



The Times of India
New Delhi, October 17, 2011

Significant Milestone



■ (left to right) Kapil Sibal, Union Minister for HRD, Communications & IT; Rajendra S Pawar, Chairman, NIIT and Hemant Sethi, President, School Learning Solutions & HiWEL, NIIT at NIIT University, Neemrana

NIIT, on October 7, achieved a milestone in its mission to take computer proficiency to the grassroots, by imparting computer-based learning to 10 million students across India. Through its 'NIIT@School' programme that offers computer education in government and private schools, NIIT has been shaping the future of Indian students for over a decade now. NIIT's computer education movement, introduced for the first time in 371 Government schools in Tamil Nadu in 1999 through the Public Private Partnership model, now covers nearly 16,600 educational institutions across 18 states in the country. From Keylong (Himachal Pradesh), to Rameswaram (Tamil Nadu), and from Vandh (Gujarat) to Agartala (Tripura) the programme reaches out to students in the farthest and remotest corners of India.

At an event held at the not-for-profit NIIT University campus in Neemrana to mark the 10 million milestone Kapil Sibal, Union Minister for Human Resource Development and Communications and IT, delivered the keynote

address and felicitated outstanding students and teachers from across the country. Rajendra S Pawar, Chairman, NIIT, leading academicians, principals of various schools, bureaucrats and members of NIIT and NIIT University were also present on the occasion.

Congratulating NIIT, Sibal said, "It's a very proud moment for us, because for one institution...just one institution...to provide computer education to 10 million students is a milestone I don't think any other institution could have reached anywhere in the world.... It's a monumental task, done with great passion."

Sibal further acknowledged NIIT's contribution in bridging the digital divide, by bringing the light of IT literacy into the lives of people who would never even have seen a computer. Sharing words of encouragement with students and teachers from Assam, Maharashtra, Gujarat, Andhra Pradesh, Delhi NCR and other parts of India, Sibal said that the objective now is to take the 10 million number to many more millions and reach out to the entire community of India's school going children.

Children recognised for their exemplary performance included Mahasweta Kumar from Mangaldoi Govt Girls Higher Secondary School, Darrang, Assam, who is the National winner of MindChampions Academy 2011 (a joint initiative with Viswanathan Anand for developing young minds through Chess). Anirudh Iyengar from Pune was also felicitated for completing the first Ignou certificate programme in chess as a mind booster.

Touching the 10 million student count, involved creating 23,936 hours of content, setting up 1,07,209 computer-based learning nodes, selecting, training, certifying 3,96,449 computer teachers, across government and private schools. NIIT has indirectly made a positive contribution to the general development of the villages where children are being taught computers.

These villages in remote locations now enjoy power supply, telephone and Internet connectivity. The schools programme is based on NIIT's founding vision of Bringing People and Computers Together — Successfully.



Hindustan Times
New Delhi, October 8, 2011

'Varsities need to improve'

ROLE MODEL Kapil Sibal praised NIIT initiative to reach out to the disadvantaged

HT Correspondent

NEEMRANA: While the Central Universities are faring well, the quality of education in the funds-starved state universities has to improve, Union minister for human resources development Kapil Sibal said on Friday.

"Central universities are getting adequate funds. It is the state universities that are starved of funds. The quality of education in the state universities has to improve. But that is in the hands of the state governments," Sibal said at the NIIT University here.

Commenting on the education scenario in Rajasthan, Sibal said, "Recently I saw media reports that in Rajasthan, two universities were giving Ph Ds in three days."

Earlier, he delivered the keynote address at a function to mark the 10 million milestone of NIIT@School programme



■ (from left) Union HRD minister Kapil Sibal, NIIT chairman Rajendra Pawar and Hemant Sethi at an event held in Neemrana on Friday, to mark empowerment of 10 million students. HT PHOTO

that aims to take computer proficiency to the grassroots level by imparting computer based learning to 10 million students across India. The computer education movement was launched in 1999 and now covers 16,600 educational institutes in 18 states.

Appreciating NIIT's contri-

bution in helping to bridge the digital divide and reach out to the disadvantaged sections, Sibal said technology played an ever important role in education.

During an interaction with the students, Sibal was asked about the mushrooming of coaching institutes. Sibal noted

A National Occupational Standard will set the benchmark for each occupation under National Vocational Education Qualification Network
KAPIL SIBAL
Union human resources minister

that Rajasthan has a large number of coaching institutes and said the T Ramaswamy committee on JEE reforms was looking into the issue.

"The problem is for the IITs and IIMs, the Class 12 marks do not count. The committee has recommended that for admission in higher education institutes, there will be two parameters. The Class 12 result and an aptitude test. If the Class 12 result will matter, the students will give weightage to board exams."

He added that giving choice of subjects to students apart from Humanities, Science and Commerce, was in the offing.

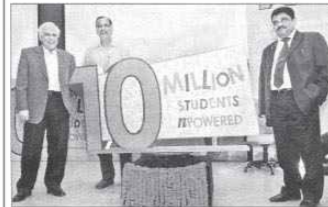
"We are going to launch a National Vocational Education Qualification Network. Under this, there will be a National Occupational Standard that will set the benchmark for each occupation and degrees will be given accordingly for each occupation."

Sibal also felicitated outstanding teachers and students from across the country. Those felicitated were Mahasweta Kumar from Assam, a winner of the Mind Champions Academy, a joint initiative with Viswanathan Anand to develop young minds through Chess and Anirudh Iyengar of Pune for completing the first IGNOU certificate programme in chess. Rajendra Pawar, chairman NIIT, academicians and principals of various schools were present.



Hindustan Times
New Delhi, October 17, 2011

NIIT empowers 10 million school students



Union minister for HRD Kapil Sibal with Rajendra Pawar and Hemant Sethi of NIIT Ltd.

pacenotes

A huge milestone was crossed by the global talent development corporation, NIIT Ltd's Schools Learning Solutions (SLS) business, a first for any single education institution in the world. Bringing pride to India and the training industry, NIIT SLS announced that it had successfully empowered 10 million schoolchildren across the nation, through computer training and IT-assisted education delivered to the doorsteps of over 16,600 schools.

Union minister for human resource development, communications and information technology and the chief guest at the function, Kapil Sibal, declared that "for just one institution to provide computer learning to 10 million students is a monumental task, not possible without passion". The minister congratulated SLS for touching the lives of people who would never even have seen a computer. With this landmark, NIIT's mission, to take computer proficiency to the grass root levels and help obliterate the digital divide, reached a step closer to accomplishment.

During its historic journey, SLS has created 23,936 hours of content, set up 1,07,200 computer-based learning nodes, and selected, trained and certified nearly four lakh computer teachers in schools which has indirectly contributed to the development of several villages in the country where basic urban facilities were missing.

NIIT flag-bearers including its chairman and managing director Rajendra Pawar, president, School Learning Solutions, Hemant Sethi, NIIT University president, Rajeev Shorey, and Kapil Sibal, set the ceremony in motion with the traditional lighting of the lamp, against the backdrop of an invocation.

Two school principals, including Renu Sehgal, principal of Mody School, Laxmangarh and Sudha Turaga, principal of Delhi Public School, Nacharam, Hyderabad, spoke about their engagement with SLS, and how they deployed the revolutionary Math Lab and other cutting-edge solutions for teaching and improving the administration processes of their institutions.

The logo to commemorate the 10 million students milestone was unveiled by the leaders, in the presence of school principals, academicians, bureaucrats, school students and the learners at NU.

The minister recognised the exemplary performances of Mahasweta Kumar from the Mangaldoi Government Girls Higher Secondary School in Darrang, Assam, the national winner of the MCA 2011.

Anirudh Iyengar from Pune was acknowledged as the first candidate to successfully complete the innovative IGNOU certificate programme in chess as a mind booster.

Sibal also presented plaques and citations to four principals, who had received National Awards for introducing computer based learning in their institutions. The event was brought to a close by Rajeev Shorey, who thanked the minister for joining NIIT in its historic celebration, and encouraging both learners and teachers to look to the future.

Hill Grove Public School, Safdarjung Enclave, held the inauguration ceremony of the Life Skill Lab, powered by Promise - Centre for Personality Development.

The Life Skill Lab is a first of its kind to be setup by a school in Delhi. The guest of honours for the occasion was Gulraj Shahgiri, director, Promise. The event was graced by the presence of the chairman Raj Singh Ghelot and manager Shweta Gehlot and the parents of the newly elected school council.

The programme began with the lighting of the auspicious ceremonial lamp by the esteemed guests. This was followed by a formal inauguration of the Life Skill Lab.

In the keynote address the principal Jeanie N Albara said, "Incorporating Life Skills Lab has taken our students one step closer to their future life experience. Life Skills Education focuses on life-long learning through rigorous and challenging classroom instruction that links school work to the outside world."

The Life Skills Lab is to prepare students in the following key areas such as effective communication, critical thinking and problem solving, professional interaction, etc. These life skills are integrated through the curriculum that includes course work, extra-curricular activities, leadership roles, and participation in global events. A cultural extravaganza was put up to celebrate the occasion.

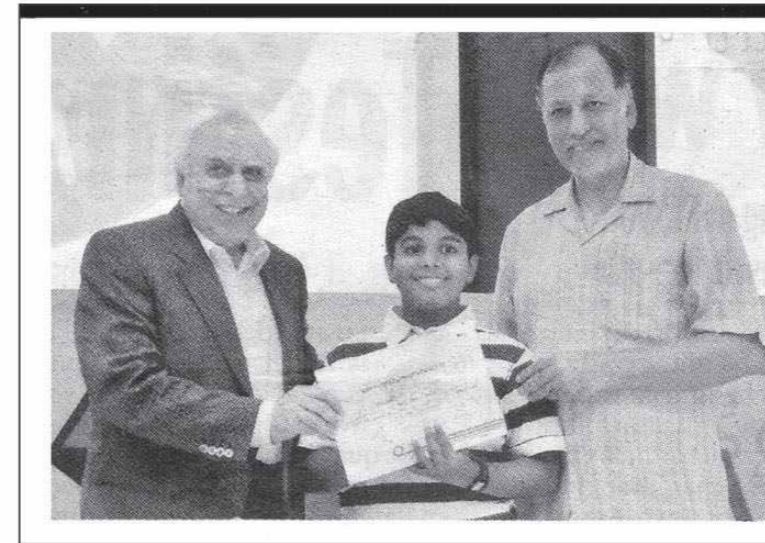
Ganga International School, Hiran Kudna, girls won the finals in both, under 14 and under 19 categories in the first CBSE Hockey Tournament. The closing ceremony of the event witnessed the presence of the CR Gang, deputy commissioner, North Zone, who was the chief guest. Chairman Sushil Gupta and principal Charu Kapoor Gupta thanked CBSE for providing the opportunity to the players to showcase their skills. Twenty six teams from all the north zone took part in the tournament. The chief guest congratulated everyone associated with the tournament and said that such tournaments help to bring about integration and solidarity.



Ahmedabad Mirror
New Delhi, October 11, 2011

CHAMPION IN MAKING

Eleven-year-old chess player from Ahmedabad, Anirudh V Iyengar, was felicitated by Union Minister for Communications and Information Technology Kapil Sibal and NIIT Chairman Rajendra Pawar after completing the NIIT-IGNOU designed chess course, at Mind Champions Academy in Neemrana, Rajasthan. Interestingly, the class XI student of Best Primary School in Maninagar became the first person to finish the course after he completed the two-year course in just six months. In recognition of his record, Anirudh was called for a special presentation ceremony



Hindustan Times
Lucknow, October 10, 2011

NIIT launches cutting edge ICT enabled solutions

LUCKNOW: NIIT Limited has announced the launch of cutting edge ICT enabled solutions for the schools of tomorrow, under the aegis of 'NIIT NGuru'. These cutting edge solutions would significantly improve the efficacy of teaching and learning experience for school administration, teachers and students. The solutions aim to bring in a paradigm change for schools in Lucknow, said Hemant Sethi, president, School Learning Solutions, NIIT Limited.



Dainik Bhaskar
Jaipur, October 8, 2011



केंद्रीय मानव संसाधन विकास मंत्री कपिल सिब्बल ने नीमराणा स्थिति एनआईआईटी यूनिवर्सिटी में विद्यार्थियों को सम्मानित किया।

आईआईटी में 12वीं के अंकों को मिलेगी तवज्जो : सिब्बल

केंद्रीय मानव संसाधन विकास मंत्री ने माना आईआईटी की तैयारी के चलते 12वीं के प्रति गंभीर नहीं रहते बच्चे। देश में सौ आईआईटी खुलें ताकि सभी को मिले मौका

विशेष संवाददाता | नीमराणा

देश में जल्द ही आईआईटी में 12वीं के अंकों को भी तवज्जो मिलेगी। आईआईटी में चयन के लिए बच्चों में सीनियर सैकंडरी पढ़ाई के प्रति घटती रुचि के कारण यह कदम उठाया जा रहा है।

केंद्रीय मानव संसाधन विकास मंत्री कपिल सिब्बल ने शुक्रवार को नीमराणा में एनआईआईटी यूनिवर्सिटी में कहा कि उनकी मंशा है कि देश में सौ आईआईटी खुलें, ताकि सभी बच्चों को पर्याप्त मौका मिल सके। लेकिन पिछले कुछ समय में देखने में आया है कि आईआईटी की तैयारी के लिए विद्यार्थियों का रुख स्कूल न होकर कोचिंग कक्षाओं में ज्यादा रह गया है। इस कारण उनका ध्यान विषयों की मूल जानकारी के बजाय सिर्फ परीक्षा पास करना रह गया है।

कोचिंग संस्थानों की आलोचना करते हुए सिब्बल ने कहा कि वे सिर्फ परीक्षा पास करने के मैथड सिखा रहे हैं,

जो सही मायने में बच्चों के साथ न्याय नहीं है। हालांकि सिब्बल ने आईआईटी में छात्रों के स्तर को लेकर उठाए जा रहे सवालों को खारिज किया।

