

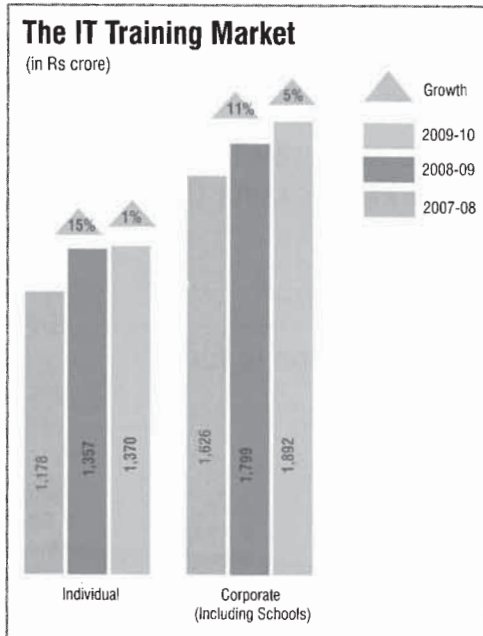
business from the department of income tax. Nevertheless, NIIT clocked in Rs 544 crore as corporate training revenues, witnessing a 6% dip from the year before.

Aptech too bagged induction training contracts with two of the top ten software companies in India. Furthermore, it tied up with the Institute of Company Secretaries of India (ICSI) to offer IT certification programs to students and company secretaries in the country. As per the blueprint, the program will be conducted in more than 170 Aptech centers in India. IT and telecom remained the two dominant takers for Aptech's corporate training. Aptech won multi-year engagements from two leading telecom companies and also renewed a training contract with one of the leading automotive companies in India.

### Schools: New Growth Engine

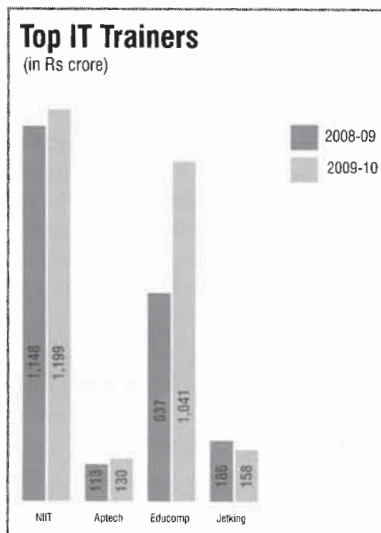
There is no denying the fact that the education sector in the domestic market is dominated by schools. Realizing this, even the 'Union Budget 2010-11' has announced a significant allocation increment of 16% for school education. With ICT initiatives in schools building up on the PPP model, FY10 had some interesting initiatives from the leading educational IT companies. In fact, with revenues from the corporate training dwindling, the school sector has emerged as the new growth engine for the IT training companies—particularly NIIT and Educomp seem to have made significant inroads here.

FY10 saw the school learning business of NIIT crossing the significant milestone of 15,000 schools in its decade long journey. During the year, NIIT added 2,812 schools, including repeat orders from the states of Gujarat, Assam



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**The lukewarm response to IT training was not restricted to the individual (retail) market only; corporate training too was flat, barring schools which witnessed maximum traction**



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**NIIT is still the leader, but Educomp is fast catching up, thanks to its increased focus on schools. Even NIIT was aggressive on schools though older players like Aptech and Jetking have somehow fallen off the boil. A handful of niche players offer domain specific specializations**

and Andhra Pradesh and also a strong response from 334 private schools elsewhere. The agreement with the department of education, Gujarat to provide computer aided learning in 1,870 high as well as higher secondary government schools under a five year contract which is valued at Rs 85 crore would train nearly 9 lakh students.

Targeting the private schools in FY10, NIIT strengthened its e-Guru offering consisting of 'interactive classrooms' for teachers, 'Math lab' and 'IT wizard' for students. Math lab has already been installed in Gurukul World School in Chandigarh and Delhi Public School in Hyderabad. Its shared computing technology in 5,000 government schools of Andhra Pradesh won the 'ICT Enabled School of the Year Award' at the eIndia Digital Learning Awards. Even its teacher training programs enrolled over 6 lakh teachers for computer fundamentals, project based learning (PBL), activity based learning (ABL) and continuous comprehensive evaluation (CCE). Result was that NIIT had an order intake of Rs 206 crore from its schools business, with a year end order book standing at Rs 331 crore.

The Morgan Stanley APAC research team declared Educomp, another major training player especially in schools, as one of the best positioned to capitalize on the growing acceptability of multimedia content for teaching in K-12 schools. That was on the basis of a huge order worth Rs 51 crore it bagged from the Bihar government to introduce computer education in 600 senior secondary schools across thirteen districts in the state. This will be done under the ICT @School project for a period of three years on the BOOT model. As a part of the order, Educomp will also provide computer