

EDUCATION AND TRAINING

#1. NIIT Ltd.

#2. Koenig Solutions Pvt. Ltd.



Rohit Aggarwal, CEO (in centre, front row) with Koenig Solutions Employees

#2. Koenig Solutions Pvt. Ltd.

The Indian education and training industry has witnessed endless innovative practices that companies are adopting in order to match the scale and quality equation required to fill the prevailing gap in the present education system. Koenig Solutions has played its share in turning the wheels to some extent since it came into existence in 1993 as a domestic training company.

Circa 2000, when the dot com bust had a huge negative impact on the Indian training industry, Koenig decided to restructure their business and focus only on the profitable niches. On analysis of the then current business, it was discovered that occasionally foreign students attended courses at Koenig. With more outstation students coming in, the company thought that they can serve their customers better by also arranging their hotel accommodation. The first student who opted for the course-plus-hotel package came from UK in 2002. He returned happy with their solution and agreed to become their referral. This gave them encouragement. They soon began to receive students regularly albeit in small numbers. The students were happy as they received good training at 50 percent of the cost in their country. Business multiplied. Koenig is now established as the undisputed leader in offshore training.

Today, Koenig has training centers in Delhi, Shimla, Dehradun, Goa and Dubai (opening in September 2011). From one student per year, they now get 200 foreign delegates every month for their training programs, and hope to cross the 300 number in this financial year.

The education sector has new players entering the foray every day given the promising market opportunities. There is a constant movement of trainers from the training industry to the software industry. Hence, a common problem faced by the industry is talent acquisition and retention, which while being critical to the business, is also scarce. On the contrary, "the education business is actually very simple. If one can hire, retain and keep motivated the best trainers, one can have an unbeatable business," says Rohit Aggarwal. Koenig differentiates itself as an employer in several ways but most importantly by offering a guaranteed 9am to 5pm (five days a week) work policy. This work-life balance is unheard of in the IT industry in general and training industry in particular. Their policy is well appreciated by



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- Rohit Aggarwal, CEO, Koenig Solutions

trainers. Being recognized as a great workplace is an affirmation of their right people policies which has helped the company emerge above many existing players.

Koenig focuses on hiring the best and they keep innovating in their recruitment process. They use Facebook with the twin purpose of creating a brand as an employer as well as targeting potential candidates. Their people are their brand ambassadors and help drive recruitment.

The nature of the business is such that it is the quality of the trainers that define the level of quality service. Therefore, HR plays a very important role in driving the business agenda and works in partnership with the leadership team. The leaders ensure that all employees realize that each one of them is a consumer as well as a provider of the HR function of the company. All the threads are not with the HR department. Engagement and retention is more about every employee identifying himself/herself with the company which can be achieved through active participation of the leader. They believe that every imaginable success can be achieved when people work collectively for a common goal, and that is the driving force that has brought Koenig to the stature it enjoys today. ■