स्टीव जॉब्स का उदाहरण देते हुए उन्होंने कहा कि कॉलेज ड्रॉप आउट होते हुए भी उन्होंने काम के प्रति लगन रखते हुए आईटी में ख्याति अर्जित की। सिब्बल ने आईआईटी प्रवेश में 12वीं के अंकों के साथ एपीट्यूड टेस्ट के अंक जोड़ने पर जोर दिया। इसके लिए रामास्वामी कमेटी की सिफारिशों को लागू करने की कोशिश की जा रही है। सिब्बल ने बताया कि विज्ञान, गणित, कॉमर्स में देशभर में समान करिकुलम लागू करने की प्रक्रिया चल रही है।

अगले वर्ष से नेशनल वोकेशनल क्वालिफिकेशन फ्रेमवर्क लागू करने के प्रयास किए जा रहे हैं ताकि व्यावसायिक शिक्षा के प्रति रुझान बढ़े। उन्होंने आईटी में अपार संभावनाओं का जिक्र करते हुए कहा कि जल्द ही बर्ड लाख ग्राम पंचायतों को ब्रॉड बैंड से जोड़ा जाएगा।

आरक्षण कोटे को ठहराया जायज

सिब्बल का कहना था कि आरक्षण कोटे की व्यवस्था समाज के उपेक्षित वर्ग को मुख्य धारा में लाने के लिए बनाई गई है। उन्होंने स्पोर्ट्स को बढ़ावा देने के लिए शिक्षण संस्थाओं में इसके अतिरिक्त अंकों को प्रमुखता के आधार पर शामिल करने की बात कही।
यूनिवर्सिटी को सराहना : सिब्बल ने एनआईआईटी की ओर से आईटी के विभिन्न पाठ्यक्रमों के तहत एक करोड़ विद्यार्थियों को जोड़ने की सराहना करते हुए चेयरमैन राजेंद्र पंतार को इस उपलब्धि के लिए बधाई दी। इस अवसर पर प्रतिभाशाली विद्यार्थियों और शिक्षकों को सम्मानित किया गया।



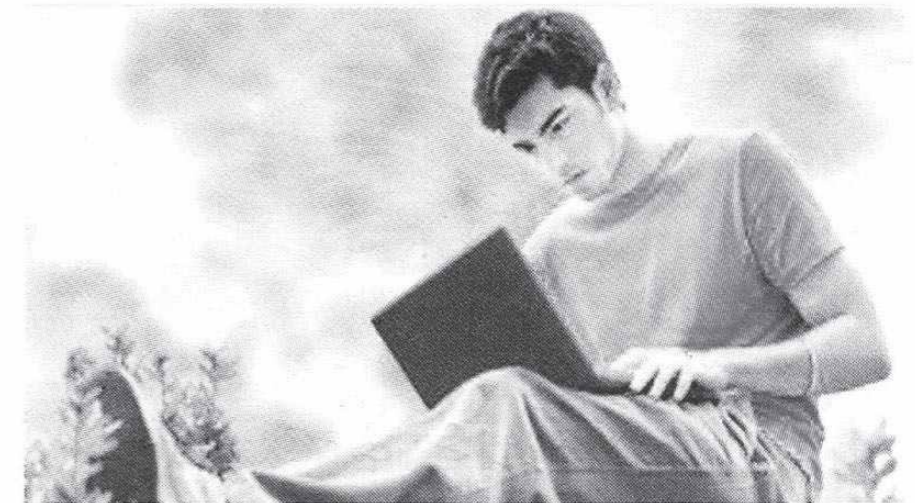
Dainik Jagran City Plus
Noida, September 11, 2011

'NIIT Cloud Scholarship Test' on Sept 18

The first of the 'NIIT Cloud Scholarship Test' will be conducted on Sunday, September 18, 2011 at seven metro cities across the country which include - Delhi, Mumbai, Kolkata, Chennai, Bengaluru, Hyderabad, Pune.

Through this initiative, students based out of these seven metros can avail of scholarship on the new GNIIT programmes on offer through the Cloud Campus, namely - GNIIT, GNIIT for engineering students. The scholarship programme rewards fee waivers to meritorious students desirous of building successful careers in diverse industries that require Information Technology skills.

Students can earn merit based scholarship of up to Rs. 45,000 based on Class XII performance, NIIT Cloud Scholarship Test results and Personal Interview. Students can also earn assured on-the-spot scholarships based on Class XII performance.



The application forms for the test are available at NIIT education centres across the country. Students can also log on to www.niit.com/cloud to get more details. The last date for receipt of application is September 17, 2011.

Students enrolling for the Cloud Campus programmes will be provided with technically robust netbook, a well designed digital

courseware and a data card. Furthermore, the technology backed learning environment of NIIT's Cloud and Collaborative Learning Methodology supports group learning through interactive features like 24x7 lab and e-library access, instant tech updates, interaction with faculty and peers and access to online video streams.

(Ed support)



Marketing Zone
September 4, 2011

MOHIT HIRA | NIIT LIMITED

GIVING SCREENAGERS FLEXIBILITY & FREEDOM ARE USPS OF OUR BRAND

Having launched NIIT's e-learning and Career Building Solutions, Chief Marketing Officer Mohit Hira's focus is now taking the Cloud Campus programming to the next level

By Dipali Banka

ABOUT THE BRAND



NIIT has been a leading talent developer for the last 30 years – first in IT training and then with customised enterprise training solutions for banking and finance, BPO, e-learning, executive management, digital marketing, etc. Today, NIIT is a global corporation that has trained millions of individuals. Over the years, several strong brands have been built by NIIT: GNIIT, Edgineers, Bhavishya Jyoti Scholarships, IFBI, Imperia, Uniqua, etc.

Q | What are the marketing activities that you undertake to build your brand?

Our marketing strategy is in a constant state of evolution as we measure leads, enquiries and enrolments from all the major measurable media. We leverage digital, print, television, radio, outdoor and events. Beyond just advertising, there are other tasks that Marketing does: we interact regularly with students (our core target audience) through formal and informal research and this helps us keep abreast of trends.

Q | What are the key insights behind your marketing activities?

Difficult to answer this in one simple way here, but I can share what we did before and during the launch of our Cloud Campus programme a few months ago. A 12-city research earlier this year, involving close to 10,000 students, threw up several insights on their approach to career choices, IT training and, specifically, NIIT. A major learning we then built upon was that students (Class XII pass-outs, and early college) look for a far higher level of flexibility and freedom in their approach to education. This was an invaluable piece of learning, because it was also timed with the launch of a new delivery platform that was being built on the Cloud and would allow faculty and students to work in a digital, collaborative eco-system.

So,

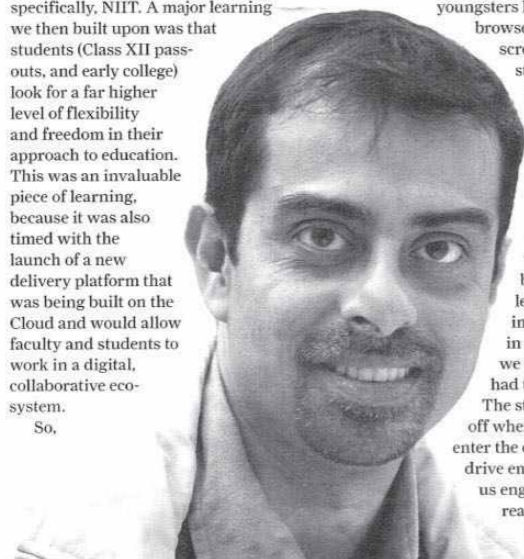
paradoxical as it may seem, we set out to pull students into the classroom only to push them out to cafes, terraces, parks, trains, etc., where they could study at their convenience. And thus was born India's first Cloud Campus with our flagship GNIIT programme being its face in a new avatar.

Q | What is the best medium to reach out to your target audience? And why?

We deal with two very distinct and critical segments: students and their parents. The former are consumers, the latter customers – one does the course, another pays for it. But youth are far more independent and vocal today than their parents were earlier; they have more career choices, their attitude to life is a lot more casual, often with a mistaken sense of confidence. The parent, however, is more worried and better disposed towards NIIT.

Yet, they consume media very differently: youngsters live life on the mobile and the browser – teenagers have become screenagers – whereas their parents still read newspapers and watch TV. Our media mix tries to address both segments with a set of lead-generating online campaigns and a credible series of print ads as well as air cover via TV.

So, there is no single best medium. A couple of years ago, we moved a large share of our budgets online and did generate leads more cost-effectively. But, in the process of being visible in a relatively invisible medium, we lost touch with parents and had to re-address them this year. The strategy appears to be paying off where print and TV help GNIIT enter the consideration set, web leads drive enquiries and social media helps us engage prospects as well as get real-time feedback from current students.



CMO FILE

In a career of a little over two decades, Mohit Hira has shifted gears thrice: from Advertising to Media to Education. From a copywriter-turned-account-manager in WPP's Contract Advertising, Mohit went on to the Brand Head of Navbharat Times and The Economic Times, Delhi before heading Marketing, Usability and Incubation at Times Internet Ltd. Since late 2008, Mohit has been with NIIT, where he launched training.com – NIIT's e-learning portal.



FACTS

CREATIVE AGENCY
CONTRACT
MEDIA AGENCY
MINDSHARE
DIGITAL AGENCY
INTERACTIVE AVENUES
OOH AGENCY
VARIOUS INCLUDING
GROUP M
PR AGENCY
CANDOUR
COMMUNICATIONS

₹ 50
CRORE

TOTAL
ADVERTISING AND
MARKETING SPEND

Q | How are you using digital and social media to promote your brand?

As I've mentioned, we are a large online spender with focus on lead generation, not just for our IT training segment but also IFBI- our banking and finance training programmes. In fact, Imperia is one business unit that moved totally online a few years ago, to generate leads for its executive management programmes. On social media, we're active on Facebook with a small (about 35,000 fan base) but very involved community. On social media, the focus is not on promoting, but on listening to and talking to consumers and prospects.

Today, we see the student community posting updates on the brand independently and building our equity proactively.

Q | What does the e-learning market look like today?

The e-learning market is in a stage of evolution: pure-play e-learning is likely to take off slower than blended learning because classroom teaching is still not as expensive as it is in the West, where e-learning is a more accepted form of training. However, with the launch of the Cloud Campus, and blended learning, we are pretty sure that this will be the next wave. Having pioneered several new initiatives in training in the last 30 years, you could say that this is the latest innovation we have.

Q | How do you see this market growing in the next few years?

Difficult to answer this one as the numbers are all over the place.

Q | How can marketers maximise the impact of their digital marketing campaign?

If marketers stop viewing digital as niche and give it the pride of place it deserves, it'll make a big difference.

For a minute, leave the numbers aside because there is plenty of debate on the actual number of online users – from 50 million to 100 million. The fact is that no other medium allows a marketer to customise his communication and be flexible

Paradoxical as it may seem, we set out to pull students into the classroom only to push them out to cafes, terraces, parks, trains, etc., where they could study at their convenience. And thus was born India's first Cloud Campus with our flagship GNIIT programme being its face in a new avatar.

as digital does. It allows us to hear what users are feeling in real time and if we can allocate resources, it is bound to work. The problem is that agencies and publishers started out by over-promising on numbers and then under-delivered; as a result, advertisers first became sceptical and then started seeing the medium as a cheap, lead-generation source. If advertisers really integrate digital into their marketing campaigns – and, at NIIT, we do this religiously – the impact is obvious. In fact, we held a workshop for all our agencies – creative, media and digital – to get everyone on the same plane and think of the NIIT brand as one unified team. That's how the GNIIT Cloud Campus campaign has worked so well and travelled across media in the last few months.

Q | What is your biggest challenge today?

The biggest challenge is the mindset youngsters have. They believe that they don't necessarily need training and that "kucch na kuchh toh ho jaayega" because there are many more options available today not just in formal education (private engineering colleges) but also non-formal vocations. Everyone wants a cushy job but few are prepared to train for it and crack the interview process...at one level we have to evangelise training, be it for IT or BFSI and at another level drive home the urgency so that a prolonged decision-making cycle is shortened. It's a good challenge to have and we're at an interesting transition point.

FEEDBACK dipali@exchange4media.com



Hindu
Hyderabad, September 11, 2011

NIIT Cloud Scholarship test on Sept. 18

Staff Reporter

HYDERABAD: NIIT, a leading IT education firm, is conducting its first 'NIIT Cloud Scholarship Test' on September 18, a press release said on Saturday.

Students can earn merit based scholarships up to Rs.45,000 for GNIIT and 'GNIIT for engineering students' courses offered through NIIT cloud campus. The selection of the students will be based on their Class XII performance, NIIT Cloud Scholarship Test Results, and personal interview, the release said.

The test will be conducted in Delhi, Mumbai, Kolkata, Chennai, Bengaluru, Hyderabad and Pune on the same day.

The application forms are available at all NIIT education centres and the last date for receipt of applications is September 17, the release said. For further information visit www.niit.com/cloud.

Veer Arjune
Jaipur, September 29, 2011

एनआईआईटी एनगुरु शिक्षा समाधान की पेशकश

वीर अर्जुन संवाददाता

जयपुर। वैश्विक स्तर पर अग्रणी टैलेंट डेवलपमेंट कॉरपोरेशन तथा एशिया में सूचना तकनीकी के क्षेत्र में प्रशिक्षण प्रदान करने वाली सबसे बड़ी संस्था एनआईआईटी लिमिटेड ने आज 'एनआईआईटी एनगुरु' के संरक्षण में स्कूलों के लिये अत्याधुनिक आईसीटी सन्निहित भविष्यगामी समाधानों के लॉन्च की घोषणा की है।

इन समाधानों का उद्देश्य अध्यापन एवं अध्ययन अनुभवों में वृद्धि करना है, जिसका लाभ स्कूल प्रबंधन, शिक्षक एवं छात्रों को मिलेगा। इसका उद्देश्य जयपुर के स्कूलों में व्यापक पैमाने पर बदलाव

लाना है। एनआईआईटी एनगुरु स्कूलों के लिये एक संपूर्ण शिक्षा समाधान है, जिसका उद्देश्य अध्यापन एवं अध्ययन की प्रक्रिया को सरल बनाना है, ताकि छात्रों में पढ़ाई के प्रति दिलचस्पी पैदा हो सके।

एनआईआईटी लिमिटेड के प्रेसीडेंट-स्कूल लर्निंग सोल्यूशंस हेमंत सेठी ने कहा कि, "एनआईआईटी एनगुरु सदैव इस प्रयास में संलग्न है कि स्कूलों के वर्तमान पाठ्यक्रमों को आईसीटी सन्निहित अध्यापन एवं अध्ययन समाधानों के माध्यम से रुचिकर तथा संवादपरक बनाकर छात्रों में पढ़ाई के प्रति दिलचस्पी जागृत की जा सके।



Indian Express
Chennai, September 13, 2011

NIIT Cloud Scholarship Test announced

Express News Service

Chennai: NIIT Limited announced scholarships to the new GNIIT programme - India's first Cloud Campus. This programme can be pursued anywhere, anytime, by leveraging the cloud learning methodology. The first of the NIIT Cloud Scholarship Test will be conducted on Sunday, September 18, at seven metro cities across the country, including Chennai.

