



**SANNAM S4**  
MARKET ENTRY SIMPLIFIED

# Employability of International Graduates Returning to India



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Sannam S4



# About Sannam S4

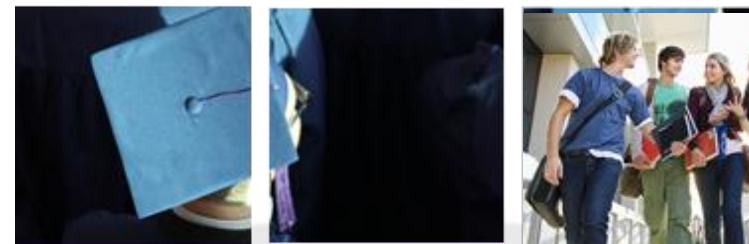
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- A market entry specialist supporting international institutions and businesses expand successfully in India, Brazil and China
- Established early 2008
- UK headquarters (as of June 2014) for centralized contracting for multiple regions
- 120 staff with a strong blend of local vs. expatriate staff
- Dedicated & experienced higher education, skills and research and partnerships teams
- Offices in New Delhi, Bangalore, Chennai, Pune, Mumbai, Beijing\*, Sao Paulo (\* via strategic alliance)
- Clients include range from FTSE100/Fortune 500 to Start-ups with strong focus on mid market & SME's
- Supported over 200 international organisations entering and who are already doing business in India & China
- Actively supporting 30 plus Universities from 6 different countries including Canada
- Extensive range of services providing a simple solution to a range of challenges
- Working in the area of International Graduate (IG) Employability for 3 years.



# Hiring trends at entry level

- Campus placement
  - MNC and large Indian companies
  - Compensation offered - high (based on the institution)
- Employee reference
  - Alternate source of hiring
  - Compensation offered – mid level
- Online job portals/ company website
  - Compensation offered - lower or at par with mid level salaries
- Resistance to hire international degree holders



# Why the resistance?

- Lack of effective skill benchmarking
- Lack of awareness about international universities
- Prefer hiring from Indian universities where quality of students already benchmarked
- Perception
  - need to pay a higher compensation to an International Graduate
  - high attrition levels
  - arrogant attitude



## Results

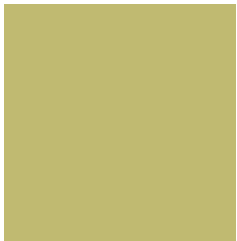
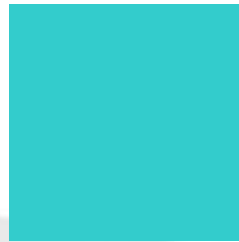
- Above average duration of unemployment post their return
- Pick up employment in areas not related to their area of study

# A story



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- Year 2002





# Our credentials

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**Two research papers produced,**

**3+ years experience in placing returning graduates in India.**

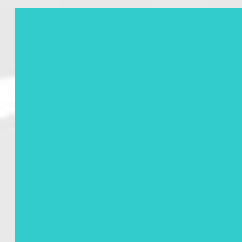
An assessment of the employability of international graduates in India - 2014

- 559 graduates surveyed
- 71 companies: HR heads and business managers
- Smallest company with 15 employees, largest company with 25,000 employees

An assessment of the long term Impact of an international degree on Indians in India - 2015

- 177 individuals who graduated between 1996 and 2010 interviewed
- Countries of study – Australia, Canada, Ireland, New Zealand, the United Kingdom and the United States.

