

# 'I failed. I cried. I started over'

**CONTINUED FROM P 13**  
I learnt through my experience that failing, however undesirable, should not end your life. Staying self-motivated, upskilling yourself and meeting new people is important.



■ **Srivats Jakkani failed class 12 but is now a professor.**

research the industry online and study how real-estate agencies in developed countries work. Google became my best friend and YouTube videos became my teachers.

I quit the travel agency in 2010 and co-founded a real-estate agency called SpaceOrbeat with a partner and co-ran it successfully for over six years; I just launched my own consultancy firm, Propra, this month.

The Lodha Group, Runwal and other major developers have tied up with me to help sell their inventory. I act as a link between them and customers. I also bought a home in the city last year. From my failure, I learnt that you do not need a formal education to craft a successful career.

No one has ever asked me about my education and if someone does, I will tell them that I failed in Class 12! I am not ashamed of it because I am on my way to becoming a successful entrepreneur with hard work and good services on offer.

**'IN MY DESPERATION, I FOUND A HOBBY — AND A**

## 'I OPTED OUT AND NOW RUN A REAL-ESTATE BUSINESS'

**Pravin Ladkat, 28**  
I was bad at Mathematics and failed it in Class 12. I did not wish to continue my studies. The education system scared me. In 2008, I dropped out and started working as a junior website developer at a travel agency.

"No one has ever asked me about my education and if someone does, I will tell them that I failed in Class 12," says Pravin. I loved the idea of cracking deals, and discovered an interest in real-estate. That got me to

## ■ **Riddhi Memaya failed class 10 but is now a PR executive**



■ **Riddhi Memaya failed class 10 but is now a PR executive**



■ **Pravin Ladkat failed class 12 and runs a real-estate firm.**

## CAREER

Hirdyesh Mordani, 29

I was born and raised in Nigeria and when I could not pass my board exam there, my parents sent me to India to study. Guess what? I failed here too.

After failing Class 12 in 2008, I lost hope. I did not wish to reappear. But without the goal of graduation, I felt directionless. I used to browse the internet all night. Little did I know this would soon earn me a living.

"From my failures, I learnt that you can actually make a career of what you love to do," says Hirdyesh. A friend suggested I apply for a job at Rajshri Media, the digital arm of a leading film production house, in 2009, since the profile involved uploading and sharing videos, songs and clips from their popular movies onto popular internet platforms. I got the job. And I loved it!

**I DISCOVERED THAT I LOVED STUDYING ABOUT ANIMALS, AND SO I JOINED A DOG BEHAVIOURISTS' CLUB IN DADAR.**

I was creating and curating content for digital platforms and making memes for them, at a time when not many people could do these things. All this gave me my first taste of success. Two years into Rajshri, I began getting offers from other production houses in the city. That's when I decided to take the next step. I launched a takeaway service called Parathawala last year. I do not plan to get a degree. From my failures, I learnt that you can actually make a career of what you love to do. Just be persistent in chasing your dreams.



■ **Hirdyesh Mordani failed class 12 and is now an entrepreneur.**

## face to face

**JOSEPH K HART, CEO at Dale Carnegie**

# 'Dealing with generational gap is one of the main challenges for managers around the world'

**Bidya Sapat**  
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**MUMBAI:** Joseph K. Hart was appointed as chief executive officer and president of the 102-year-old Dale Carnegie Training in 2015. Present over 90 countries, the institute runs leadership training, professional development, performance improvement, leadership training, and employee engagement programmes across the globe.

In an interview during first visit to India, Hart said he believes the country is one of the most dynamic markets in terms of the institute's business. He said one of the key themes that Dale Carnegie Learning is how to address the issue of generational gap at workplace.

**How important is India in your overall business?**

We are present in 91 countries. One of the places that I really wanted to get this year was India. Part of the reason is because while we have great operations all over the world, we are doing very well in India and I also see that the Indian market is a very important one where we are anticipating growth over a long period.

I have been with Dale Carnegie for the last two years but what I have seen and what I have known is our operations here have grown significantly and consistently. It's a dynamic market place and young market and a lot of changes have happened from talent standpoint.

