

Franchise India

Education Franchising Report 2009



Case study NIIT

History of Company

Education philosophy and stress on what particular areas of education: NIIT is today the largest IT training company in Asia and 16th largest in the world as per IDC, USA. NIIT's Education philosophy is to "Bring people and computers together successfully" in a way that would allow the world to reap benefits of IT education.

The Growth Phases—How and when Solutions and learning's perfected the franchise systems: NIIT along with its Channel Partners over the past 27 years have successfully leveraged the ups and lows of the industry

- Till 2001 –Phase of sustained growth
- 2001 till 2003 – was a phase of managing adversity with slow down, 9/11 and travel advisory
- 2003 onwards –Phase of building momentum through robust growth strategy focused on the following to formulate the success trilogy of NIIT – Industry and Academia:
 - Subject Matter – IT to IT assisted
 - Customer Segment – Retail, Corporate and Institutional
 - Geographies – Proliferation in domestic and international
 - Value Chain – Non Formal, University & University Affiliation
 - Mode of Delivery – ILT, e-Learning and Tech based learning

All these phases have made the NIIT along with its Franchise Partners a much more stronger – focused and more productive family.

The Franchise Growth & Expansion

NIIT pioneered franchising in IT education in 1986. It conceived a franchising model in IT education for the very first time, setting up nine centers by 1987 in India which later multiplied to hundreds. In 1996 NIIT went overseas, with an education centre in Hong Kong. Today NIIT's franchising network spawns in more than **40 countries** worldwide, apart from India. Among the countries where NIIT has a major franchise presence includes China, Malaysia, South Africa, Nigeria, Ghana, Sri Lanka and Vietnam. Since then it has built, sustained and grown the channel, based on a win-win relationship. NIIT was called as "McDonald's of the Software Business" by Far Eastern Economic Review magazine in 2000.

NIIT has built and implemented franchise models for different cities within India, and different countries, which are financially viable and create a win-win for both NIIT and its education partners. With strong instructional design capability and the knowledge of how humans learn, NIIT has built core competency in "Creating Learning Material", "Education Process Management" and "Management of a distributed delivery (Franchising) channel".

Uniformity in Delivery: NIIT has ensured the uniform quality in its centers – whether it is Amritsar in India or Shanghai in China, achieved by standardizing the teaching method and providing objective oriented course material designed to be delivered across different cultures and audiences. Each of the education partners is carefully selected based on the pre-defined norms and parameters. NIIT provides the guidelines and norms for establishing the education centre. The education delivery at the NIIT education centre (whether owned by NIIT directly or owned and managed by a franchisee), is based on the Quality Management System, which lays down the systems and processes in detail, to ensure consistency of delivery to the students. Norms are laid out for space, furniture, lightening, equipment and other facilities in the education centres and regular strict quality audits are carried out to ensure that these norms, systems and processes are implemented and complied with. The quality level of teaching and learning effectiveness is maintained through periodic assessment and continuing education of the faculty and, most important of all, feedback from the students.

Offering Latest Curriculum: Another critical dimension of channel management is to understand the IT education needs employment opportunities and competition and to develop and offer programs which meet the requirements of different kinds of cities, locations and states. NIIT has been successfully doing this for more than 25 years. There is a team of managers who support and advise the franchisees for local marketing and sales.

Buildings across industry relationships: NIIT has over the years forged relationships with many technology vendors including Microsoft, Oracle, Sun, Adobe, Cisco, Comptia, SAS, EMC among others and successfully offered the courses in the franchise channel as well. Recently, NIIT along with