

## Over 50,000 Students have been under Globsyn's Umbrella

**SME WORLD in Conversation with Globsyn Group's Bikram Dasgupta**

A passionate, out-of-the-box thinker, who strongly believes in 'ordinary people can do extraordinary things...' wetted his formative entrepreneurial zeal by helping build Pertech Computers Limited (PCL), in 1984. As the Promoter-Director, Bikram Dasgupta steered the company through the initial difficult years and took a leading role in managing a diverse set of functions ranging from Sales & Marketing, to International Business Development and new strategic projects, elevating the company to the position of the No.1 PC manufacturer in India.



**Bikram Dasgupta**

A first generation entrepreneur and an alumnus of the prestigious Harvard Business School and Indian Institute of Technology, Kharagpur, India, Bikram Dasgupta is among the select breed of professionals who have kick-started the IT revolution in India. He has been at the forefront of founding and building organizations, mentoring human resources and spearheading industry associations in the sector, which have gone a long way in putting India firmly on the global IT map.

An innovator, thinker and a passionate speaker, Bikram was among the core group of professionals who joined HCL in its infancy and his contributions, as one of the key Market Development Managers, have gone a long way in establishing the market presence that HCL commands today.

A passionate, out-of-the-box thinker, who strongly believes in 'ordinary people can do extraordinary things...' wetted his formative entrepreneurial zeal by helping build Pertech Computers Limited (PCL), in 1984. As the Promoter-Director, he steered the company through the initial difficult years and took a leading role in managing a diverse set of functions ranging from Sales & Marketing, to International Business Development and new strategic projects, elevating the company to the position of the No.1 PC manufacturer in India. Among his most stellar contributions, during his PCL stint, has been to single-handedly win the single largest (US\$ 50 million) export contract from Dell Computer, USA, which is still rated as the largest single contract in the hardware industry.

With the fast changing IT landscape Bikram Dasgupta foresaw the need for a business model built around the fundamental concepts of Infrastructure and Institution to service the knowledge economy and in 1995 conceptualized Globsyn as a group of companies in Kolkata, which embodied that vision. On the institution building front, it has been Dasgupta's lifelong zeal to develop young minds to enable them to face the challenges of the modern workplace and be productive from day one. It is in this mission that he conceptualized and pioneered the Globsyn Knowledge Finishing School System™

which bridges the growing gap between academics and industry through industry relevant programs in a world class infrastructural setting. This, early innovator approach and concept, found expression through Globsyn Software Finishing School (GFSF) programs at TECHNOCAMPUS in 1997, the then IBM Center for Excellence.

The group also includes Globsyn Blue – Center for under graduate studies and Globsyn Infotech Ltd. a software product and services division.

Today, under Dasgupta's mentorship and active guidance and after 10 years of dedicated research, diverse case studies and direct, on the ground experience, of handling over 75,000 graduates, from around 300 engineering colleges, Globsyn has been able to create a 'Talent Transformation Engine (T2E)', under the pioneering Finishing School System, based on real life researched data, and put together a framework of processes and methodologies that assists trainers in imparting training through a framework IP, thereby achieving healthy conversion factors, on both counts – 'employability' and 'industry readiness'.

**Globsyn has very specific focus towards higher education and skill development. What were the key factors instrumental in driving you towards this direction?**

Globsyn has its root in Information technology and its founders have a rich IT industry background spanning across all facets of IT. When we looked at people and their ensuing development, from our technology driven perspective, we realised that Education and Skills development would form an absolutely critical aspect of human development in the coming years and decades. Over the last 16 – 17 years of our existence, we have endeavoured to use technology in both Higher Education and Skills development and that has been our single-minded focus. We have always worked with youngsters and starting from the software arena we have expanded our reach to positively influence today's youth via both



A placement, to us, has been an integral part of our offering across all our products and is not viewed as an 'extra'. Placements too as a term has been made heavy weather of, whereas education and training institutions must take it as part of their core charter. After all the students are coming to us at a very vulnerable stage of life and they need to be mentored and shown the path for the next 5 – 10 years of their lives!

quality Higher Education and Skills development across various domains.