The Scholarship programme rewards fee waivers to meritorious students who wish to build successful careers in diverse industries that require Information Technology skills. Students can earn merit-based scholarships of upto ₹45,000 based on their Class XII performances,

NIIT Cloud Scholarship Test results and personal interview. Students can also earn assured on-the-spot scholarships based on Class XII performances.

Students enrolling for the Cloud Campus programmes will be provided with a netbook, as well as

access, instant technology updates, interaction with faculty and peers and access to online video streams.

Apart from this, NIIT also provides other courses.

Their Corporate Learning Solutions offers inte-

Students enrolling for the Cloud Campus programmes will be provided with a netbook, as well as a digital course and a data card

a designed digital courseware and a data card. Furthermore, the technology backed learning environment of NIIT's Cloud and Collaborative Learning Methodology supports group learning through interactive features such as 24x7 lab and e-library

grated learning solutions (including strategic consulting, learning design, content development, delivery, technology, assessment and learning management) to Fortune 500 companies, Universities, Technology companies, Training corporations and

Publishing houses.

Speaking on this significant development, G Raghavan, Chief Executive, Career Building Solutions, NIIT Limited, said, "Encouraged by the tremendous interest in our Cloud Campus, we have decided to accelerate its availability to meritorious students through our scholarship scheme this month. The scholarship will also be a great enabler for thousands of students to take up our very successful GNIIT as well as diploma programmes."

The application forms for the test are available at all NIIT education centres across the country. Students can also log on to www.niit.com/cloud to get more details. The last date for receipt of application is September 17.



India Today
National, October 31, 2011

An IMPACT Feature

THE NEW SCHOOL OF LEARNING

There is nothing as exhilarating as the 'Joy of Learning'. To a child, the world is a magical place to be explored and he/she has the insatiable urge to comprehend the world around. Learning can happen anytime and anywhere and the child needs to be empowered to inculcate learning as a '24 by 7' habit. A major part of a child's learning happens in school. However the process of learning in a school is not confined to the classroom alone and can happen at multiple touch-points like labs, playground, library etc. At the same time, the knowledge gained in school needs to be coupled to life outside the school. Technology can be used as a tool to enhance the learning capabilities of kids by making the learning process more engaging, interactive, thought provoking and hands-on. It can also help them co-relate classroom learning with day-to-day life.

With almost a decade of experience in providing complete range of IT enabled learning solutions for schools, NIIT has impacted lives of more than 10 million kids covering over 16000 private and government schools across India. Designed as per the recommendations of National Curriculum Framework-2005 NIIT NGuru is a holistic education solution for schools that utilizes appropriate technology as backbone and encompasses all the possible components required to service the present and future learning needs of a school.

NIIT NGuru suite consists of **Interactive Classrooms**- an end to end Teaching Learning solution for classrooms that uses elements of interactivity, automation and web links library; **Math lab**- State-of-the-art Mathematics Laboratory for schools which comes with Geometer's Sketchpad Software, Multiple Teaching and Learning Aids like Technology Applications, Videos, Manipulative, Measuring Instruments and Theme Based Ambience; **IT Wizard Next**- equips the students with core computer knowledge and IT skills; **Quick School**- an Education Resource Planning solution for school management; and **Mobile Science Lab**- the first of its kind portable computerized Science Laboratory which enables students to correlate scientific concepts taught in the class to real life.

HEMANT SETHI
PRESIDENT
NIIT'S SLS



INTALKWITH
SUDHA RAJAMOCHAN
PRINCIPAL
GEMS INTERNATIONAL SCHOOL

■ What is GEMS International School's USP?

GEMS International School, Palam Vihar is a beautiful, well-appointed facility, specially designed as a school of the highest quality. Creating a vast state-of-the-art academic infrastructure, putting together best of teaching talent, equipping with every required learning aid GIS, Palam Vihar ensures that students get the best in academics. Sporting, cultural and co-curricular facilities are put in place in order so that the students enjoy their campus life. Through the fine integration of GEMS Core values of World Citizenship, Universal Values, Leadership Qualities and Forward Thinking, into the uniquely exciting curriculum, GIS uniquely sets itself apart in the education world by providing a variety of opportunities for pupils to form meaningful and responsible relationships with peers and other significant adults and transforming each child into a worthwhile and special person, worthy of the best.

■ What are the facilities provided in this school?

The school is well equipped with International Standards of infrastructure and well accomplished faculty. The classrooms are well equipped with all modern learning amenities including interactive boards and the indoor and outdoor play spaces cater to the needs of the toddlers to the teens for all games like Football, Cricket, basketball, tennis, TT, Skating, etc. There are additional learning areas like the Exploration Room, ICT resource centre, Dance and Music room. A wellness centre is in place to ensure the medical safety of the students. There is a well quipped laboratory and very well stocked library along with a bookstore.

■ What is the staff like at GEMS?

GEMS employs an in-house team of over 9,000 multi-skilled education professionals and staff from around the world who are supported by an advisory board of eminent educationalists. Dedicated, qualified and experienced teachers are selected for their expertise and their ability to create motivational atmosphere for students. All our teachers participate in ongoing training programmes to ensure that the strategies, methods and resources they use reflect the standards of best practice from around the world.

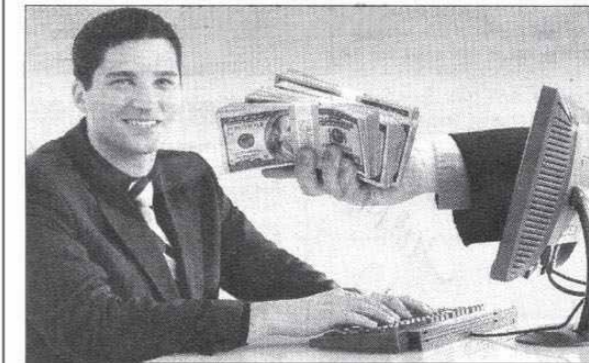
■ What is the management team like?

Due to our international reach GEMS is able to recruit high caliber professionals from around the world. GEMS most valuable resource is our team of dynamic education professionals that steer the high standards of teaching and learning in all GEMS schools. Regular assessment and training programmes provide employees with opportunities for professional growth and a platform to develop new skills. Additionally, GEMS provides its staff a wide range of professional development opportunities across the network. These coupled with a regular programme of assessment and evaluation ensure that all members of the GEMS team in GEMS schools and at the corporate level perform to high professional standards.



Economic Times
Chennai, October 17, 2011

NIIT Sells Element K to SkillSoft for \$110M



PTI
NEW DELHI

IT training company NIIT on Sunday said it has sold its US-based subsidiary Element K Corporation to SkillSoft Corporation for \$110 million in an all-cash deal. NIIT had acquired the 700-employee-strong Element K for \$35 million in 2006.

The company has also entered into a long-term services and licensing agreements with SkillSoft to work together for producing new content for SkillSoft's e-learning content collections for Business, IT and Desktop skills. "Over the last few years, we have witnessed tremendous growth in our Managed Training Services (MTS) business. To grow, we have to be content and platform agnostic and this deal will help us attract a larger set of customers," NIIT CEO Vijay Thadani said.

The funds from the deal would be used to strengthen NIIT's four platforms — MTS, cloud campus, private school venture (NGuru) and

University programme (YuvaJyoti), he added. As of March 31, 2011, Element K contributed about \$86 million in NIIT's total revenues and had 548 employees.

The two companies have worked together in the past on multiple product development initiatives to create e-learning products. In addition, the two companies intend to collaborate on R&D initiatives for technology-enabled learning and performance support.

"By leveraging SkillSoft's and NIIT's joint experience and know-how, we believe there is great opportunity to create new innovations that will make online learning even more broadly embraced by the global market," SkillSoft CEO Chuck Moran said.

Navbharat
Pune, October 6, 2011

एनआईआईटी एनगुरु स्कूलों के लिए एक संपूर्ण शिक्षा समाधान

औरंगाबाद, सं. वैश्विक स्तर पर अग्रणी टैलेंट डेवलपमेंट कॉरपोरेशन तथा एशिया में सूचना तकनीकी के क्षेत्र में प्रशिक्षण प्रदान करनेवाली सबसे बड़ी संस्था एनआईआईटी लि. ने हाल ही में एनआईआईटी एनगुरु के संरक्षण में स्कूलों के लिए आधुनिक आईसीटी सत्रिहित भविष्यगामी समाधानों के लॉन्च की घोषणा की है. इन समाधानों का उद्देश्य अध्यापन एवं अध्ययन अनुभवों में वृद्धि करना है. जिसका लाभ स्कूल प्रबंधन, शिक्षक एवं छात्रों को मिलेगा. इसका उद्देश्य औरंगाबाद के स्कूलों में व्यापक पैमाने पर बदलाव लाना है. अध्यक्ष हेमंत सेठी ने कहा कि स्कूलों के वर्तमान पाठ्यक्रमों को आईसीटी सत्रिहित अध्यापन एवं अध्ययन समाधानों के माध्यम से रुचिकर तथा संवाद परक बनाकर छात्रों में पढ़ाई के प्रति दिलचस्पी जागृत की जा सके.



Business Standard
New Delhi, October 18, 2011

'We want to reduce dependence on the US market'

NIIT Ltd has divested stake in its US unit Element K Corporation. The Indian IT training solutions provider sold the business to SkillSoft Corp for \$110 million cash deal; it's a strategic move to divest businesses that have low profitability. NIIT Chief Executive Officer VIJAY THADANI tells Piyali Mandal how the cash flow from the sale will make it a zero-debt firm besides helping it to focus on business lines that have high growth potential. Edited excerpts:

Q&A

VIJAY THADANI
CEO, NIIT LTD

You have just closed a deal for selling a part of your corporate training business in the US. Can you explain the rationale behind the move?

We have sold the EK (Element K) business to SkillSoft. EK was a learning product company. We want to be content agnostic. We want to focus on businesses that are more profitable, reduce our dependence on the US market and thirdly, and improve our balance sheets through new cash flow.

When you bought EK five years ago, it was a loss-making entity. It started to turnaround. So what was the trigger for this sale now?

Yes, the business had revenues of \$86 million for the fiscal ending March 2011. However, the return on investment was not good enough. Though we have seen profit from the business, it was not at par with our expectations. So we decided to focus on business that gives us better return on invest-

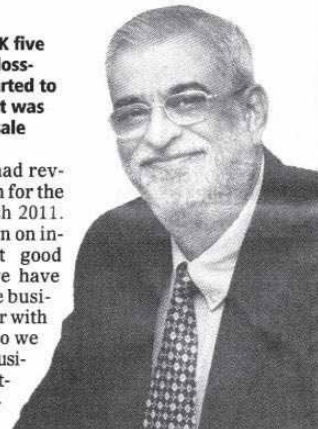
ment. Moreover, we now want to focus on MTS that is giving us more returns. Last year, we bagged orders worth \$100 million for MTS.

Other than the strategic reason, is the good valuation a trigger for the sale?

We had acquired the EK business for \$35-40 million back in July 2006. The current valuation is attractive beyond doubt. But more than that, we took this decision for the strategic reason.

Will the sale change your business mix?

Yes. Post the deal, our dependence on CLS (corporate learning solutions) will decrease. At present, 30 per cent of our business comes from CLS; 62 per cent from individual learning and 8 per cent from school learning solutions. We expect that the contribution of CLS to come down to 13 per cent. of our business post the sale.



Hindu Business Line
New Delhi, October 16, 2011

NIIT sells Element K to SkillSoft for \$110 m

Our Bureau
New Delhi, Oct. 15

NIIT Ltd has sold its entire stake in US-based Element K Corporation to SkillSoft Ltd for \$110 million.

Element K is into learning products and solutions and its portfolio includes e-learning content, virtual labs, and classroom materials.

"With the sale, we can now focus more sharply on our Managed Training Services business, in which we have been very successful. NIIT added six new clients in the MTS business in the last one year," the NIIT CEO, Mr Vijay Thadani, said.

Put simply, managed training service is a model where customers outsource the development, administration and management of their training requirements to a third party. The managed training provider then delivers these as a service.

Part of the proceeds from the transaction have been utilised for retiring the debt, Mr Thadani said, adding that NIIT has now become a zero-debt company.

At the last count, Element K had about 550 employees. It was acquired by NIIT in mid-2006 for \$40 million.

LONG-TERM SERVICES DEAL

NIIT has also entered into strategic long-term services and licensing agreement with SkillSoft. NIIT will become a product development partner for SkillSoft. "We will be their content development, and technology development partner in e-learning. In addition, the two companies will collaborate on R&D initiatives to create new methods of technology-enabled learning," he said.

SkillSoft is a provider of e-learning content, online information resources, learning technologies and support services. "This deal is about moving from competition to collaboration model. Both Element K and SkillSoft were competing in learning products business, although SkillSoft is a larger player in that segment. Now we will collaborate with SkillSoft," Mr Thadani said.

A statement on the SkillSoft Web site said Element K offered financial and operating characteristics similar to its own model, including an annual subscription-based licensing model for access to its learning resources library, and a direct salesforce distribution system complemented by resellers and telesales support.



