



Franchise Plus
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Bridging The Digital Divide

The franchise model is turning out to be the vehicle of inclusive growth in IT education, bringing standardised technology to the hinterland

The franchise model of IT learning has emerged as a very successful model for imparting technological training in India and spreading computer knowledge throughout the country. National Institute of Information Technology (NIIT) was the first organisation in India, and possibly in the world, to deliver high-quality, cutting-edge, standardised technology learning through a robust franchisee network. NIIT's vast base of franchisee partners is spread across the country, including the schools; in the hinterland and even across the borders.

In conceiving the breakthrough franchisee model, NIIT reached out to the youth of India, particularly those residing in the tier-II and tier-III townships of the country, thereby drawing them into the mainstream. By enabling these youngsters to gain employability skills, NIIT and its business partners helped millions build careers within the Information and Communication Technologies (ICT) sector. NIIT also ignited the fire of entrepreneurship in the country, helping first-time-businessmen,



especially in the smaller towns of the country, to create wealth through IT training. Today NIIT's network is over 900 centres strong, spanning more than 40 countries worldwide. NIIT's franchisees are enabling countries such as China, Malaysia, South Africa, Nigeria, Ghana, Sri Lanka and Vietnam to build their manpower capacity and catalyse development.

IT franchising is significant due to its inclusive nature as it equips and em-

powers young Indians across the country for employment; touching ordinary lives by taking all sections of citizens across the digital divide. Thousands of individuals go to NIIT centres nearest to them, on a day-to-day basis, to gain hands-on exposure and knowledge of IT and acquire skills that make them industry-ready. People with disabilities are also being reached by these franchisee centres, and armed with computer learning they gain entry into the professional world.

IT franchising, pioneered by NIIT, is helping a wide spectrum of Indians to participate in the knowledge society. At the same time, it is enabling the country to march on the path of growth that is robust, quick and above all, inclusive. ☐

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