



## SHVETA RAINA 29

Founder and CEO, Talerang, Mumbai

Generation Z has several pioneers of social networking skills, but that's not the case when it comes to interpersonal skills. Latching onto this imbalance, Shveta Raina, a Brown University graduate in applied mathematics, economics and international studies, and an MBA from Harvard Business School, founded a work-readiness training programme in India. Currently working with 60 organisational partners, Talerang is based on the fact that a college education leaves students unprepared for the workplace. It's not their fault, she clarifies. "I meet so many students who are shy or get nervous easily. Unfortunately, the Indian education system (excluding some premium schools) stifles their curiosity and doesn't help them develop people skills. They should be encouraged to ask questions and be confident of their views." Talerang's training curriculum is based on immersive experiences modelled on global best practices, including a work internship.

**Trigger** "During my role as Director of Marketing, Recruitment and Selection at Teach for India, I realised that Indian students are confused about what they want to do."

**First impression** "For the first 7-17 seconds, interviewers largely rely on appearance, body language and tone of voice to form a first impression of the candidate. However, when you get past that, content and fluency is key."

**Words of wisdom** "Women need to start happening to their lives instead of waiting for their lives to happen to them. They should figure out who they are and what they want."

**Personal traits** A self-confessed extrovert and an engaging speaker, she is dismayed by the trend of women in the workplace ceasing to prioritise their careers.

**Extra push** "Based on our research, we have identified the need to address nuances for women in the workplace with a curriculum in collaboration with a few MNCs."

By Anindita Satpathi