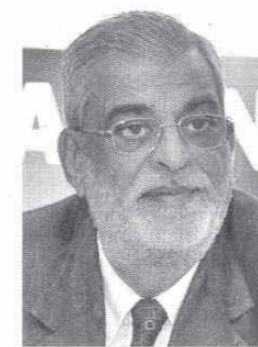
Business Standard
New Delhi, October 24, 2011

सवाल जवाब

विजय थडाणी, सीईओ, एनआईआईटी लिमिटेड

'हम अमेरिका पर निर्भरता कम करना चाहते हैं'

भारतीय आईटी प्रशिक्षण समाधान प्रदाता एनआईआईटी लिमिटेड ने अमेरिका में अपनी सहायक इकाई एलिमेंट के कॉरपोरेशन में हिस्सेदारी बेची है। एनआईआईटी ने 11 करोड़ डॉलर के एक नकद सौदे के तहत स्किलसॉफ्ट कॉरपोरेशन को कारोबार सौंप दिया है। एनआईआईटी की यह एक रणनीतिक पहल है जिसके तहत वह कम लाभप्रदता वाले अपने कारोबार को समेट रही है। एनआईआईटी लिमिटेड के मुख्य कार्याधिकारी विजय थडाणी के साथ पियाली मंडल ने इन्हीं मुद्दों पर विस्तार से बातचीत की। प्रस्तुत है मुख्य अंश:



आपने हाल ही में अमेरिका में कॉरपोरेट प्रशिक्षण कारोबार बेचने संबंधी सौदा किया है। इसका क्या औचित्य है? हमने एलिमेंट के (ईके) कारोबार स्किलसॉफ्ट को बेच दिया है। एलिमेंट के एक लर्निंग प्रोडक्ट कंपनी थी। हम इसे खंड से बाहर होना चाहते हैं। कॉरपोरेट लर्निंग डिविजन में हम प्रबंधित प्रशिक्षण सेवा (एमटीएस) पर ध्यान केंद्रित करना चाहते हैं। यह रणनीतिक

सौदा भी इसी दिशा में उठाया गया कदम है। मोटे तौर पर इससे हमें तीन फायदे होंगे। पहला, यह हमें अधिक लाभप्रदता वाले कारोबार पर ध्यान केंद्रित करने में मदद करेगा। दूसरा, इससे अमेरिकी बाजार पर हमारी निर्भरता कम होगी। और तीसरा, सौदे से प्राप्त रकम हमारे बैलेंस शीट को बेहतर करने में मदद करेगी।

पांच वर्ष पहले जब आपने ईके

को खरीदा था तब वह घाटे में थी, लेकिन अब कंपनी के प्रदर्शन में काफी बदलाव आ चुका है। ऐसे में आपने किन कारणों से इसे बेचने का निर्णय लिया? हमने जब एलिमेंट के को खरीदा था, उस समय वह घाटे में कारोबार कर रही थी। हमने उसमें काफी सुधार किया, लेकिन हमें निवेश पर अधिक रिटर्न नहीं मिल सका। हालांकि यह कारोबार मुनाफे में था, लेकिन मुनाफा हमारी उम्मीदों से

कम था। इसलिए हमने ऐसे कारोबार पर ध्यान केंद्रित करने का निर्णय लिया जहां हमें निवेश पर अधिक रिटर्न प्राप्त हो सके।

रणनीतिक कारणों के अलावा इसे बिक्री के लिहाज से एक बेहतर मूल्य का सौदा भी कह सकते हैं। आपकी टिप्पणी? हमने जुलाई 2006 में एलिमेंट के को 3.5 से 4 करोड़ डॉलर में खरीदा था। इसमें कोई शक नहीं है कि कंपनी का वर्तमान मूल्यांकन काफी आकर्षक है। सबसे महत्वपूर्ण बात यह है कि हमने रणनीतिक कारणों से यह निर्णय लिया है।

इस सौदे का आपके कारोबार पर क्या असर पड़ेगा?

इस सौदे के बाद कॉरपोरेट लर्निंग सॉल्यूशन पर हमारी निर्भरता कम होगी। वर्तमान में हमारा 30 फीसदी कारोबार कॉरपोरेट लर्निंग सॉल्यूशन (सीएलएस) खंड में, 62 फीसदी व्यक्तिगत लर्निंग खंड में और 8 फीसदी स्कूल लर्निंग सॉल्यूशन खंड

में है। लेकिन इस सौदे के बाद सीएलएस खंड में कारोबार 13 फीसदी तक गिरने की उम्मीद है।

आपने कहा है कि सौदे के बाद अमेरिकी बाजार पर आपकी निर्भरता कम होगी। क्या अनिश्चितता के कारण आप अमेरिकी बाजार से बाहर होने की कोशिश कर रहे हैं?

इससे अमेरिकी बाजार पर हमारी निर्भरता कम होगी। लेकिन हम वहां से बाहर होने की कोई योजना नहीं बना रहे हैं। अमेरिका एक प्रौद्योगिकी बाजार है और प्रौद्योगिकी बाजार में मांग भी अलग तरह की होती है। अमेरिका में एमटीएस खंड में हमें काफी संभावनाएं दिख रही हैं।

इस सौदे के बाद आपके कारोबार की भौगोलिक दशा क्या होगी? सौदा से पहले अमेरिका और यूरोप में हमारा 28 फीसदी कारोबार था। लेकिन इके में विनिवेश के बाद इस क्षेत्र में महज 10 फीसदी कारोबार रहने की उम्मीद है।

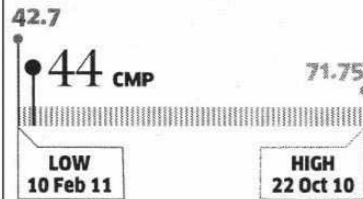


Economic Times
New Delhi, October 3, 2011

SMALL CAP NIIT

Focus on Rural, Emerging Markets to Drive Growth

52-WK HIGH/LOW



COMPANY P/E 9.75

BROKERS' POLL

BUY 6 SELL 1

Computer education provider NIIT has reported a consistent growth in business over the past few quarters helped by new product offerings. The company's focus on emerging markets and domestic rural pockets is likely to pay off in the long run. Considering this, the stock looks attractively valued at current levels.

FINANCIALS

In the past five years NIIT's revenue has been growing at a compounded annual growth rate of 22%. The growth was, however, at the expense of margins as net profit increased at a slower pace of 15%.

Its current initiative to bring down debt with the help of higher operating cash flows is likely to improve margins in the future. The company's debt fell to ₹352 crore in the June 2011 quarter from ₹426 crore in the same period of the previous year. NIIT expects the debt level to come down further by another ₹55 crore

by the end of this financial year.

GROWTH POTENTIAL

NIIT posted a 28% jump in recruitments in the June quarter. This growth momentum is likely to continue through the remaining part of the current financial year. Industry observers feel that the sluggish economic trend often prompts companies to increase outsourcing to reduce the cost of operations.

After having established its presence in the metros, the company is now keen on expanding base in towns and rural markets of the country. A higher disposable income of consumers in these areas thus augurs well for the company.

The company has more than 500 training facilities in rural India, which form 3% of its total centres around the world.

NIIT is closely working with the government to impart vocational training to rural youth. Though the exact impact of the project on its revenue is yet to be ascertained, it is likely to help the company in making inroads into the vast rural market.

VALUATIONS

NIIT's stock trades at 6.3 times its trailing 12-month earnings. The company has reiterated its guidance of 18% growth for both revenue and operating profit before depreciation for FY12. Considering this, its expected P/E for FY12 works out to 6.3. Given the average P/E range of 6-10 for other IT-related companies of similar size, NIIT's stock looks attractive for investors with a long-term view.

Ranjit Shinde



Hindu Business Line
New Delhi, October 1, 2011

NSDC ties up with Future Group, NIIT for industry training

Our Bureau

New Delhi, Sept. 30

The National Skill Development Corporation has tied up with Future Learning, an education arm of the Future Group, and NIIT to train 14 million persons in the next 10 years.

The project cost of the public-private partnership with NIIT is Rs 377 crore where NSDC will take a 10 per cent stake in NIIT Yuva Jyoti Ltd.

"NYJL aims to set up over 1,500 state-of-the-art NIIT Yuva Jyoti Centres across 1,000 cities. The aim is to provide industry and job-specific training to around 70 lakh young Indians by 2022, thus helping create a pool of job-ready workforce for the service industry.

Further, a 'Skills Inventory' of around 2.6 crore youth will be created by 2022," said Mr Vijay Thadani, Chief Executive Officer, NIIT.

The 73:27 joint venture between NSDC and the Future Group will be known as Future Sharp Ltd, the project outlay for which is Rs 58 crore.

"Electricians, beauticians, technicians and others will be trained through this partner-



For 7 million Indians: Mr Dilip Chenoy, MD and CEO of NSDC speaks during a press conference in the Capital on Friday. On his right is Mr Muralidhar Rao, CEO, Future Learning. —Kamal Narang

ship," said Mr Muralidhar Rao, Chief Executive Officer, Future Learning.

"We want to put hard skills right on top. A young skilled carpenter looking for a bride should be an impressive matrimonial advertisement," said Mr Dilip Chenoy, Managing Director and Chief Executive Officer, NSDC.

In the JV, NSDC will put in Rs 43.4 crore, of which Rs 38 crore is the loan component, Rs 5.4 crore equity component; Future will invest Rs

14.6 crore, according to a spokesperson.

Meanwhile, NSDC held its board meeting on Friday morning where two sector skill councils were cleared - BFSI (Banking, Financial, Services and Insurance) and healthcare. Till date, NSDC has cleared 34 projects and eight sector skill councils, added Mr Chenoy.

NSDC has also lined up a tie-up with TVS to be announced soon, according to sources.



Financial Chronicle
New Delhi, October 3, 2011

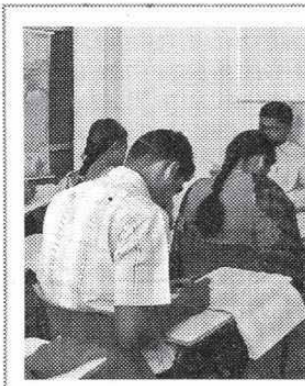
NIIT-NSDC tie-up to train youth

S RONENDRA SINGH
New Delhi

NIIT AND National Skills Development (NSDC) will jointly train around 70 lakh youth in 10 years. NIIT and NSDC will invest Rs 377 crore in the first four years for this purpose.

A partnership agreement signed on Friday was one of the largest commitments by both the organisations. Under the pact, NSDC will participate in NIIT Yuva Jyoti (NYJL), a subsidiary company of NIIT, through a mix of loans and equities, NIIT said.

"This partnership will give us an opportunity to reach out to a vast audience whose need for skills development has largely remained un-addressed. It



Reaching out

- NIIT and NSDC will jointly train around 70 lakh youth in 10 years
- NIIT Yuva Jyoti plans to set up over 1,500 centres across 1,000 cities by 2022
- The skilled youth will cater to retail, IT, banking, insurance and education

will further our objective of developing talent and creating employable workforce across the globe," NIIT chief executive officer Vijay Thadani said.

He said the emphasis would be to offer job-oriented training in semi-urban and rural areas to applicants from low and mid-

dle income households, who aspire to build careers through quality training along with formal education. These skilled youth will cater to areas like retail, information technology/IT-enabled services, banking, financial services and insurance and education.

"NIIT's experience in of-

fering industry-linked training in multiple verticals in services further strengthens our intent to impart skills to India's youth from semi-urban and rural areas for the global needs," NSDC MD and CEO Dilip Chenoy said.

Internship would also be facilitated for students to apply skills learnt to real-life situations and develop understanding of industry requirements.

NYJL plans to set up over 1,500 centres across 1,000 cities by 2022 and create a pool of job-ready workforce for the service industry. Further, a 'skills inventory' of around 2.6 crore youth would be created by 2022 through this initiative, Thadani said.

ronendrasingh
@mydigitalfc.com



Indian Express
Chennai, October 2, 2011

BIZWIZ

NIIT to Enhance Skill Development



Chennai: NIIT, a leading global talent development corporation, and the National Skill Development Corporation have entered into a public-private partnership to enhance skills and employability for youth across India. Through this partnership, around 70 lakh youth will be trained by 2022, in multi-skilling mode. The agreement for the partnership was signed by NIIT CEO Vijay Thadani and NSDC boss Dilip Chenoy.

Financial Chronicle
New Delhi, October 3, 2011



Dilip Chenoy
MD & CEO
NSDC

NIIT's experience in offering industry-linked training in multiple verticals in

services further strengthens our intent to impart skills to India's youth from semi-urban and rural areas for the global needs

Loksatya
New Delhi, October 3, 2011



समझौता...