Work in the employability space from 2012 to 2015

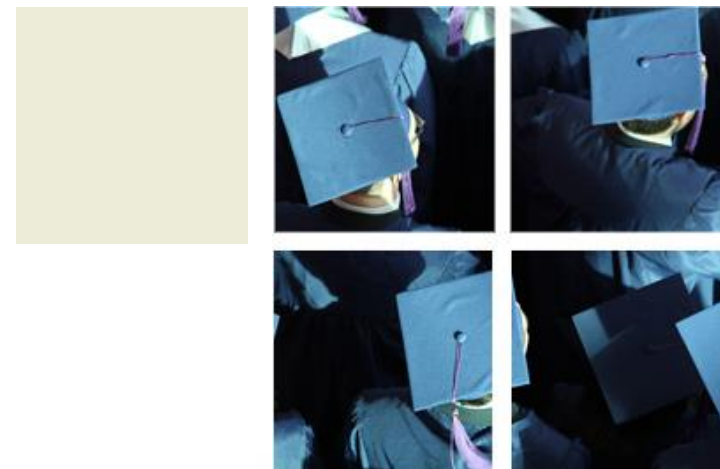






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# Research Snapshots





# International Graduates

- 81% believed they had superior technical knowledge or job competencies
- International degree holders believed they deserved a higher compensation
- 91% believed they have superior soft skills
- Apply to mainly MNC or large Indian companies



## Corporate Perspective on what Internationals Graduates

**Want**

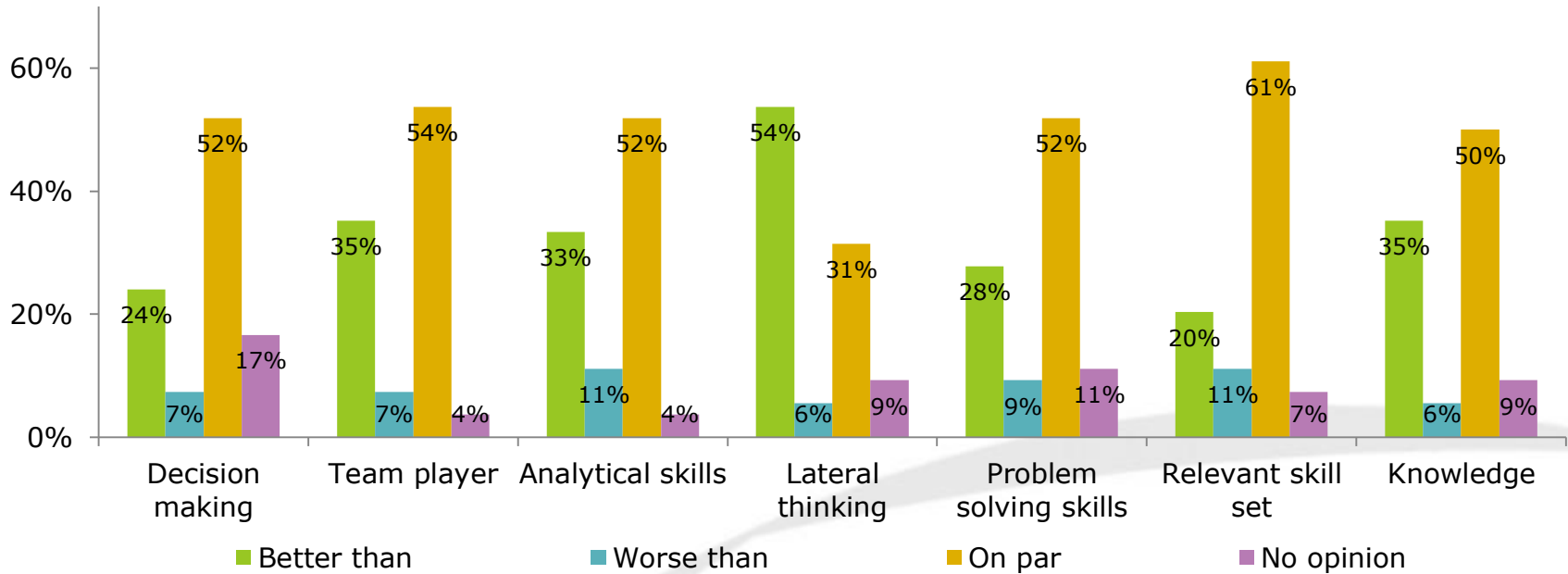


**Reality**





# Overview of skill perception



- Corporates rate employees with an international degree at par with domestic graduates

