

CASE STUDY 3

“India needs 500 million skilled people and 250 million graduates by 2022” – when this was announced by Kapil Sibal HRD ministry in 2011, a large number of foreign educational institutes moved their strategic focus towards India.

Our client, a top vocational educational player in the world market expressed their desire to penetrate India’s burgeoning market space but immediately faced the frustrating element for them was determining their model of delivery. There were multiple rounds of travel to India and it was a long process to find a suitable partner who had local knowledge, dedication towards retail education and the willingness to adapt to the best practices that they had developed with the retail sector over years of operations in the western world.

Little did they know that the challenges would not end after finding the right partner. Understandably with such a big skill shortage in India, it wasn’t going to be easy for the company to find resources of the quality they desired, and the capability to drive their Industry-led approach to skilling.

“It was not an easy process. We were learning along the way while dealing with the subtle differences in everything as compared to back home in Australia”, recalls Jake Bertram, their CEO

Mike wanted someone to drive their on the ground activities in India. They hired the Meraki Advisory team to immediately work on the following:

- Putting the most effective entry structure for the company and with their JV partners
- Assisting with India specific strategic expansion plans
- Keeping their interests intact with partners, bankers, suppliers, staff and government
- Providing cultural orientation to effectively deal with locals
- An India specific marketing & sales strategy.

With Meraki’s support they are now involved in two ventures in India, including the establishment of a joint venture, a leading organization in the education space operating in 5 cities. Their structure allows them to expand with the flexibility they desire, without having a need to go back to the drawing board.

In the very first year of its operations, they have already contributed to the Indian economy by up-skilling the candidates and made them capable of finding the right jobs. Their ability to deliver competency training has led to a range of trainer development programs being taken up by the Madhya Pradesh Government.