नई दिल्ली में एनआईआईटी लिमिटेड के मुख्य कार्यकारी अधिकारी विजय थडानी और एनएसडीसी के एम एंड सीईओ दिलिप चेनोई एक समझौते पर हस्ताक्षर करते हुए।



Dainik Navjyoti
Jaipur, October 3, 2011

युवाओं को रोजगार प्राप्त करने लायक बनाने के लिए एनएसडीसी-एनआईआईटी में साझेदारी

नई दिल्ली, 2 अक्टूबर (एजेंसी)। देश के युवाओं में कौशल विकास करने और उन्हें रोजगार प्राप्त करने लायक बनाने के उद्देश्य से राष्ट्रीय कौशल विकास निगम (एनएसडीसी) ने सूचना प्रौद्योगिकी संबंधी शिक्षा प्रदान करने में अग्रणी संस्थान नेशनल इंस्टीट्यूट ऑफ इन्फार्मेशन टेक्नोलॉजी (एनआईआईटी) के साथ सार्वजनिक निजी साझेदारी की है। एनआईआईटी लिमिटेड के मुख्य कार्यकारी अधिकारी विजय थडानी और एनएसडीसी के मुख्य कार्यकारी अधिकारी एवं प्रबंध निदेशक दिलीप चिनाय ने समझौते पर हस्ताक्षर किए। एनएसडीसी ने बताया कि इस साझेदारी के जरिए वर्ष 2022 तक देश के 70 लाख युवाओं को बहुमुखी कौशल का प्रशिक्षण दिया जाएगा। इस महत्वाकांक्षी योजना पर चार वर्षों में 377 करोड़ रुपये की लागत आएगी। इस साझेदारी के तहत उप नगरीय इलाकों और ग्रामीण क्षेत्रों के युवाओं विशेषकर कम और मध्यम आय वाले परिवारों के इच्छुक बच्चों को औपचारिक शिक्षा के साथ-साथ



रोजगार उन्नमुख प्रशिक्षण दिया जाएगा। गौरतलब है कि वित्त मंत्रालय ने वर्ष 2022 तक 15 करोड़ लोगों को 21 प्राथमिक क्षेत्रों में कौशल प्रशिक्षण देने के लक्ष्य से एक गैर लाभकारी कंपनी के रूप में एनएसडीसी की स्थापना की है।

फ्यूचर लर्निंग से करार

गैर लाभकारी कंपनी राष्ट्रीय कौशल विकास निगम (एनएसडीसी) ने फ्यूचर ग्रुप की शिक्षा एवं प्रशिक्षण प्रदान करने वाली शाखा फ्यूचर लर्निंग के साथ संयुक्त उद्यम कंपनी के गठन के लिए करार किया है जिसके जरिए 56 लाख कुशल श्रमिक तैयार किए जाएंगे। इस संयुक्त उद्यम कंपनी में फ्यूचर लर्निंग की हिस्सेदारी 73 प्रतिशत होगी जबकि बाकी हिस्सेदारी एनएसडीसी की होगी। फ्यूचर ग्रुप ने बताया कि इस उद्यम का लक्ष्य अगले दस वर्षों के दौरान रिटेल, पर्यटन, मीडिया आदी सेवा क्षेत्रों में बड़ी संख्या में कुशल कार्यबल और नए उद्यमियों को तैयार करना है। इस मौके पर फ्यूचर लर्निंग के मुख्य कार्यकारी अधिकारी मुरलीधर राव ने कहा हर क्षेत्र में भारत को विश्व स्तर पर सक्षम बनाने के एनएसडीसी के लक्ष्य में साथ देने से हमें खुशी है।



Daily Excelsior
Jammu, October 8, 2011

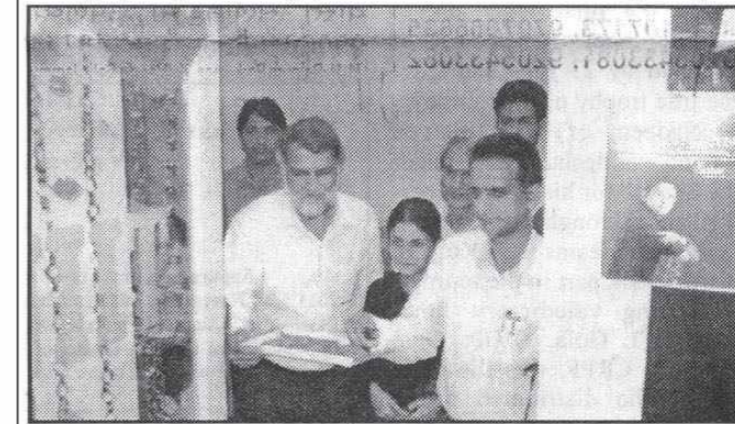
NIIT inaugurates 9th center

Excelsior Correspondent
RAJOURI, Oct 7: NIIT, a pioneer in IT education and Asia's largest computer education institute, inaugurated its 9th center here.

The NIIT center was inaugurated by Dr Mushtaq Lone, Principal, Degree College, who

recalled his association with the NIIT since 1991, when its first center was opened in Gandhi Nagar, Jammu. He added that large number of NIIT students stand placed in various companies and have built an excellent career in it.

He stated that NIIT has pro-



Dr Mushtaq Lone inaugurating NIIT Centre at Rajouri.

while speaking congratulated the NIIT team for opening the center and expressed hope that NIIT will bring its best trainers as also the curriculum, so as to help students to get placed in international reputed IT companies.

Earlier, RK Sharma, CMD, NIIT Franchisee Company,

grammes for persons belonging to all walks of life. On the one hand its programme lead to an excellent career in IT, on the other it also help school going students to improve their knowledge in C, C++, a part of their school curriculum, he added.

Sharma added that NIIT also has programme for engineering students as well as for house wives and others who just want a basic knowledge in computer applications.



Business Sphere
National, October, 2011

NIIT

NIIT

NIIT

technologies

A Global IT Solutions Company

By Our Correspondent

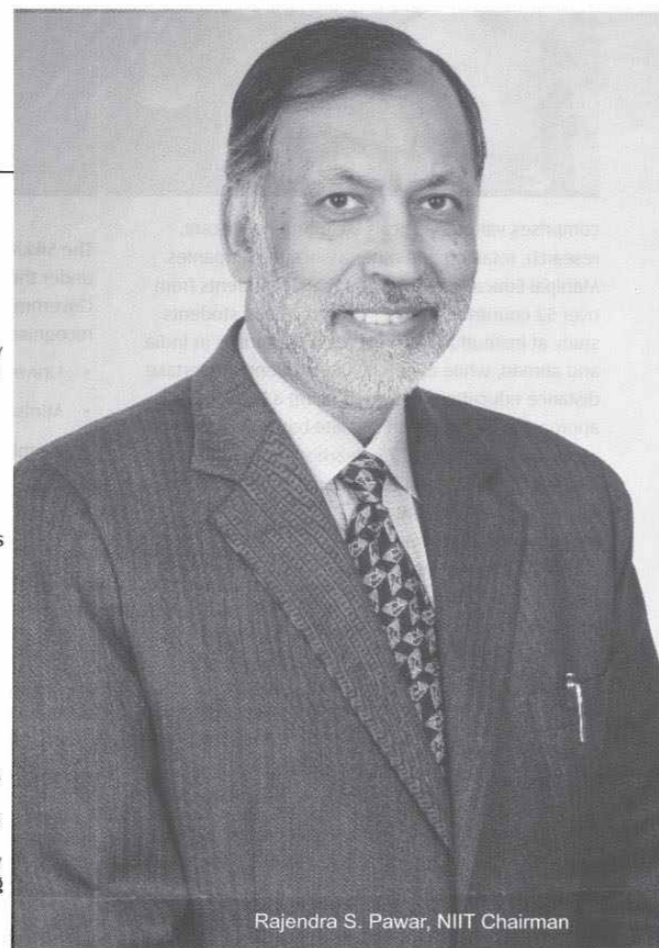
N NIIT Bhavishya Jyoti Scholarship (BJS) - 2011 is India's most significant IT Scholarship Programme held on September 18, 2011 across the country. It extends scholarships to new-age GNIIT Programmes leveraging Cloud Computing technology to develop future-ready professionals. Empower financially challenged meritorious students with exciting careers in the IT Industry is the objective of the programme.

The test for India's most significant IT Scholarship Programme was conducted by NIIT, the leading Global Talent Development Corporation and Asia's largest IT Trainer, across the country. BJS is NIIT's endeavour towards enhancing employability of meritorious students by bridging the affordability gap and making them future-ready to meet the emerging needs of the global IT industry. This year also marks the 21st anniversary of Bhavishya Jyoti Scholarship.

Announcing the 21st Bhavishya Jyoti Scholarship at Patna, Mr. Vijay Thadani, Chief Executive Officer, NIIT Limited said, "Bhavishya Jyoti Scholarship was introduced with a vision to empower financially challenged meritorious students to take up challenging careers in the IT industry. Over the years, BJS has successfully addressed the dual challenge - making cutting edge professional courses available to the meritorious students lacking financial means, and bridging the skill-gap shortage faced by the industry by creating a pool of job-ready IT professionals. This year we are pleased to extend the Scholarship to the new-age GNIIT- India's first Cloud Campus, to help create future ready professionals for the fast growing IT industry across the globe."

BJS awards fee waivers to meritorious undergraduate

EMPOWERING FINANCIALLY CHALLENGED MERITORIOUS STUDENTS; 21ST ANNIVERSARY



Rajendra S. Pawar, NIIT Chairman

students and graduates desirous of building successful careers in diverse industries that require skills in Information Technology. As per NASSCOM's latest estimates the Indian IT industry is expected to grow by 16-18 per cent in FY'12, having added around 2,40,000 jobs last year. To enable students to avail this opportunity, NIIT will be offering 50,000 scholarships

across the country this year, based on their Class XII performance, performance in a competitive written test, followed by a personal interview.

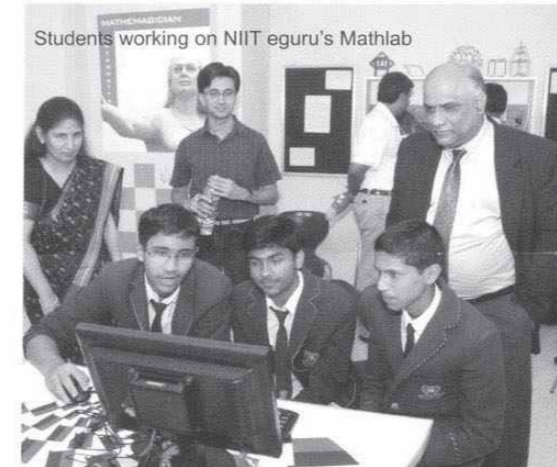
With the return of strong hiring outlook, the industry would be on the lookout for job-ready talent. According to Ma Foi Employment Trends Survey 2011, India is expected to create around 16 lakh (1.6 mn) more jobs in the organised sector. IT and ITes, Hospitality, Real Estate and Media & Entertainment are expected to be top recruiters. IT will continue to become more and more strategic across industries, for its significant value creation capabilities.

This year, with the theme 'The future won't take care of itself. Today onwards I will,' the scholarships will also offer merit-based fee waivers on new-age GNIIT programmes offered through the Cloud Campus, along



Rajendra S. Pawar, NIIT Chairman, receives the Padma Bhushan Award from President Pratibha Patil

with the regular GNIIT programmes. Besides getting a chance to get merit-based scholarships up to Rs. 45,000 students can also earn assured on-the-spot scholarships based on Class XII results. As a part of the high-aptitude community, they also get to pursue Global Vendor Certification backed programmes and get the benefit of collaborative learning.



Students working on NIIT eguru's Mathlab

The pioneering NIIT Cloud CampuSTM empowers student to learn on his own terms, at his own pace, wherever and whenever he wants it. Students enjoy higher mobility as they can easily access educational services using a Netbook or a Mobile device that connects them to NIIT's Cloud Campus network. These services are managed centrally by NIIT, using the power of Cloud Computing. Furthermore, the technology backed learning environment of NIIT's Cloud and Collaborative Learning Methodology supports group learning through interactive features like 24x7 lab and e-library access, instant tech updates, interaction with faculty and peers and access to online video streams. Thus the learning process is not just limited to textbooks but is enhanced through group learning.

Students who have completed their Class XIIth or equivalent, those currently pursuing graduation



NIIT



Rajendra S. Pawar

Rajendra S. Pawar is Chairman and Co-founder of the NIIT Group, that encompasses two businesses— NIIT Limited, the leading Global Talent Development Corporation and NIIT Technologies Limited, the software and services arm. Mr. Pawar is the current Chairman of India's IT industry body- National Association of Software and Service Companies (NASSCOM).

Set up in 1981, NIIT pioneered the computer education market in India, creating a completely new industry segment and taking it to consolidation and maturity. Mr. Pawar has played a leadership role in nurturing NIIT and building it into a leading Global Talent Development Corporation.

Mr. Pawar led NIIT's foray into the software and services market, creating NIIT Technologies, a global IT Solutions organization. Assessed at SEI-CMMi Level 5, NIIT Technologies serves clients across North America, Europe, Asia, Middle East and Australia. He has personally conceptualized and driven several initiatives that have enabled NIIT Technologies to rank among the frontrunners of the IT-BPO industry— an organization with significant stakes in IT services, Managed Services and BPO.

Mr. Pawar is a member on the Prime Minister's National Council on Skill Development; has served on the Prime Minister's National Task Force commissioned to develop India into an IT Superpower; is an advisor to the Hunan Province of China and was a member of PIAC (Presidential International Advisory Council) of the Government of South Africa for IT. He is currently a member of the International Business Council of the World Economic Forum.

Actively involved in India's key Chambers of Commerce, Mr. Pawar has led several ICT industry initiatives, giving voice to the sector's aspirations and goals. As President of MAIT (Manufacturers Association for Information Technology) in 1990-92, Pawar integrated MAIT activities into those of other leading industry associations in India. MAIT played a significant role in shaping IT policies of Government of India, during his presidency.

and/or completed graduation in any stream, and Polytechnic diploma holders are eligible for NIIT Bhavishya Jyoti Scholarships.

Bhavishya Jyoti is one of India's most recognized and trusted scholarship programme with 21 years of market presence and almost 4 lakh students benefiting from the scholarship till date.

About NIIT

NIIT Limited, leading Global Talent Development Corporation and Asia's largest IT trainer, offers learning and knowledge solutions across 40 countries.

Leading IT magazine Dataquest has conferred upon NIIT, the 'Top IT Training Company' award successively for the past 18 years,

since the inception of this category. Rated among India's Business Superbrands 2008, NIIT's Individual Learning Business offerings include industry-endorsed programs for students seeking careers in IT - GNIIT, Edgineers and Global Net Plus for IT professionals.

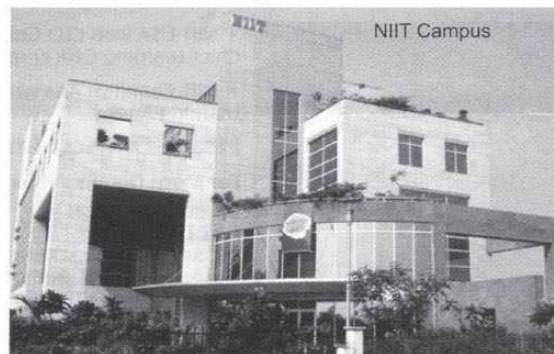
NIIT has provided

computer-based learning to over 15,000 government and private schools. The futuristic NIIT NGuru range for schools is a holistic education package that comprises Interactive Classrooms (an embedded Teaching Learning Material, that uses elements of interactivity, automation and web links library); Math lab (technology tools that enable school students to learn and explore mathematical concepts); IT Wizard (equips the students with core computer knowledge and IT skills); and Quick School (an Education Resource Planning solution for school management).

