**.

Kathir College of Engineering, Coimbatore.

First year **MBA** students of **Kathir College of Engineering, Coimbatore** got trained on **Thinking Tools**. Two batches of training conducted and nearly 80 participants got benefitted from this programme.

Arunkumar Spinning Mills, Annur.

Life Skills training programme conducted for Supervisors of Arunkumar Spinning Mills, Annur for 2 days. **Interpersonal skills and Supervisory skills** were the modules covered in this training.

CONGRATULATIONS !!!

Our Chairman **Mr. G. Senthikumar** has awarded as a "**Golden Educationalist India**" for his **Out-Standing contribution in the field of Learning Disability** from International Institute of Education and Management (**IIEM**), New Delhi.



Mass Interest Profile Assessment

Helikx has developed the new Interest Profile Psychometric assessment specially for the students who are opting for Engineering. More than 1000 +2 pass-out students done this In-

terest Profile assessment to know their interests in various places in Tamilnadu. Necessary guidance also given on the vocational streams by experienced Psychologists & Psychometric Assessors from Helikx. "**ASPIRATIONS 2013**" programme was organized by Naruru's Sarathy Institute of Technology (NSIT), Salem, more than 300 students done this assessment and get benefitted. **The assessment also been-**



conducted in **Education Fair @ Salem** joining with NSIT organized by "**The Hindu, Education Plus**".



Professional Skills Matrix

Experiences gained through volunteer work can enhance personal and professional development. This matrix is designed to provide a structure in using volunteerism to develop skills. It can also strengthen your recruitment efforts if you highlight the skills volunteers can gain through service with your organization.

Skill/Development Area	Ways to Develop or Enhance Skill
Assertiveness	Serve as a fundraiser, solicit pledges or support Recruit others to support a cause or organization
Budget Management	Plan or chair events with a budget Volunteer for a board position with finance responsibility
Change Management/ Strategic Awareness	Participate on an organization's board Participate in a focus group Help write a group's vision
Computer Skills	Develop a database for an organization Provide data entry for a group or project
Conflict Resolution	Serve on a board Manage a function or event, serve as a subcommittee chair
Cultural Awareness	Be a tutor or mentor Volunteer in an activity that works closely with people unlike yourself
Creativity	Volunteer at a children's arts and crafts project
Delegating	Chair a committee Assume a leadership role in an organization
Event Planning	Coordinate volunteers Sit on a planning committee for a big event
Leadership	Serve as a chair on a committee or event Be a spokesperson for a group or organization Work with young people as a mentor
Managing People	Manage volunteers at a project or event Coordinate an event
Motivating Others	Be a mentor Chair a committee Coordinate volunteers Recruit friends/colleagues to join you in a project or event
Negotiating Skills	Obtain resources for an event or organization Be on a committee
Organizational Skills	Plan an event Provide clerical services Sort donations
Planning	Coordinate an event or activity Sit on a committee for an event or project
Presentation Skills	Lead an orientation for a group/organization Be spokesperson for an organization Serve as a Project Leader or Team Captain
Problem-Solving	Be an on-site manager for a big event Be a project leader
Project Management	Coordinate an on-going project
Selling	Fundraising Soliciting resources for an event or organization Recruiting volunteers for an event or organization
Teamwork	Coordinate volunteers Work on a rehab or building project Plan an event
Time Management	Chair a committee and run the meetings Manage resources for an organization or event
Verbal Communication skills	Volunteer for an activity that uses the phone Chair an event Be a spokesperson Lead volunteers in an activity
Written Communication skills	Write a newsletter for an organization Write a press release Develop letters for fundraising Take meeting minutes Serve as the Secretary for a group or board

This resource was created by Hands On Network, a Corporation for National and Community Service training and technical assistance.

Erode Sengunthar Engineering College, Thudupathi.

Second level of Faculty Development Programme was conducted @ Erode Sengunthar Engineering College, Thudupathi. Classroom Management, Professionalism towards job are the modules to be trained in this programme.

Kathir College of Engineering, Coimbatore.

First year **MBA** students of **Kathir College of Engineering, Coimbatore** will be trained on Problem Solving and Decision Making by implementing some Effective Thinking tools. Around 80 MBA professionals will be trained from this programme for 2 days. This is one of our continuous programmes.