**One of the biggest works of Dale Carnegie is leadership training. What are some of the concerns that leaders across the corporate world are trying to cope with now?**

A number of issues I see consistently around the world. One of it is the generational interaction or the gap in interaction between the millennial



■ **Joseph Hart**

als, generation X and the baby boomers. How to deal with some of the challenges and gaps these generations have in workplace. Even within people of narrow gap in age group, they have a difficult time while interacting.

Another thing is the topic of teaming. The workforce is changing and a lot of emphasis is on the relationship between the managers and employee. Now particularly with the millennials, there is a lot of focus on team based activities and project based programmes.

So the question is how do you foster and support interaction between teams because now you need to interact not just on one-on-one or personal level but multiple levels. So those are some of the issues that we see.

**Have you designed any programmes to address those issues and do you plan to bring some of your programmes in India when it comes to addressing the issues of millennials at workplace?**

We conducted a leadership survey of 14 countries cross. It's a cultural leadership survey and we asked what are some of the best ways to bring out the best in you. We identified traits that

are really important and we are working with some of our operations around the world to align with our teaching and training standpoint.

We do have programmes in India as well. We have been in the business for 100 years, the programmes that we have in India are proven across generations. I was in a programme in New York and a lot of millennials in it. The things and principles that we teach them are high impact. In fact, we see great results from a survey standpoint from people who take those programmes. We design programmes incorporating some of our time proven principles and apply them to a group whether it's for millennials or other forms of group.

Millennials are one of the topics that comes up most of the time now. It's a cross-cultural phenomenon. How do I engage with the workforce?

The value system with the millennial is perceived to be different. Maybe how they engage is also little different, their expectations are different, their desire to be in a one position for one period of time is different. So part of what we are trying to do even with the older managers is to under-

stand what are the nuances that works with the millennial.

For example, one of the things that's important to millennials we know is finding value and that's not just financial value in a job, people will take lesser money if they are really connected with the missions of the business. One of the things we talk in our programmes is understanding the person and its aspirations.

**When it comes to leadership skills, how different is Indian society compared with the rest of the world?**

Part of the reason why I'm here is to learn. I have had a chance to meet with some amazing companies and understand some of the situations that they have here. There are certain things that we are seeing all over the world and they are probably consistent here as well. One of which is the sense of empathy and emotional quotient or intelligence because you are working with people with different views and different values. So that really requires them (leaders) a sense of understanding, because what is happening is people tend to judge and make assumptions and those assumptions could be undermining from a relationship standpoint.

For example, what we consistently hear people say is "oh this generation doesn't work and they just want their way and so forth", but those are assumptions. Often what we try to do is help people understand by putting them into the other person's situation. It is also important to demonstrate appreciation for what they see. People need to build trust and be willing to listen and understand.

So there is a level of relationship that is required or needs to be worked upon not just in India but everywhere in the world whether it is in Taiwan, Africa or any European countries.

## Indians love online courses, says survey

**HT Correspondent**  
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Coursera, one of the largest online education providers, has released the results of its 2017 Learner Outcomes Survey.

The survey reveals that Indian online learners are continuing to report similar or even greater benefits compared to the

2015 survey. Among working professionals and job seekers ("career builders"), 89% of Indian learners reported career benefits compared to 84% globally, 84% in the US and 86% in the UK. In India, 46% of career builders reported to have become better in their job.

"Over two million Indians have registered on Coursera to

date. The survey results underscore that Indians find online courses to be life-transforming," said Nikhil Sinha, Chief Business Officer, Coursera.

The survey finds that Indians were much more likely than learners in other markets to report benefits such as gaining knowledge, or earning credits. The most valuable benefits of

online learning are not always tangible. About 83% of Indians who completed online courses reported "gaining confidence" compared to 72% globally.

"Coursera offers Indians the opportunity to access courses from universities that most would never have the opportunity to learn from in any other way," added Sinha

## Cloud campus: Top portals that can help you prepare for exams

**Vishal Mathur**  
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**NEW DELHI:** The Indian education market is expected to be valued at \$180 billion by the year 2020, according to a report by management consulting firm Technopak. And the biggest reason for this could be the growth of the digital learning market, buoyed by the estimates that as many as 550 million Indians will have regular access to the internet.

The domain of education technology, also known as Ed-Tech, has seen multiple new start-ups and platforms arrive on the scene over the past year.