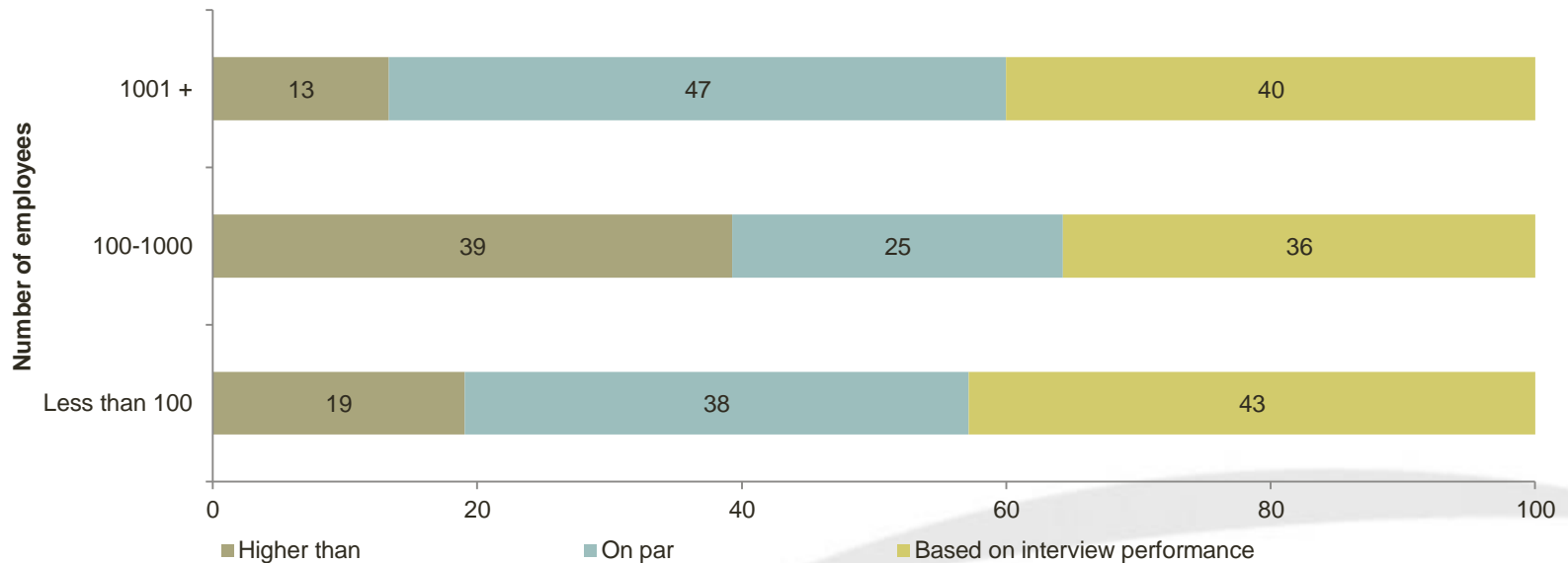


## Skill perception across business (%)

- Small sized business: 70% of the employers believed IG were superior to domestic graduates in terms of lateral skills, over 40% of employers rated “Analytical skills” and “On job skills” to be superior. They were willing to pay a premium for International Degree holders.
  - Small sized business recruit in very small numbers
- Medium sized business: Largely rated students to be at par with Domestic Grads. They had lower perceptions of the skills of international graduates than small businesses.
- Large business : Believed International Graduates had strong “analytical and lateral thinking skills” plus on “job skills.” However due to the well established system of campus placements, they did not hire International Graduates at the entry level.