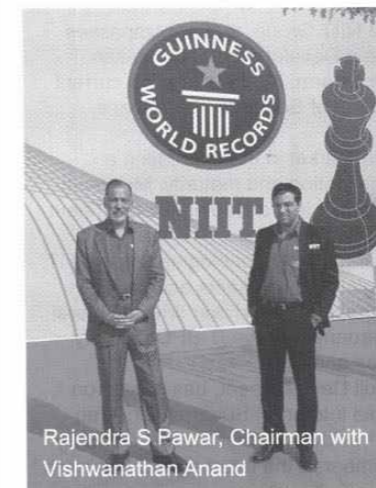
For working professionals, NIIT Imperia, Centre for Advanced Learning, offers Executive Management Education Programs in association with IIM

Ahmedabad, IIM Kolkata, IIM Lucknow, IMT Ghaziabad and IIFT Delhi. NIIT Imperia also offers specialized courses in Finance in association with KPMG and on Digital Marketing with Google India and Internet and Mobile Association of India (IAMAI).

NIIT Institute of Finance Banking & Insurance (IFBI), formed by NIIT with equity participation from ICICI



NIIT



Rajendra S. Pawar, Chairman with Vishwanathan Anand

Bank, offers programs for individuals and corporates in Banking, Financial Services and Insurance.

NIIT Uniqua, Centre for Process Excellence, addresses the increasing demand for skilled workers in the business and

technology services industry by providing training programs in relevant areas. This is a part of NIIT Institute of Process Excellence Limited, a NIIT-Genpact venture.

NIIT's Corporate Learning Solutions, offers integrated learning solutions (including strategic consulting, learning design, content development, delivery, technology, assessment and learning management) to Fortune 500 companies, universities, technology companies, training corporations and publishing houses.

NIIT delivers a tailored combination of catalog learning products, technology and services through Element K offerings. These include: vLab@: hands-on labs, instructor-led courseware, comprehensive e-reference libraries, technical journals, and KnowledgeHub™: hosted learning management platform.

The corporation's innovative HR practices have been felicitated by Aon Hewitt as amongst 'Top 25 Best



Interacting with Expertise at NIIT Technologies

Employers in India- 2011'; Indian Education Awards 2011 as 'Best Education Company to Work with'; by Great Places to Work Institute as amongst 'Top 25 India's Best Companies to Work for' and First in Training & Education Industry, 2011.

Milestones (Recent)

- Launched New-age GNIIT India's First Cloud Campus in 2011
- Won the 'Best Education Company to Work with' title at the Indian Education Awards 2011 (Indian Education Awards are the most prestigious awards that recognize and felicitate Achievers and Innovators who contribute significantly towards the development of Education in India)
- Featured in Aon Hewitt's Top 25 list of 'Best Employers in India-2011'
- Association with Grandmaster Viswanathan Anand was recognized as the Top Brand Ambassador Engagement at the Indian PR and Corporate Communication Awards (IPRCCA) 2011, instituted by Exchange4Media
- NIIT HIWEL won the prestigious MacArthur Digital Media and Learning Award. (This was an effort by MacArthur Foundation and HASTAC to find and inspire the most novel uses of new media in support of learning. NIIT HIWEL was awarded for innovative use of internet and digital technology to transform learning and knowledge creation)
- Won Microsoft's 'Learning Solutions Partner of the Year' for the third consecutive year. (This award marked a Hat-Trick by NIIT for being the 'Best Learning Solutions Partner' in India)
- NIIT USA was ranked among the Top 20 Companies in the Training Outsourcing Industry - 2010 and 2011 (NIIT has featured in this ranking since 2008)
- Element K won Silver in Brandon Hall for Excellence in Learning Technology
- NIIT USA was ranked amongst Top 10 Training & Learning Business Process Outsourcing Vendor in Black Book of Outsourcing

• NIIT USA won CLO Gold Excellence Award from Chief Learning Officer magazine

• NIIT Cognitive Arts won bronze Brandon Hall Learning Award

Please Contact : <http://www.niit.com>

For More Details Please Contact:

Corporate Office:
NIIT Limited
85, Sector 32, Institutional
Gurgaon 122001 India
Tel: +91 (124) 4293000
Fax: +91 (124) 4293333
careercourses@niit.com



Pioneer
New Delhi, October 12, 2011

COURSE IN INTERNATIONAL BUSINESS STRATEGY

The IIFT (Indian Institute of Foreign Trade) has introduced a course on international business strategy. Post Graduate Diploma in international business strategy is a one year course that equips the present day managers with necessary competencies to formulate strategies in the global business scenario. The programme would also be

useful for the professionals who are in the key decision making roles. Each course will be taught with the help of case studies, live corporate examples and general discussions. There would be a pre-work and post work component in each course. The classes will be conducted through classes at NIIT Imperia Centre for Advanced Learning in

designated cities using synchronous learning technology platform.

The eligibility criteria for applicants includes working professionals/self-employed with minimum eight years of work experience post completion of graduation and Graduates (10+2+3) in any discipline with minimum 50 per cent marks in aggregate.

Dainik Bhaskar
Jaipur, September 26, 2011

एनआईआईटी चेयरमैन पद्मभूषण पवार का सम्मान

जयपुर | एनआईआईटी के चेयरमैन राजेंद्र एस.पवार का पद्मभूषण से सम्मानित होने पर रविवार को यूनिवर्सिटी की ओर से सम्मान किया गया। इस अवसर पर आईटी



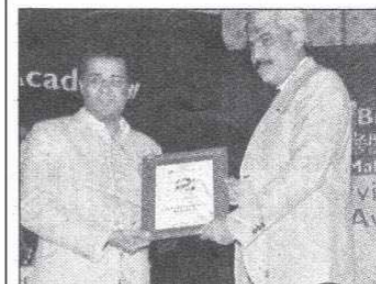
इंडस्ट्री में उनके योगदान को सराहा गया। होटल क्लार्क्स आमेर में आयोजित सम्मान समारोह के मुख्य अतिथि वन एवं पर्यावरण विभाग के प्रमुख सचिव वी.एस. सिंह थे। इस अवसर पर राज्य सरकार की हरित राजस्थान योजना के तहत यूनिवर्सिटी के पौधरोपण कार्यक्रम की शुरुआत भी की गई। एनआईआईटी यूनिवर्सिटी के प्रेसिडेंट डॉ. राजीव शौरी ने पवार की उपलब्धियों के

साथ ही यूनिवर्सिटी के मिशन पर प्रकाश डाला। उन्होंने टेक्नोलॉजी क्षेत्र में यूनिवर्सिटी के योगदान को रेखांकित करने के साथ ही बैचलर, मास्टर्स डिग्री, पीएचडी प्रोग्राम की विस्तार से जानकारी दी। पद्मभूषण पवार ने पॉवर प्रजेंटेशन के जरिए यूनिवर्सिटी की विकास यात्रा पर विस्तार से जानकारी दी। वी.के. थडानी ने पवार की सफलता और उनके जीवन के अनछुए पहलुओं पर प्रकाश डाला।



Free Press Journal
Mumbai, August 31, 2011

Brands Academy Service Excellence Awards



Brands Academy, one of India's leading brand management and consulting companies, organised Brands Academy Service Excellence Awards Ceremony to felicitate leading service organisations and professionals who have displayed exemplary excellence as service providers in their respective fields. The awards were based on comprehensive market research study and opinion surveys conducted by BIG Brands Research, one of the top market research agencies in India. India's most revered author, Chetan Bhagat was the chief guest at the ceremony and gave away the award certificates to the winners, which included prominent doctors, hospitals, service companies and professionals. Some of the winning organisations are NIIT (IT Education Brand), Dr. Jamuna Pai's Blush Clinic (Skin Care Clinics), Rina Pritish Nandy's MOKSH (Most Happening Wellness Brand), Aptech Aviation & Hospitality (Aviation Academy), Saifee Hospital (Best Hospital for General Surgery), and a lot of other organisations.

Free Press Journal
Mumbai, October 3, 2011

NIIT Foundation shines at UK India Skills Forum (UKISF) Awards

NIIT Foundation (NF) has received the UK India Skill Forum (UKISF) Award 2011 in the Best Skills Provider (Private Sector) category. The award was presented to NIIT Foundation by S Ramadorai, Adviser, PM's National Skill Development Council at a ceremony attended by leading industrialists and bureaucrats, at the FICCI Federation House in New Delhi.

Instituted by UK India Business Council (UKIBC) and FICCI last year, the UK India Skill Forum (UKISF) Awards acknowledge excellence in the area of skills development and are presented to Indian companies to recognise their commitment and achievements in the vocational training space.

NIIT Foundation received the award in the Best Private Sector Skills Provider (Graduates/School Drop Outs/Rural Communities) category, for its initiatives in areas of skill development and providing gainful employment for the underserved youth of the country. The Foundation has been imparting employability courses across 10 states.

The Times of India
New Delhi, October 3, 2011

Skill award

NIIT Foundation (NF) has received the UK India Skill Forum (UKISF) award 2011 in the best skills provider (private sector) category. The award acknowledges excellence in the area of skill development and recognises the commitment and achievements of companies in the vocational training space.



Financial Chronicle
New Delhi, October 22, 2011

NIIT profit surges 6%

S RONENDRA SINGH

New Delhi

NIIT ON Friday reported net profit of Rs 30.20 crore for the quarter ended September 30, 2011, up six per cent against Rs 28.50 crore in same period last year.

Net revenue of the company also rose by 11 per cent YoY at Rs 383.80 crore during the quarter as compared to Rs 345.80 crore in the same period last year.

NIIT that rolled out 'Cloud Campus' across India during April-June quarter recorded more than 11,000 enrollments till September end 2011.

"Given the momentum cloud campus is showing, we may do better than we usually do in the second and third quarters," CEO, NIIT, Vijay K Thadani said.

ronendrasingh
@mydigitalfc.com

Rajasthan Patrika
Jaipur, September 26, 2011

पंवार का सम्मान



जयपुर . एनआईआईटी यूनिवर्सिटी की ओर से यूनिवर्सिटी के चेयरमैन एवं संस्थापक पद्मभूषण राजेन्द्र एस. पंवार का सम्मान समारोह रविवार को जयपुर में एक होटल में आयोजित किया गया। समारोह के मुख्य अतिथि प्रमुख वन एवं पर्यावरण सचिव वी.एस.सिंह थे। इस अवसर पर राज्य सरकार की ओर से चलाए जा रहे हरित राजस्थान के एनआईआईटी यूनिवर्सिटी में शुरुआत का औपचारिक शुभारंभ भी किया गया। समारोह में मुख्यमंत्री के प्रमुख सचिव श्रीमंत पांडे भी मौजूद थे। यूनिवर्सिटी के प्रेसिडेंट राजीव शोरी ने उपलब्धियों की जानकारी दी।



Kashmir Times
Jammu, October 20, 2011

NIIT ventures in school education in Srinagar

KT NEWS SERVICE

SRINAGAR, Oct 19: NIIT Limited, leading Global Talent Development Corporation and Asia's largest IT trainer, announced the launch of cutting edge ICT enabled solutions for the schools of tomorrow, under the aegis of 'NIIT NGuru'.

These cutting edge solutions which significantly improves the efficacy of the teaching and learning experience for school administration, teachers and students alike, aim to bring in a paradigm change for schools in Srinagar.

NIIT NGuru is a holistic range of School Learning Solutions that aims to make the vital process of teaching and learning simpler, thus bringing back the joy of learning for

students. It is an integrated and comprehensive teaching, learning and education resource planning solution for the schools that has been designed to address the needs of all key stakeholders within the education realm—Students, Teachers, School management and Parents.

Hemant Sethi, President, School Learning Solutions, NIIT Ltd., said, "NIIT NGuru endeavours to bring back the joy of learning by making the present curriculum in Schools interesting and interactive, through use of innovative ICT enabled teaching & learning solutions. We are pleased to introduce cutting edge training programs for schools in Srinagar, which will enable them to achieve excellence in all aspects of edu-



cation and take teaching-learning experience to the next level."

NIIT NGuru is a holistic education solution for schools that utilizes appropriate technology as backbone and encompasses all the possible components required to service the present and future learning needs of a school. NIIT NGuru suite consists of Interactive Classrooms- an end to end Teaching Learning solution for classrooms that uses elements of interactivity, automation and web links library; Math lab- State-of-the-art Mathematics Laboratory for schools which comes with Geometer's Sketchpad Software, Multiple Teaching and Learning Aids like Technology Applications, Videos, Manipulative, Measuring

Instruments and Theme Based Ambience; IT Wizard- equips the students with core computer knowledge and IT skills; Quick School- an Education Resource Planning solution for school management; and Mobile Science Lab- the first of its kind portable computerized Science Laboratory which enables students to correlate scientific concepts taught in the class to real life.

Designed as per the recommendations of National Curriculum Framework-2005, NIIT NGuru Interactive Classrooms integrate the teaching, learning, assessment and analysis processes through optimization of technology.

NIIT has provided computer-based learning to over 15,000 government and private schools.

Hindu Business Line
New Delhi, October 22, 2011

NIIT profit rises 6%



Scorecard: Mr Rajendra S. Pawar, Chairman, NIIT, flanked by Mr Vijay K. Thadani, Chief Executive Officer, and Mr P. Rajendran (right), Co-founder and Chief Operating Officer, at a press conference in the Capital on Thursday. The company has reported a 6 per cent increase in net profit to Rs 30.2 crore (Rs 28.5 crore) for the second quarter ended September 30, 2011. Net revenue increased to Rs 383.8 crore (Rs 345.8 crore). — Kamal Narang



Economic Times
New Delhi, October 31, 2011

NIIT Tech to Invest ₹175 Cr in Noida Campus

PRESS TRUST OF INDIA
NEW DELHI

IT firm NIIT Technologies will invest up to ₹175 crore for the second phase of expansion of its campus in Greater Noida.

"The Phase-II expansion will begin in January next year and will have an investment of ₹165-175 crore. It will take about 6-8 months to get completed and would create a capacity of 4,000 people," a NIIT Technologies spokesperson told PTI.

At present, the campus has 3,000 employees and caters to mostly new business.

The company plans to complete the construction at the campus in three phases. When completed, it would have a capacity of close to 11,000 employees. The company has spent around ₹135 crore in the first phase of expansion.

NIIT Technologies focuses on industry verticals like banking and financial services, insurance, healthcare, travel, transportation and logistics, and retail and distribution. It has footprint across North America, Europe, Asia and Australia.

The company has four facilities in the Delhi-NCR region.

Asked how the company would fund the expansion, the spokesperson said it would be done through internal accruals.

