

Educational institutions are the foundation and pillars for our future business. Project Genesis, a community initiative of Infosys BPO, is aimed at aligning the teaching and course curriculum at Graduate Schools to the industry requirements so the students have an edge as far as employability is concerned. The education for these graduate students is more than theoretical knowledge and makes them industry-ready by the time they graduate.

General Objectives:

The project focuses on creating awareness and educating the teaching fraternity in tier II and tier III towns of various states in India on BPO and skill sets required to succeed in a BPO career.

This project will equip teachers and lecturers:

- To help the students acquire the necessary skill sets through training programs
- To handle queries and apprehensions of students about a BPO career with facts and therefore dispelling any myth

Specific objectives:

- ❖ Create the curriculum for the Elective “Global Skills Enhancement”
- ❖ Train the lecturers on the same
- ❖ Support and handhold the lecturers while they train their students on the same curriculum
- ❖ Assess the students’ performance on this course
- ❖ Create Job Fairs to increase the accessibility of employment opportunities in B & C towns.

Global Skills Enhancement curriculum:

The Global Skills Enhancement (GSE) curriculum is a result of extensive skills assessment done by Infosys BPO in B and C towns of the country and the current industry requirements. The identified skills were mapped to the BPO industry and thus were born two streams of GSE curriculum: – Language Enhancement and Analytical Skills