



Cognizant Digital Nurture Program: Criticality of developing professional skills along with technical ones

When trying to find the top skills in demand today, soft skills just cannot be overlooked and are becoming increasingly important. Monster's The Future of Work 2021: Global Hiring Outlook reported that when employers were asked to name the top skills they want in employees, they cited soft skills such as dependability, teamwork/collaboration, flexibility and problem-solving. When Cognizant devised a program to train engineering students from the sixth semester onwards on technical skills, FSP supplied the soft skills content required at workplace to prepare Industry ready talent.



This program provided a jumpstart to Cognizant in getting ready talent on their rolls as soon as they finish college. The orientation time period for fresh recruits which is typically anywhere between 6-9 months gets shrunk so much so that students who join are ready to be billable in 4 - 6 weeks after they are familiarized with industry specific processes. Though Cognizant has its own LMS, it cannot roll it out to students before they are on the payroll of the organization. The USP of the collaboration is that while Cognizant had looked at technical skills, FutureSkills Prime offered courses in Professional skills and Cognizant leveraged the National Platform for Digital Skilling to get skilled talent. This is a huge cost saving for Cognizant.

Post sixth semester training evaluation, the program identifies the top talent for the next level of training in 7th semester (6 weeks) and the top talent from 7th semester is offered internship at Cognizant during the 8th semester. ~70 Colleges (across 15 states) and ~16K students are part of Cognizant Digital Nurture closed group on FutureSkills PRIME. ~170K digital fluency badges were won. Approximately 10K students were issued successful completion of pathway "Work place skills to leap ahead". Successful completion criteria was completing all 10 pathways and scoring over 50% in the quiz. Based on the success of this program, Cognizant will roll this out to 450 Colleges which are part of their recruitment channel next year (2022).



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