"We have a very strong order book of \$200 million of fresh order intake and a total of \$232 million of executable order book over the next 12 months. The expansion is in line with the momentum we see in business," the spokesperson said.

Financial World
New Delhi, October 22, 2011

NIIT Ltd Q2 net up 6% at ₹30.2 crore



NEW DELHI: IT training company NIIT Ltd on Friday reported a 6 per cent increase in net profit to ₹30.2 crore for the quarter ended September 30, 2011.

The company had posted a net profit of ₹28.5 crore for the same period last year.

Net revenue of the company also increased to ₹383.8 crore in the quarter ended September 30, 2011, from ₹345.8 crore in the same period last year.

Financial Chronicle
New Delhi, October 19, 2011

NIIT Q2 net up 5%

PRESS TRUST OF INDIA

Mumbai

IT COMPANY NIIT Technologies on Tuesday posted 5.1 per cent increase in consolidated net profit to Rs 45.8 crore for the quarter ended September 30, 2011.

The company had reported a net profit of Rs

43.5 crore during the same quarter last year, NIIT Technologies said in a filing to the Bombay Stock Exchange.

The consolidated revenue of the company also increased to Rs 371.1 crore in the quarter from Rs 324.6 crore over the corresponding period last year.



Economic Times
New Delhi, October 19, 2011

NIIT Tech Net Rises 5%

OUR BUREAU

NEW DELHI

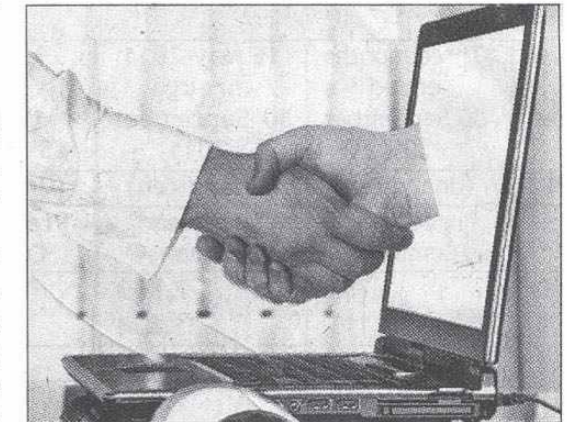
Mid-sized tech firm NIIT Technologies on Tuesday reported a net profit growth of 5% to ₹46 crore, for the quarter ended September 30, 2011, on the back of seven new customer wins.

Sales surged 14% to ₹371 crore, lower than its larger peers such as HCL Technologies and TCS whose sales have surged over 25% in the same period from last year. NIIT Technologies won seven new customers in the quarter, which has resulted in \$232 million of executable order book over the next 12 months. "A record order intake of \$200 million will accelerate our revenue growth," said Rajendra S Pawar, chairman, NIIT Technologies.

Financial services contributed 39% to NIIT's revenues while travel & transport vertical contributed about 36%. NIIT Technologies stock fell marginally by 0.3% to ₹230 on the Bombay Stock Exchange, in a weak market.

During its second quarter ended September 30, the company bagged a five-year contract worth \$85 million from US-based media firm Morris Communications, by acquiring its IT services unit in Georgia. NIIT will provide IT services to the privately-held media group, which publishes a dozen daily newspapers and magazines.

Business from the US and Europe-Mid-



NIIT Tech has won seven new clients

dle East contributed 37% and 38%, respectively, to the company's revenues.

NIIT Technologies also acquired Spain-based Proyecta Sistemas, an IT firm with over \$10 million in annual revenue, specialising in travel and financial services. Proyecta will add about 12 new customers to NIIT Technologies.

Expense on new deals brought down NIIT Tech's operating profit to ₹55 crore from ₹60 crore last quarter. NIIT incurred expenses on professional services for both Morris Communications and Proyecta. The company has also bagged a contract to manage IT infrastructure for London's Rail Network Eurostar, this year. NIIT Tech also won contracts from the government for implementing the Crime and Criminal Tracking Network System for the police in two states.



Financial World
New Delhi, October 31, 2011

NIIT to spend ₹175cr in Noida

NEW DELHI: IT firm NIIT Technologies will invest up to ₹175 crore for the second phase of expansion of its campus in Greater Noida.

"The Phase II expansion will begin in January next year and will have an investment of ₹165-175 crore. It will take about 6-8 months to get completed and would create a capacity of 4,000 people," said a NIIT Technologies spokesperson.

At present, the campus has 3,000 employees and caters to mostly new business. The company plans to complete the construction at the campus in three phases. When completed, it would have a capacity of close to 11,000 employees. The company has spent around ₹135 crore in the first phase of expansion.

NIIT Technologies focuses on industry verticals like banking and financial services, insurance, healthcare, travel, transportation and logistics, and retail and distribution. It has footprint across North America, Europe, Asia and Australia.

The company has four facilities in the Delhi-NCR region. Asked how the company would fund the expansion, the spokesperson said it would be done through internal accruals. "We have a very strong order book of \$200 million of fresh order intake and a total of \$232 million of executable order book over the next 12 months. The expansion is in line with the momentum we see in busi-



Thinkstock

Once the campus expansion is over, the firm would have a seating capacity of close to 11,000 employees

ness," the spokesperson said.

The BSE and the NSE-listed firm has witnessed a strong growth in its earnings. During the July-September 2011 quarter, the company's net profit grew 5.1 per cent to ₹45.8 crore compared to the year-ago period and about 11 per cent sequentially.

The revenues grew by 14.3 per cent to ₹371.1 crore dur-

ing the second quarter of FY12 compared to the same period last year, while sequentially it was up 12.86 per cent.

"All-round growth in each geography has contributed to the strong revenue growth and the strong order intake will support the sustained growth momentum for the company," the spokesperson added. —PTI



Economic Times
Mumbai, October 18, 2011

Formula 1: Corporate Networking at its Best

Only a few sports like F1, golf & tennis give a platform to cos at this scale

MEENAKSHI VERMA AMBWANI & RAVI TEJA SHARMA
NEW DELHI

The jury may be out on whether it will be the biggest international sporting event ever to come to India, but not many dispute that the upcoming Formula One race will offer the best corporate schmoozing platform the country has ever seen.

India's first ever Grand Prix race may be some days away, but the race among corporate groups, celebrities and other assorted moneybags for vantage spots has begun.

"Only a few sports — golf and the tennis Grand Slams — give a business networking opportunity to companies at this scale," says Indranil Das Blah, chief operating officer at Kwan, a sports and talent management firm.

Others say that the very nature of the sport — a heady cocktail of speed, technology and human skill spread over three days — makes it best suited for networking.

"It is a three-day thing unlike a four-hour cricket game, which gives corporate executives a unique opportunity to network," says Ashish Hemrajani, chief of Bigtree Entertainment, which runs the official ticketing partner Bookmyshow.

Executives at the Swiss luxury watch brand TAG Heuer have booked corporate boxes to host top clients and to showcase their best ware. Tag is not alone. Top global banks and a raft of companies, including Mercedes Benz, Gulf Oil, NIIT, UB Group, Airtel, JK Group, Venky's, Essar and Punj Lloyd, are some of the others to have booked boxes, each of which can seat 30 people, to host their top executives and business guests.

"We have been associated with

motor sports for a long time globally. Now that it is coming to India, we have booked corporate boxes to entertain our customers and associates from India and abroad as part of our brand building as well as relationship building exercise," says Ravi Chawla, president-lubes at Gulf Oil.

Jaypee Sports International, the company behind the Indian circuit taking place at Greater Noida from October 28-30, says all the 55 corporate boxes, each with a price tag ranging between ₹75 lakh and ₹1 crore, have been sold. The corporate boxes come with the choicest hospitality, catered by the country's top five-star hotels.

While for corporates, there are these special boxes, for the wealthy and the cognoscenti, there's the luxury Formula One Paddock Club, which has been described as the "inner sanctum" of the F1, patronised by some of the world's top businessmen, bankers and celebrities, indulging in the best gourmet food, wine and luxury money can buy.

This description is not without reason. Entry into Paddock Club does not come cheap. At \$5,460 (₹2.68 lakhs) per person, it's easily the heftiest price tag for watching a sport, at least in India. Pitched as a super premium experience, Paddock Club patrons will get a real close view of the race pits, walk into the pit lanes and be privy to the strategy meetings of the teams and engage in conversation with the teams' drivers and management.

"It is the kind of hospitality experience that India has never seen before," promises Suvrangsu Mukherjee, managing director Indian subcontinent at Total Sports Asia, one of the two firms authorised to sell Paddock Club tickets for the Indian F1 race.

Executives at Total Sports Asia

and SOTC Sports, the other company authorised to sell tickets for the Paddock Club, say they are getting bookings from local and international companies. For a price, companies can even set up branded suites with privilege viewing and dining enclosures at the Club.

The Paddock Club's ticketing and hospitality arrangements is controlled by F1's in-house company Allsport Management and all its revenues go to Bernie Ecclestone, the founder and top boss of F1. Visitors to the Club in other races have included Hollywood stars such as Michael Douglas, Brad Pitt and Nicholas Cage, music legends Eric Clapton and Sir Cliff Richard, filmmakers George Lucas and Quentin Tarantino, model Liz Hurley and singer Danni Minogue.

This time around, international singing sensation Lady Gaga, who is performing at the F1 and stars such as Shah Rukh Khan and Hrithik Roshan are expected to be present at the race.

Big Corporate honchos like Airtel chief Sunil Bharti Mittal and Vodafone global CEO Vittorio Colao will be attending the race.

At the after-race parties being organised by Arjun Rampal, corporates are booking tables that start from ₹4 lakh up to ₹10 lakh. These parties will feature stars Shah Rukh Khan, Farhan Akhtar and Hrithik Roshan and a host of other celebrities.

Says Tikka Shatruijit Singh, chief Asia representative for French luxury house LVMH: "It (F1) will be a big opportunity for the global elite to network with the young tycoons of India...and policy-makers."

"For companies, it will be an opportunity to showcase what they do and to entertain their big clients and guests," said Singh, who plans to be at the race.



Business Standard
New Delhi, October 30, 2011

CORPORATES TURN INDIAN GRAND PRIX INTO HR EVENT FOR STAFF

PIYALI MANDAL
Greater Noida, 29 October

India Inc is not only using the grand sporting event F1 to reach out to their external audience but also to their internal audience or human resources. There is an increasing number of corporates who are relying on this event to connect with their own employees.

From giving out free tickets to organising in-house competitions, the corporate biggies are going all out to make the most of this racing spectacle.

Take for example, NIIT Technologies, a mid-size IT firm. The company had organised a go-karting competition for its employees at its Greater Noida campus ahead of the Formula One. The winners of the event were handed over tickets of the main race. All over, around 50-60 tickets were distributed.

Besides, the company has also booked a corporate box and hosted media professionals, analysts and clients to be a part of F1. Explaining the reason, Arvind Thakur, CEO and MD of NIIT Tech said, "We wanted all our stakeholders to be a part of this grand event along with us."

So, what encouraged NIIT, which is not remotely associated with any F1 teams to host clients and analysts to the event?

Well, for starters, sports such as F1 which has such high adrenaline rush, when watched together invoke passion and camaraderie, which creates bonding among the employees, according to Human resources experts.

According to Rosita Rabindra, the Chief People Officer of NIIT Technologies "NIIT is a very young organisation. The average age of employees is 28 years. We believe in creating fun at work."

Airtel, a title sponsor for the Indian Grand Prix, also wanted its employees to join the F1 buzz wagon.

"Employee engagement is a continuous process for us. At Bharti Airtel, we wanted our employees to be a part of the F1 buzz wagon. Our association with F1 had invoked a sense of pride among our employees. After all a happy and satisfied employee is the best brand endorser," an Airtel spokesperson said.

Bharti Airtel employees - both from across the country and the Airtel Center at Gurgaon - enjoyed a month-long mega F1 carnival, which included activities ranging from quiz or online games.

The winners of the activities were awarded with F1 tickets. Sticking to its tagline "Har Ek Friend Zaroori Hota Hai" Airtel also allowed its employees to take along one of their friends along with them for the race. Employees were also offered



The car of Ferrari driver Felipe Massa of Brazil is removed from the track after he crashed during the qualifying session for the Indian Formula One Grand Prix at the Buddh International Circuit in Noida on Saturday. PHOTO: PTI

10 per cent discount on F1 tickets.

Special initiative was taken for female employees to represent Airtel at the 2011 Formula 1 Airtel Grand Prix of India. The chosen few will get a chance to usher the guest in the paddock area.

Another title sponsor, Vodafone also doled out 150 free tickets to its employees. The employees were selected through contests and quizzes organised by Vodafone.

Vodafone is title sponsor and the offi-

cial total communication partner' of the McLaren Mercedes team.

Well, HR analyst feels those gestures do help in boosting employee morale.

Historically, also Indian firms have used sporting events to reach out to their employees. Mahindra Satyam's association with the coveted World Cup Football really worked wonders in terms of boosting their employees' spirits, especially after the accounting fiasco at then Satyam Computers.



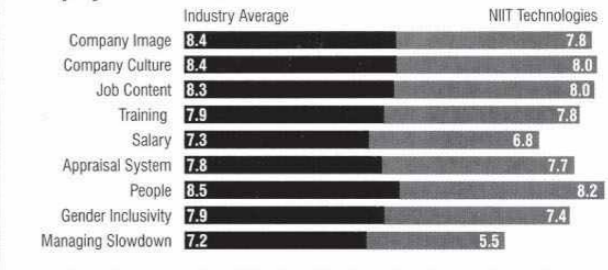
Dataquest
National, September 30, 2011

BES TOP 20



ROSITA RABINDRA
chief people officer

Employee Satisfaction



In Tandem

NIIT Technologies continues to align HR initiatives with its overall business strategy and the individual career aspirations of employees

Chief People Officer' reads the visiting card of the NIIT Technologies HR head, Rosita Rabindra, a rather interesting sounding designation. But then perhaps for those who know the employee-related policies of NIIT Technologies, this shouldn't come as a surprise as the company places utmost importance to employee development. No wonder as a debutant, it has managed to outperform expectations bagging the #4 position.

NIIT Technologies has been receiving international accolades as well for its HR practices. For the second consecutive year, it bagged twin awards—'HR Leadership' and 'Excellence in Training' awards at the ASIA's Best Employer Brand Awards 2011 for its focus on people development.

