



PRESS NOTE

Amaravati, June 14, 2024

“Destination Japan”- A Japan-Focused Skill Development Program attracts Japanese MNCs & Universities to SRM University–AP

SRM University-AP, with its uniquely curated “Destination Japan” program for its highly skilled Engineering & Non-engineering Students, is an initiative by the university to address the growing demand for human resources in Japan. The ‘Destination Japan’ program provides well-equipped engineers with valuable industry skills and well acquainted with Japanese culture. Under the programme, students are trained in the Japanese language, Japanese traditions, and work culture from the first year onwards, which helps them easily assimilate into the country’s workforce. The initiative also welcomes reputed companies from Japan to directly hire skilled engineering graduates from core engineering fields to enhance their manpower.

SRM University-AP has also signed an agreement with the Shizuoka Government to foster Indo-Japanese academic and recruitment partnerships. These partnerships enable internships in Japanese organisations, admissions to universities for higher studies, and good career placement opportunities for their students in Japan.

Under the “Destination Japan” program, direct campus recruitment has begun with the visit of recruitment teams from two reputed Japanese companies, Forum Engineering Inc. and CRESCO Ltd., to hire proficient engineering graduates.

A recruitment team of four from CRESCO Ltd, including the Managing Executive Officer, and a team of two from Forum Engineering Inc. visited the university campus. The team included engineers, HR Managers and other professionals.

In an interaction with the recruitment teams from Japan, Mr Satoshi Iwami, Managing Executing Officer of CRESCO, remarked, “As we are facing a shortage of IT engineers not only in our company but all over Japan, and with the SRM AP harbouring excellent IT engineers, we decided that an alliance would greatly benefit both parties.”

Mr Mitsutaka Sekino, Operating Officer at Forum Engineering and Director of Cognavi India is very impressed with the excellent students he has hired from the university, their proficiency in Japanese and their work ethic.

He said, “Japan's declining population will have a negative impact on the Japanese economy, but recruiting talented engineers from SRM AP and expanding this trend will greatly contribute to Japanese companies and the Japanese economy.

This program is guided and driven by SRM Global Consulting Private Limited, a consulting company of SRM Group established in Japan. Speaking on this, Mr Sankar Karunanidhi, Country Manager, SRM Global Consulting, mentioned, “SRM Group has had a long-standing relationship with Japan for over 25 years. This association has helped us design this unique program and training for our university students”. The initiative envisions placing a minimum of 120 Highly Skilled students in Japan year-on-year.



Vice Chancellor of SRM University-AP, Prof. Manoj K Arora, said this remarkable venture by the two parties would enrich the student's academic experience, moulding them into global citizens with exceptional industry acumen. "We have established a prolific alliance with Japan. We plan to extend our collaborations to place our students in Taiwan, Canada, Germany and other European countries," stated the head of the institution.

The continuous dedication and support from the team's leading both nations guarantee prospective Indian graduates a once-in-a-lifetime opportunity to secure their dream careers in Japan.