



CORPORATE DIARY

Apply: It allows teachers to customize the content as per their requirements.

Benefits of Lab Based Solution: Research shows carefully designed experiences with real or simulated investigations can substantially improve long-term understanding of concepts. Students rely on the evidence at hand instead of upon pre-determined data. Students are encouraged to think by interpreting observed events rather than memorising concepts. They verify Math concepts and properties using models, measurement and activities. They construct geometrical figures and explore the mathematical properties using Geometer's Sketchpad Software Learning by doing promotes cause and effect thinking.

How do your solutions keep you on in the run?

Strong Content - Performance-based and learner-centered design methodology aligns the outcomes of learning to key customer objectives.

Wide Range of Solutions - School solutions address the needs of all stakeholders, including teachers, students and management.

Mature Quality Processes - 30 Years of experience in Content Development for a variety of Customers across the world ranging from Individuals, Corporate, Universities to Schools.

Consultancy Approach - Consultative selling by which schools can adopt NGuru solutions are based on their need, affordability and overall technology roadmap and vision.

Continuous Support - Each of our solution is intertwined with the appropriate support Intervention which helps the teachers and schools adopt these solutions easily and meaningfully.

Please share your plans to establish NGuru as a holistic solution provider for K-12 education.

We plan to extend our solutions to homes through association with schools, thereby extending our coverage of the learning ecosystem and involving parents. Moreover, we also plan to continue to build and extend learning platforms and communities. That way we build a



very close learning ecosystem involving schools, teachers, industry, parents and students. We also have in pipeline the concept of model school with holistic and integral development of students touching upon physical, emotional and aesthetic development in addition to academics. On the other hand, adequate ICT infrastructure, internet connectivity and full time computer teacher are our basic focus. The ratio we look to is Teacher: Student - 1:25; Classroom: Student - 1:40.

The implementation status depicts 2,500 of 6,000 are in educationally backward districts and 2,500 under PPP and modalities of remaining 1,000 are yet to be finalised. On the other hand the funding pattern says the 11th plan had 75 percent from Centre and 25 percent from states whereas the 12th Plan equalises it in 50:50ratio; however, in case of the special category states, 90 percent are from Centre and 10 percent from states.

Please tell us the major challenges you have faced and still do in the PPP model?

- Few states showing interest
- Few takers from private sector
- Huge Investment

- Lack of model for shared investments and operating expenses and time frame for contract
- Authentication or security of Private Partner transactions not clear
- Non - standard policies and practices across states
- Political uncertainties or risks

What are the key challenges you face while helping schools adopt these technologies?

To point out the main problems, we often find

Teachers not Tech-savvy - Teachers and staff members are not tech savvy and are adverse at using technology. This poses a challenge while selling and installing NGuru solutions.

Price Competition - The school education market is dominated by local players which sell off the shelf solutions and hence poses tough price competition.

Poor Infrastructure - Tier II and III cities still do not have good power infrastructure. Also broadband connectivity is limited in these cities that make it difficult to run the NGuru solutions smoothly.

Are there any training solutions that you provide to the school teachers?

Each solution comes bundled with training programs for teachers. It varies from three days to one week depending on the complexity of solution and also the adaptability of the person being taught. For few solutions training is given every year till a teacher becomes comfortable using the technology. We also provide computer literacy program for teachers.

What are your future plans in expanding your reach in schools?

We are increasing our reach to tier three and four towns by expanding the sales team as well as using channel partners to sell in locations where direct reach may not be feasible. Thus we are using references from customer schools for reaching out to more schools. Offering new products and solutions to existing customer schools so as to fulfill their ongoing requirements. \