BASE Camp @ Erode

Behavioral And Skill Enhancement (BASE) camp for going 7th, 8th & 9th students will be conducted by **Helikx**, organized by **JCI Erode Metro**, a Individual development organization.

TRAINING ACTIVITIES
MAY 2013

Chairman's Column

Dear Readers,

Warm Greetings.

Happy to meet you once again through our News letter Aadhar...

Thanks for the institutions who has conducted mass psychometric assessments to know +2 Pass-Out students' Interest Profile to select their career through our psychologists and counselors.

We have received a massive response for our **Summer Camp on Learning Disability** and we have started our first batch course in our School campus.

Also we are also starting our **Behavioural And Skill Enhancement (BASE)** camp for the going 7th, 8th and 9th standard students in different places.

Thank you once again for all our supporters, well wishers and for our regular readers.

Keep mailing ... Keep Supporting ...



Our Chairman
Mr. G. Senthilkumar

Accountability Issue; Avoid Them

One of our clients engaged us to systemise their operation. They are service providers and aggressively positioned themselves. Within a span of year, they attained leadership in the industry and people started following their foot print.

During our study, we found that the entire organisation is operated person oriented. There is no defined measurable method or operating procedure. For example, the person, Mr. Raja, will give direction, how to handle customer complaint. Next shift, Mr. Guru will give a different direction on the same issue. The customer care executives have to do, what "the person" directs. Ego clash and stalling the progress of a project become a daily routine.

As the organisation is growing at an unexpected pace, competing with the mushrooming competition, Chief executive has limited time on day to day regular activities. When he is asking for report or immediate action or the reason why Mr. X acted that way, the answer he is getting is not satisfactory, many times, a wield threat of resignation.

We, helikx initiated a survey to find a solution and audited their daily task. On through analysis of the information, we found the major issue is accountability.

We suggested a strategy; transforming from person oriented to process oriented operations. We consulted the entire team and took them into our "policy and process creation". We defined the designation – duty – responsibility and measurability.

During this process, we learned very valuable

lessons.

There are many "accountability" pitfalls that business leaders and executives typically fall into. Some of them don't even appear to be accountability-related on the surface, which is why they're so insidious. Anyone who want a high-performance management team, make sure to avoid them:

Unclear responsibility. This is probably the most common pitfall. In an organization there are managers with misaligned goals and vague responsibility. Two people shouldn't have the same functional responsibility or own the same goal. This will lead to things to fall in the crack. That doesn't preclude matrix management, the trick is to ensure goals and responsibilities are properly aligned.

No follow up. This is practically an epidemic in organizations. Executives are great at coming up with goals, strategies, even metrics. Unfortunately, they're also notoriously bad at following up. Without follow up, nothing good happens. Companies must have a relatively objective and strict process for both setting and scoring management performance metrics.

Compensation plans that reward poor performance. Closely related to the "no follow up" problem, most companies have terrible executive compensation plans. Maybe 1 in 10 actually rewards the right behavior and has enough teeth to foster accountability. The problem?, there's not enough difference between success and failure, plain and simple.

Management behaviour. When it comes to

management behavior, most executives and boards just look the other way. That lack of accountability plays a key role in business failures because dysfunctional leadership results in bad strategic decision-making and poor employee performance and execution. Coming up with metrics for this sort of thing is challenging, we think "360s" are pretty effective.

Flawed corporate strategy.

This is rarely seen as an accountability problem, but it is. When company executives push a flawed strategy, two things inevitably happen. First, smart people in the organization

call them on it -- publicly or privately -- word gets around, and management credibility suffers, big-time. Second, everyone will start covering their behinds, pointing fingers, acting passive aggressively -- all sorts of dysfunctional behaviour that wrecks havoc with organizational performance.

Not surprisingly, we find that executive management teams at consistently successful companies make accountability a priority and, therefore, avoid these pitfalls. It takes a real commitment of precious management time and resources. But not only is the payoff worth it, it's a necessity in our hypercompetitive business world.

-- By Helikx, Consultancy Vertical.



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