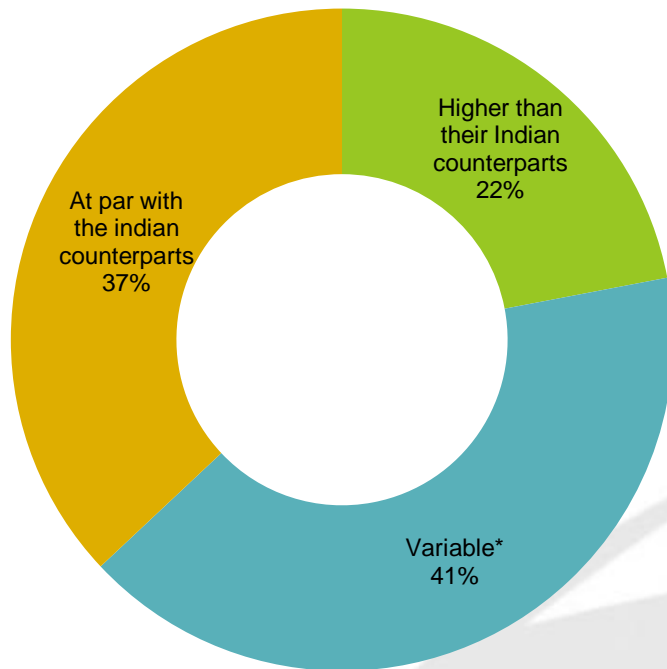
# Willingness to pay higher salaries (%)



- Most companies were unwilling to pay a premium for graduates with an international degree
- Large companies least likely to pay a higher compensation

# Comparison of salary and ROI

## Salary paid to International Graduates vs Indian Graduates



- A majority of returning graduates do not get a higher starting salary
- 41% of employees were willing to pay compensations to candidates based on performance

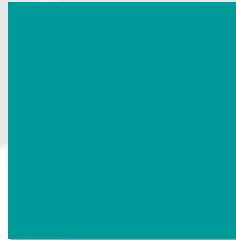
\* Based on performance





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# Our Experience in placing international Degree holders



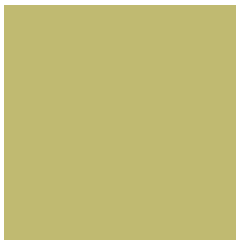
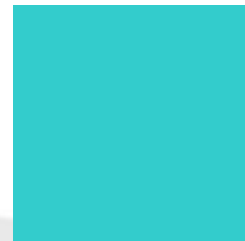
# Lessons Learnt

## 2012-2103 Graduate Development Services:

- Paid service
- 136 registrations, 38 Job offers, 06 candidates joined,
- Average work tenure: 04 months

## 2013-2014 Graduate Showcase

- 112 student registrations, 25 participated, 23 shortlisted post first round
- 05 no shows for final interview round, 04 offers, 0 candidates joined





# UK-India Career Summit 2015



- 12 days, 1471 student registration
- 306 shortlisted for interviews
- 432++ interviews took place
- Over 600 participated at the event



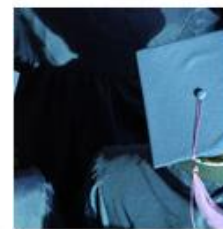
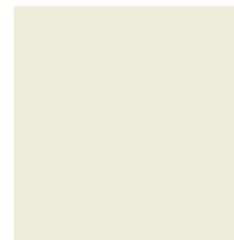
- 20 companies participated
- 75% large blue chip companies
- Reason for success is because it was an initiative by the UK Government





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# Key Recommendations





# Key Recommendations

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- Foreign institutions must increase visibility, create awareness among Indian companies about
  - The courses vis-à-vis Indian degrees.
  - The benefits of hiring international degree holders
  - The International standing and reputation in key programs
- Need to reach out to large companies that hire in large numbers
- A dedicated local resource must be put in place or work with organisations that could represent their interest on an ongoing basis.
- Country Promotion bodies to work with universities to promote employability
- Work needs to be done to
  - Manage student compensation expectation
  - Educate students about hiring trends in India
  - Prepare them for interviews
  - Prepare them for reverse culture shock
  - Generate positive inclination towards internships

# Questions?

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A close-up photograph of numerous bright red chili peppers, some with green stems, filling the bottom half of the slide.

*Thank you*