Some of them are helping students prepare for competitive exams, while some are streaming lectures live over the Internet. We look at the best online platforms for the cloud campus:

### TALENT EDGE

Talent Edge has partnerships with top educational institutions in India, as well as around the world—these include courses from IITs, IIMs, XLRI, MICA, Parsons School of Design and Jack Welch Management Institute (JWMI).

The way this works is that you sign up for a course, and Talent



■ **Testbook.com**

Edge will recreate virtual yet fully participatory classrooms, and interact live with faculty from the institute as well as your batchmates.

The range of courses available for you is exhaustive—business management, analytics, entrepreneurship and finance are just some of the larger subjects.

Even though you are attending classes on a digital platform and not in a physical campus, you will still follow the specific timetables for classes, semesters and assignments.

You will pay the fees depending on which course you sign up for. For instance, the PG Certificate Program in Business Management from MICA, Ahmeda-

bad, will cost around Rs 1.10 lakh and is payable in instalments.

### UN ACADEMY

This platform has been around for around six months, and yet has seen over 3 lakh students sign up—there are more than 2,400 courses available online. Everything is categorised clearly. You also get courses on English and French, programming languages and business management, among others.

Each course is further divided—for instance, the CAT preparation will be broken down into quantitative aptitude, logical reasoning, data interpretation, verbal ability and more.

### TESTBOOK

Testbook.com is an online test preparation platform for competitive exams.

For each, there are a set of tests that you can access for free, while you'll pay for some of the more advanced ones—there are also subscription options, with an annual validity, and will include all the tests for that course. The advantage is that you can try to conquer each of the purchases tests any number of times during the validity of the subscription.

### Harveen Ahluwalia

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**NEW DELHI:** E-commerce no longer seems to be the flavour of the season with the fresh graduates from top business schools across the country, says a study conducted by market research firm Nielsen, titled Campus Track Business School Survey 2016.

The study, which measures and monitors attitudes and perceptions of about 1,400 students across top 36 business schools (every year) with respect to their career preferences and potential recruiters, ranked e-commerce as the fourth most-preferred sector (down from first in the previous two years) by the students graduating in 2017. The business schools surveyed include Indian Institutes of Management (IIMs), Indian Institutes of Technology (IITs), SP Jain Institute of Management and Research, and Indian School of Business (Hyderabad) among others.

Banking, financial services and insurance (BFSI) emerged as the most preferred sector for the class of 2017, followed by fast-moving consumer goods (FMCG) sector and management consultancies. As per the study, 46% of

"Over the last couple of years, there have been instances where e-commerce companies had given out job offers and then taken them back. Recently, some large e-commerce firms have also announced the plans for downsizing. The craze for these new age companies has started to fade out a little."

ROHIN KAPOOR, director at consulting firm, Deloitte Haskins and Sells

the students said that they would prefer to work in the BFSI sector (up from 25% last year), while 42% said they preferred FMCG.

"Banking and financial services sector has always been seen as a secure and safe bet, albeit lacking the wow and glamour of the more new age sectors. The e-commerce industry has witnessed some volatility in the previous year, thus impacting the perception of students and appears to have lost some of its sheen," said Ajay Macaden, executive director at Nielsen India.

The change in the preferences of the students (towards e-commerce) comes after certain companies, last year, deferred the joining dates for graduates to whom they had made job offers. For instance, India's largest

e-commerce platform Flipkart had deferred by six months the joining date for IIM graduates amid a funding crunch. Other start-ups like online baby clothes and products company Hopscoth, online auto classifieds portal CarDekho and local delivery start-up Roadrunr had also delayed the joining dates of their hires, following which certain start-ups were blacklisted across all IITs in the placement season of 2016-17.

"Over the last couple of years, there have been instances where e-commerce companies had given out job offers and then taken them back. Recently, some large e-commerce firms have also announced the plans for downsizing. The craze for these new age companies has started

to fade out a little," said Rohin Kapoor, director at consulting firm Deloitte Haskins and Sells.

Meanwhile, students are seen going back to the "tried and tested" sectors like BFSI, FMCG, telecom and advertising, which are known to offer stability and job security (unlike e-commerce). Traditional sectors like telecom and advertising, this year, made it to Nielsen's top 10 list after 2011 and 2014 respectively. The survey attributes this change to the new dynamics and new entrants in each of these sectors, leading to a "lot of noise".