**Globsyn Finishing School is a very niche provider considering many of our graduates are not suitable for employment due to their extreme theoretical knowledge and very limited hands-on experience. How many students have benefited from this school? What is the demographic profile of these students? What is kind of knowledge is being imparted in the programs of GFS?**

To my mind the concept of 'employability' is in itself a myth and cannot be viewed in isolation. Today with the maturing of the training industry and the entry of numerous quality players, including the likes of Globsyn, the term 'employability' too needs to be qualified in a systematic metric based method and clear criteria's and guidelines established, which I am sure will be met by most quality training institutions.

We have till date touched over 50,000 students across various programs. Our students come from varied backgrounds starting from engineering grads to under graduates, class 10 – 12 passed youths etc. Globsyn Skills under which GFS operates in the IT arena, we have programs across 11 domains apart from IT.

**Is Globsyn involved in finding placement for their students and getting them the "first break" to gain a foothold in the job market? What kind of mentoring services does Globsyn provide to its**

**students?**

A placement, to us, has been an integral part of our offering across all our products and is not viewed as an 'extra'. Placements too as a term has been made heavy weather of, whereas education and training institutions must take it as part of their core charter. After all the students are coming to us at a very vulnerable stage of life and they need to be mentored and shown the path for the next 5 – 10 years of their lives!

**SkillsforIndia.com is a stellar move. What type of skills do they impart? What are the entry criteria? How many women have benefited from this initiative? What has been the industry absorption rate for people acquiring skills in this institute?**

Skills for India emanates from a simple dictum – after our vast experience in training (for IT) and in high-end management education, it is only natural that the same be taken on a larger canvas, which Skills development allows us to do. We today sport among the largest knowledge development cells in this part of the country and are in the process of developing content and training kits for 11 domains apart from IT.

**What is the unique offering of Globsyn Business School considering that most of these schools today are replicas with hardly any differentiating element?**

We went into creating Globsyn Business School with a clear vision and mind set – to create and bring



*We have a lot to do and lot of expectations to meet. Globsyn has always followed an early thought leader approach and will continue to do so. Our focus as always shall clearly remain to be people and youth.*



We to put it shortly are in the People business. What is seen as different businesses is in fact coming from the same core. If technology dealt with people so does knowledge, education and skills development. Innoventures, with development of IT parks etc., too has the common theme of technology and people running across it.

value to the youngsters. Our school is based on Innovation, Research and Technology, while all around us higher education and particularly business school education is being commoditised. We have used our technology background and roots to our advantage and our 11 year journey is part of the proof of surviving and doing well in a midst of me-too undifferentiated products.

**You have setup multiple ventures under the Globsyn umbrella. What according to you are the vital challenges faced by the entrepreneurs in India? What advice would you communicate to the budding entrepreneurs to ensure success in their venture?**

We to put it shortly are in the People business. What is seen as different businesses is in fact coming from the same core. If technology dealt with people so does knowledge, education and skills development. Innoventures, with development of IT parks etc., too has the common theme of technology and people running across it.

**What type of corporate social responsibility is being discharged by Globsyn and how is it making positive difference?**

We run the largest Rotaract and Yi Clubs in Kolkata. We have also set up Kalyani (as a Trust) to service the CSR needs of the group. We work with mentally challenged youth. We work with old age homes and the majority

work is voluntarily executed by our students. So we are also creating a generation of youth who are 'CSR' aware and truly believe in working for society.

**What is the next level of operations that you envisage for Globsyn? Do you intend to expand beyond West Bengal and move in to the other North-Eastern states where there is huge underdeveloped manpower that needs proper skills to fuel rapid economic development?**

We have a lot to do and lot of expectations to meet. Globsyn has always followed an early thought leader approach and will continue to do so. Our focus as always shall clearly remain to be people and youth.