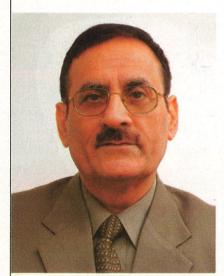lakh postgraduates a year. But only a small number of them are job-ready. Says T. Muralidharan, chairman of TMI Group, an HR consultancy firm: "Education is very generic. The plain vanilla bachelor courses are based on curriculum designed 25 years back. They do not know what the industry wants." Bridging this gap are numerous job-oriented courses.

Whether it is Kishore Kumar Singh, a degree holder in fine arts who opted for an animation course at Film and Television Institute of India over another generic master's, or Priyanka Bhayana, who decided to combine the traditional MBA in marketing with a postgraduate programme in retail management at Bangalore Management Academy, the underlying motivation is the same: domain expertise. "I had two options—join a company or do a professional course. I opted for the latter as I would anyway have to pick

Sector specific training is becoming important in sectors such as retailing, insurance and telecom. This is only going to increase and intensify.

DR NARESH MALHAN
managing director, Manpower India

GRAPHICS: N.V. JOSE

Hot sectors and best courses

Sector	Manpower requirement	Best courses	Best institutes
Retail	22 lakh by 2011	Diploma in Retail Management	Indian Retail School (New Delhi)
		Diploma in Visual Merchandising	Retailers Association of India (Mumbai)
		Diploma in Frontline Sales	Indian Institute of Job-oriented Training – Retail (Kolkata)
BFSI	10 lakh in the next five years	Certificate/PG Diploma in Banking & Financial Services	Institute of Finance, Banking & Insurance (Chennai)
		PG Diploma in Insurance & Risk Management	International College of Financial Planning (New Delhi)
		PG Diploma in Financial Planning & Wealth Management	Amity School of Insurance (Noida)
IT	5 lakh in two years	SAP/Data Warehousing/Siebel CRM	Siemens (Mumbai)
		Certificate courses in Oracle/SQL/Data Base Administrator/Linux Administration/Courses on Software packages	NIIT (Gurgaon)
		Software Testing Courses	Aptech (Mumbai)
Animation & gaming	3 lakh in the next few years	Diploma/PG Diploma in 2D/3D Animation	ICAT College (Chennai)
		Diploma/PG Diploma in Game Design/Game Development/Game Art	Srishti School of Art, Design & Technology (Bangalore)
		PG Diploma in Visual Effects	National Institute of Design (Ahmedabad)
Health care	India is short of 6 lakh doctors & 10 lakh nurses	PG Diploma in Clinical Research and Clinical Data Management	Manipal University (Manipal)
		Certificate in BSc Nursing/Oncology Nursing	Tata Memorial Centre (Mumbai)
		PG Diploma in Fitness, Nutrition & Dietetics and Fitness Management	Institute of Clinical Research (New Delhi)
Hotels	54,000 in the premium segment in 2010	Diploma in Hotel & Hospitality Management	The Oberoi Centre for Learning and Development (New Delhi)
		Diploma in Food Production & Beverage Service	Institute of Hotel Management (Aurangabad)
		Diploma in Front Office and House Keeping	Welcomgroup Graduate School of Hotel Administration (Manipal)
Media & entertainment	Growing fast and will double its strength by 2011	Courses in Video editing/Sound recording and Radio production/TV Graphics & Animation	Film & Television Institute of India (Pune)
		TV Journalism/Mass Media Research & Planning/News Reading/Camera & Lighting techniques	Amity School of Journalism and Communication (Delhi)
		PG Diploma in Media Management	SAE College (Chennai)
Aviation	2,000 pilots. Thousands will be needed as cabin crew and ground staff	Commercial pilot licence	Frankfinn Institute of Air Hostess Training (Mumbai)
		Courses in aviation, hospitality and travel management	Indira Gandhi Rashtriya Academy (Raebareli)
			Flytech Aviation Academy (Secunderabad)
Advertising	2,500 people in the creative section in one year	Postgraduate diploma in advertising and marketing communications	Amity School of Communication (Noida)
		Masters/PG Diploma in Fine Arts and Communication Design	Karnataka Chitrakala Parishath (Bangalore)
			J.J. School of Arts (Mumbai)