

# NIIT.tv - A disruptive innovation by NIIT receives phenomenal response

NIIT Ltd., a global leader in skills and talent development, has received an overwhelming response for the beta launch of NIIT.tv. It has witnessed a four-fold increase over the initial limited target of 10,000 registrations that has been achieved without any marketing investment, demonstrating the immense power of the brand NIIT.

NIIT.tv is a democratic digital learning initiative that aims to bring high quality training from NIIT classrooms to every digitally connected Indian, for free, at any time, place and language of their choice. Students accessing NIIT.tv will be able to access a rich bouquet of high quality, value-added services from NIIT centres in future, e.g. tutoring, professional certification, career counselling, and placement services. Within the first month of its launch, NIIT.tv registered students from more than 900 cities across India, and over 100 countries. In the initial phase, over 20 skill-based training programs in IT, Banking and Finance, Re-

tail and Management was made available, which was scaled up to more than 50 "live" as well as "on-demand" courses. NIIT.tv in this short start-up period has also registered one of the highest customer engagement on the site, as compared to its Indian and International counterparts. To further spread the reach of NIIT.tv, the company plans to take the user base to over a million over the next few months, covering every city/town having Internet access in India, and providing over 1000 courses through the platform. Significantly, NIIT.tv also makes it possible and actively encourages and invites every socially minded Indian, Corporation and NGO to generously share their valuable knowledge and/or Open Source Training Material by registering as a trainer/Content Partner on NIIT.tv and uploading their course description, videos and courseware for a guaranteed free lifelong learning benefit. NIIT.tv is aligned to the Digital In-

dia and Skill India campaigns announced by Hon'ble Prime Minister, Mr.NarendraModi earlier this year. The initiative, which was launched on October 6, 2015, seeks to offer very scalable yet a highly economical model, thereby enabling much faster achievement of Skill India goals. NIIT is committed to these campaigns and aims to train 10 million students across 16 industry sectors in 5 years.

Speaking on the success so far, Rahul Patwardhan, CEO, NIIT Ltd., said ""The response that NIIT.tv has received from the students across India and overseas is unprecedented, and reiterates our belief that this initiative is a potent technological and pedagogical force multiplier that will help us create skilled workforce across multiple sectors, to cater to the man power requirements of the industry. I am confident that this platform will help NIIT reach the goal of training 10 million students in five years. ""