"Indian banking industry witnessed a rollout of innovative banking models like payments and small finance banks, creating a positive buzz. This year, we have also seen more positive momentum for this sector in the markets and growth prospects. Given the latest dynamics, new entrants, and lot of noise in the traditional sectors of telecom and advertising, we see a revival of these after 2011 and 2014, respectively, into the top 10," said Macaden.

Over the last five years, packaged consumer goods company Hindustan Unilever Ltd (HUL) has been the dream employer as

well as the top recruiter in all the 36 colleges, according to the Nielsen Campus Recruitment Index (CRI) 2016. In 2015-16 and 2016-17, tech giant Google was ranked second in the list of dream and top employers.

"This achievement is recognition by students of the consistent actions HUL has taken over the years to build mutually beneficial relationships and engagements with the student and academic community. With its robust talent systems and processes, HUL identifies talent early and invests in building capability. The UFLP (Unilever future leaders' programme) provides young managerial recruits an extensive cross functional experience through live projects and learning assignments," said BP Biddappa, executive director, human resources at HUL, adding that the firm provides rural and international exposure to its managerial recruits.

Other dream employers included private sector lender Axis Bank, consulting firms McKinsey & Co., and Boston Consulting Group, e-commerce giant Amazon and packaged consumer goods firm ITC Ltd, as per the study.

## 'Interior designers' skills lie between art and science'

**Nidhip Mehta**  
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**How is interior design different from interior styling?**

Interior design deals with more permanent spaces, and requires more in-depth understanding of space, structure, and volume, while interior styling focuses on work that's more temporary and aesthetic, and has a strong relation to themes and styles.

Designing a restaurant layout in its entirety is interior design; designing the aesthetic theme and décor is interior styling.

**What basic skill sets are required to be a part of this industry?**

The interior designer's skill set lies somewhere between art and science. You have to be good at colour, composition, and visual aesthetics but also at research, analysis, and functionality of the design.

A deep understanding of human behaviour and culture is important, and it's good to develop both manual and digital graphical skills.

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Being comfortable with hands-on work, and adaptability to changing trends are important as well.

**What are the different kinds of career possibilities which emerge for interior designers?**

There are many opportunities for the designers today.

One can work in a job for an architecture or interior design firm, or one can freelance and do his or her own projects as an

**AN INTERIOR DESIGNER CAN PICK AN ARCHITECTURE OR INTERIOR DESIGN FIRM TO WORK IN. MANY DESIGNERS ALSO WORK FOR CORPORATES, WHO HAVE A STRONG BRAND IDENTITY IN THEIR DOMAINS, SUCH AS HOTELS AND RETAIL CHAINS**

entrepreneur.

Many interior designers also work for corporates, who have a strong brand identity in their domains, such as hotels and retail chains.

**What all should a student look for while choosing a design college for such courses?**

Two things are most important—faculty and curriculum.

There should be good faculty, who are both teachers and prac-

tioners, and there should be a curriculum that adapts to not only the present times, but also the new ways in which today's students behave and learn.

The curriculum should also be global, flexible, and interdisciplinary so that interior designers can study abroad, study other related design fields, and work on projects with different types of designers.

A design college is a friendly place, because so much of learning is hands-on and personal.

So, a good design school is one that has fewer lectures and more project-based learning, and more interactive teaching.

*Nidhip Mehta is head—School of Design at Pearl Academy.*

*A webinar on Career in interior design will be conducted on June 8 at 3PM. Register at www.pearlacademy.com*

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■ **Nidhip Mehta is head—School of Design, Pearl Academy.** HTED

## short stories

**Registrations open for KPIT's national innovation and design contest**

KPIT, a global technology company, has launched the fourth edition of its annual national design and development innovation contest, KPIT Sparkle 2018.

Engineering and science colleges across India are invited to develop solutions to help the energy and transportation sectors through this contest.

The idea is to address the challenges of building products that are greener, safer and provide user-convenience to address most user concerns.

The submitted ideas could include artificial intelligence, cyber security, nanotechnology, renewable battery technologies, and solar panels.

Shortlisted participants will be invited to build working prototypes at the Deccan College Ground in Pune in January 2018.

Winners will be awarded a cash prize of Rs 21 lakh.

The last date for registration is August 31, 2017.

Visit sparkle.kpit.com for more details.

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