

DID YOU KNOW?

How Cisco Bridged Dreams and Reality with an Innovative Campus Hiring Program... And Won an International Award too!



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When we conceived Ideathon, we did not imagine it to have such a terrific impact on students' lives. We also could not imagine the accolades that followed from several state governments, skill development bodies, and international entities. We are pleased to let you all know that Ideathon won a Gold APAC Stevie® Award for the Innovative Use of Technology in Human Resources!

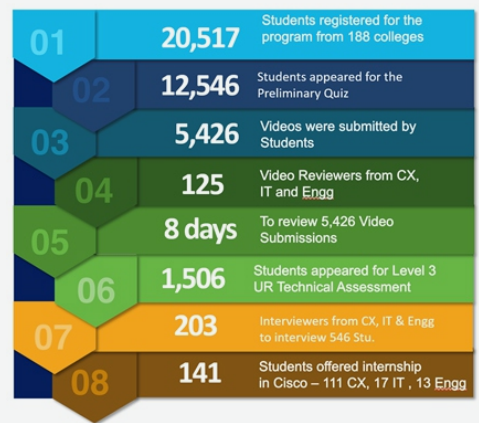
The concept of Ideathon

India is a land of unlimited potential. The sheer geographical spread presents unique challenges of its own - How can we capture the aspirations and dreams of a billion minds in a single word? How can we break the barriers of the traditional campus hiring model and reach out to the untapped, unheard and unbelievable talent pool who wish for a better tomorrow too? It is simply unfair to know that so many minds could not change the world because they come from a location and background that could not support their dreams.

Cisco Ideathon was a novel approach to break barriers and give equal opportunity to everyone, irrespective of their location and background. It is a unique partnership between internal arms of Cisco such as Networking Academy, University Recruiting, Marketing, Engineering, IT, and Customer Experience (Centers & Acad) by leveraging the unique capabilities of each organization to deliver never before results and impact. Ideathon is a ground-breaking, innovative campus hiring program that truly democratizes the recruitment process and creates a paradigm that values merit over access.

Cisco Ideathon 2020

2020 was a paradigm shift in several ways. To execute Cisco Ideathon completely virtually in its second year itself was a challenge, and the fact that we achieved to do it is nothing short of a miracle! In its second year, Ideathon Challenge reached 24 states (out of 28) and touched over 20,000 students in 188 colleges across the length and breadth of India! Maintaining the rigour and quality in evaluation during the pandemic with virtual assessment was a steep curve that was achieved with peerless teamwork and outstanding dedication. **Cisco Ideathon 2020 generated 141 bright candidates from 50 colleges who joined us in January 2021 and are presently undergoing our internship program. They will graduate to full-time employees this month, in July 2021.**



Months of meticulous planning and foresight went into designing this virtual edition of the Cisco Ideathon. The essential point was to maintain the highest standards in evaluation by challenging the candidates and testing them on practical approach and brand fit through a series of insightful and conclusive phases.

Our innovative recruitment program achieved all its objectives: reaching across India's length and breadth, hiring from Netacad enrolled colleges and students, and, driving the Cisco brand in the process. Trade bodies like NASSCOM, vocational education bodies, and State Governments called out Ideathon for pioneering Skilling and hiring. NetAcad was at the forefront of not only training students but also providing them employment opportunities. These associations thankfully opened doors for more opportunities for Cisco.

The icing on the cake, however, was recognition at APAC Stevies! These are the world's premier business awards to honour and generate public recognition of the achievements and positive contributions of organizations and working professionals worldwide. Winning a Stevie is a huge validation of our thought process, approach, efforts, and the impact that Ideathon delivered.