The company continues to align its HR initiatives with its overall business strategy and individual career aspirations of employees. In FY11, as part of its objective to build up the second rung of leadership it set up the NIIT Tech Academy for Future Leaders (NAFL) for a robust leadership pipeline. In the first year of operation itself, the academy groomed 120 senior managers thereby identifying high-potential leaders and grooming them to take up leadership roles in future.

Not just the employee's professional skills, the company also focused on improving the overall well-being with 'CARE', the NIITians Assistance Program, leading to better employee productivity.

However surprisingly the company scores low on the relevancy of training parameter (at #13), even as it introduced the Remote Training programs focusing on re-skilling NIITians and setting them on the path of continuous learning.

On an individual development level, the company implemented a number of programs for better organizational capability, including conducting programs under the Global Sales School aegis for the entire sales force to build a sales culture within the company.

In FY11, the company also encouraged employees to go for job rotations to facilitate all-round growth and not just specialized niche domain expertise. In fact, a centralized team of counselors was also brought in who analyzed employees (who have spent more than 2 years in a role) and advised job rotation. ■

Employee Feedback	Industry Rank
High Rating	+
I am very excited about the work I handle here	12
I get a sense of great professional and personal accomplishment from the work I do here	15
The company is very open to ideas and suggestions given by employees	12
Low Rating	-
The appraisal system in this company is fair	15
The training given to me is relevant to the kind of work I do	13
People around me are passionate about their work	11
Best Showing	👍
Job Content	10
Appraisal	10
Training	11



Aspire (India Today)
September, 2011

Rajasthan

SUSTAINABLE FUTURE

NIIT University, Neemrana, set up in an arid zone, gives environmental considerations top billing

■ DEVIKA JEET

As you drives into the 100 acre campus, you blink twice, wondering if you are still in Rajasthan. In a deceptive desert area, all you see is greenery. Nestled in the foothills of the Aravali, the NIIT University is a pleasant surprise.

"Given the issues related to global warming and rapid depletion of natural resources, it is imperative that we become conscious of the environment we live in. NIIT University is a small effort in this direction," says Rajendra Pawar, founder, NIIT University. The basis of this environmentally conscious campus was laid while laying the foundation of NIIT University.

The green campus retains the natural lay of the land by adapting the building structures to the surface contours. No earth was moved into or out of the campus during the construction. "Keeping environmental considerations at the centre of

planning, we took a multi pronged approach. Today, we have retained the natural layout of the land thus reducing the impact of construction on local geology," adds Pawar.

Another important factor that cannot be ignored especially in a desert is the water supply. To address this problem and help recharge ground water and contain soil-erosion, NIIT created over a dozen large earthen dams. The campus has also been designed with rainwater harvesting facilities and a water recycling system. Pawar explains, "Our efforts in water conservation makes the campus self-sufficient to cater to a proposed capacity of over 5000 residential students."

Making the university compatible to the harsh summer conditions, NIIT has introduced geothermal cooling through a network of earth-air tunnels. These tunnels act as self-regulating heat sinks for the campus with little electricity required to cool or heat the air. The process is based on the fact that the temperature a few meters below the ground is almost constant throughout the year. Wind towers are connected to an underground tunnel, which runs from the bottom of the building. The wind towers catch the wind and force it into the tunnel. The temperature of the tunnel, which remains a constant, cools or warms the air before it is circulated back into the living space.

Other sustainability initiatives

GREEN TALK
WHAT TO EXPECT FROM THE UNIVERSITY



“Green initiatives will impact on the learning environment in a positive manner. Green surroundings help bring harmony and a great deal of comfort and peace.”

ARUN KAPUR Director, Vasant Valley School

“A university is known to build good citizens based on the education they provide. The green initiatives will help create people who value and conserve nature.”



HARPAL SINGH Mentor and Chairman Emeritus, Fortis Healthcare Limited



Rajasthan

include greening of the barren hills by planting 10,000 trees suited to local climate. It is expected that over the next ten years, this will lead to a temperature drop of three to four degrees in the surrounding areas. Planting trees in the barren hills has also led to a reduction in the blasting and illegal mining of rocks. This change was brought about with the help of the local populations.

"Creating awareness amongst the local population is an integral part of our initiative. Public opinion and support was garnered in containing illegal mining. We are also engaging with the local authorities to raise awareness on prevention of soil erosion and for improvement of biodiversity of the neighbouring region. Students at NIIT University are expected to engage with the indigenous population to help improve awareness around these critical issues. To

In harmony with nature

REDUCE

Minimising their carbon footprint, NIIT University have built earth air tunnels for geothermal cooling. These are an energy efficient way of cooling or heating the air.

REUSE

NIIT University has been designed with rainwater harvesting facilities and a water recycling system. The latter will be 97 per cent efficient, ensuring maximum reuse.

RECYCLE

No earth has been moved into or out of the campus during its construction activities. Thus the campus has adapted its structures to the surface contours.

meet this objective, students have adopted the village school nearby and taken individual responsibility to educate young minds, in a variety of areas," explains Pawar.

Amongst various engagements, the students are enthusiastic about greening of the surrounding hillock. NIIT students have launched a drive to convert the neighbouring barren Kali Pahari to a fertile Hari Pahari. To

instill a feeling of harmony with the nature, students assemble to watch the sunset at the sunset theatre on the campus every evening where they reflect on their day and meditate. The early risers have the opportunity to go up the hillock and see the sunrise. This helps them become more conscious of the natural environment surrounding them.

"It is our endeavour at NIIT

100 acre NIIT University campus is located at Neemrana.

Presently there are **15** courses being offered at the university.

Established in **2009**, it is located at the foothills of the Aravalis.

191 students study and reside on the NIIT University campus.

University to produce leaders of tomorrow who are conscious of their responsibilities towards the society and environment. The activities at NIIT University have been designed keeping this as a central thought, so that the students become aware of their duties and are self motivated to carry forward these initiatives in their careers," says Pawar. As an environmentally sensitive university campus, NIIT marks a unique initiative where a campus has been established on a comprehensive long term plan to integrate with nature.

COVER STORY

"We need to be conscious of our environment"

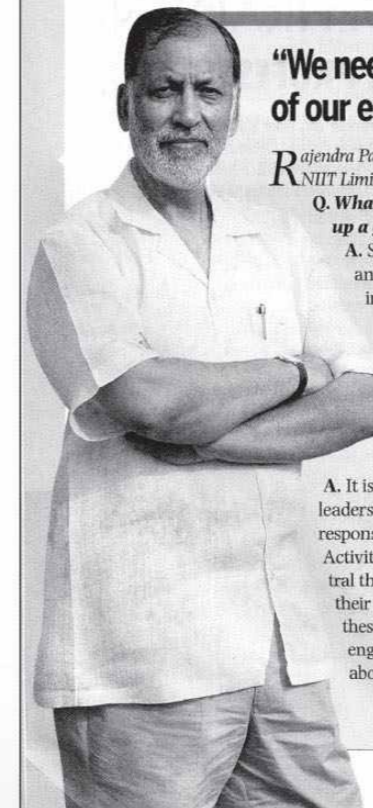
Rajendra Pawar, founder, NIIT University and chairman, NIIT Limited, discusses the idea behind going green.

Q. What has been the motivation behind setting up a green campus?

A. Seeing the issues related to global warming and depletion of natural resources, it was imperative that we become conscious of the environment that we live in. NIIT University is a sustainable campus that aims to facilitate ecological resurrection and contain environmental degradation.

Q. What are your expectations from students towards this environment friendly campus?

A. It is our endeavour at NIIT University to produce leaders of tomorrow who are conscious of their responsibilities towards the society and environment. Activities have been designed keeping this as a central thought, so that the students become aware of their duties and are self motivated to carry forward these initiatives in their careers. Amongst various engagements, our students are enthusiastic about greening of the surrounding hillock.





Dataquest
National, August 31 - September 15, 2011

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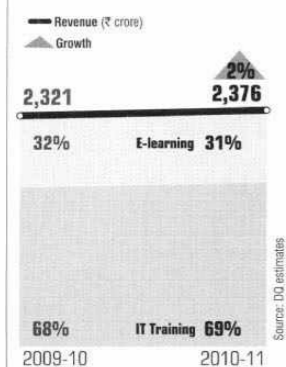
The Modern Face of Education

Post-recession, the Indian IT training segment is witnessing change in content due to change in demand, and focus is shifting from customers to employees, and from the private sector to the government sector and education

RUKHSAR SALEEM
rukhsars@cybermedia.co.in

"If you think education is expensive, try ignorance"
—Derek Bok, president, Harvard University

IT Education in India



The recession proved to be a boon for the IT training industry as it led to consolidation, change in focus, strategy, and product offerings. And savior for the industry was our own Indian government as it started absorbing more and more IT offerings to enhance its online presence and equip its workforce with IT skills. FY11 proved to be an year of rebuilding for the IT training segment as IT penetrated in every industry—either through training in IT or any training through IT

The recession might be over (there are talks of another one coming), but the Indian IT training segment still breathed slowly in FY11 seeing a marginal growth of just above 3%. The IT industry and its allied segments might have regained its status as a premium career choice but had also undergone major changes. In fact, recession has proved to be a boon for the IT training industry as it led to consolidation, change in focus, strategy, and product offerings. And savior for the industry was our own Indian government as it started absorbing more and more IT offerings to enhance its online presence and equip its workforce with IT skills proactively to keep pace with its virtual surrounding and global environment. Therefore, FY11 proved to be an year of rebuilding for the IT training segment as IT penetrated in every industry—either through training in IT or any training through IT.

In such a phase, every player in IT training industry has witnessed different kinds of demands from the existing as well as new breed of customers. So to cater to those demands, they also responded and molded their business model, products and services accordingly to survive fast changing phase of the market. The IT training industry continues to be operated by private players and has predominantly indigenous players (barring isolated exceptions like Shri Ram New Horizon whose parent company is based in US). It caters now primarily to corporate, newly emerged government sector, and individuals. The share of individual takers especially for basic computer training (based on mass retail model and earlier was considered bread and butter for IT training players) has gone down considerably with the strong emergence of school education segment. On the other



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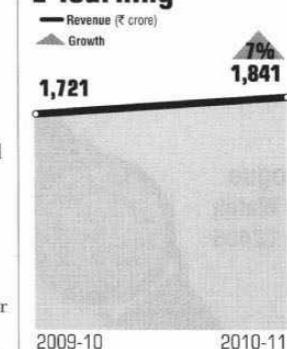
hand, corporates have realigned and refocused on the high-quality IT training needs of their employees to stay in tune or ahead of competitors in their respective industries. Whereas, government has emerged as a strong contender to be paid attention and considered as segment separately owing to its voluminous needs.

Corporate Training

With organizations acknowledging the worth of its workforce like never before, business focus has shifted from sole attention for customers to employees also. Moreover, they are also witnessing an increasing rate of attrition, since they are unable to provide career progression and growth to its human resource pool. So in such times to maintain balance between cost-benefit analysis along with quality employees, Charles Darwin's rule—survival of the fittest—shines. Therefore, corporates are increasingly recruiting staff, which is equipped with basic computer handling skills, and for their sustained growth they are placing more specific, customized, and high-value IT demands for its employees. As a result, IT training vendors are also forced to design and offer products and services to meet such demands. Keeping in view this trend, IT training vendors are moving closer to its corporate clients strategically by entering in partnerships and alliances.

Specifically, in FY11 NIIT's corporate learning solutions won 6 big Indian and international clients including Philips for multi-year managed training service engagements. Its learning products from Element K clocked 19% growth. Overall, revenue from corporate training services mounted to ₹605 crore, which is marginally 2% more than the last year. To make most of the e-governance initiative of the Indian government, NIIT al-

E-learning



NIIT and TATA Interactive Systems, Gurukul Online Learning solutions are e-learning pioneers and industry leaders. In addition, IT companies, pure players, KPOs, BPOs, and publishing houses such as Accenture, ElementK, IBM, Lionbridge, McGraw-Hill, Oracle, and Skillsoft also got interested seeing the steady growth shown by the industry. These global companies have set up e-learning centers in India

lied with Chattisgarh Infotech and Biotech Promotion Society (CHiPs) and conducted training workshops for MLAs. Also it partnered with Ministry of Agriculture to promote IT skills for livestock management, and NIIT Uniqua introduced a technical and soft skill training program for Uttar Pradesh police department. NIIT Enterprise Learning Solutions Business won its 5th award this year at 2010 Top 20 IT Training Companies list by TrainingIndustry.com.

Aptech presented itself to the industry with a new corporate identity accompanied by first ever audience approved logo. Aptech added a total of 204 new centers across all brands and regions and expanded into 43 new towns across India in FY11. Aptech's Assessment & Testing Solutions and Corporate Training segments within the corporate business specifically witnessed strong growth. It got 2 orders from private insurance play-

ers and awarded a contract for NAC 2.0 tests by NASSCOM. These assessment and training solutions are accredited as partner for skill assessments nationally by Director General for Employability Tests. Last year's tie-up with ICSI delivered spectacular top-line growth (net profit of ₹449.8 mn) However, it withdrew from the projects verticals (ICT capital intensive projects). It got most of the clients through ICSI from telecom, insurance, and government sectors.

New Horizon India, Indian subsidiary of New Horizon, US based IT training provider tied up with Shri Ram group and rebranded as Shri Ram New Horizon. It is the only odd man out among pure indigenous players in Indian market. It has acquired 8 ITIs as per PPP model and plans to acquire at least 50 more to reach out to tier 3 and 4 cities in the coming financial year. KarROX India and HCL Infosystems are also catering to the IT training needs of this expanding corporate market. Jetking Infotrain in FY11 tied up with Allied Digital, Microland, and Everonn. It has launched Centre of Excellence in Kolkata and further has plans to open 25 new CoE across the nation in the coming year.

School Education

Importance of education and government's increasing focus is clearly visible from its initiatives and higher spends of private players to tap this over-regulated and under-governed industry. Union budget 2011 has announced substantial increase of 24% in the education sector. Allocations to achieve the objectives of the Right to Education (RTE), which has been aligned with the Sarva Shiksha Abhiyan, have been hiked from ₹15,000 crore to ₹21,000 crore with focus on vocationalization of secondary education to enable students to



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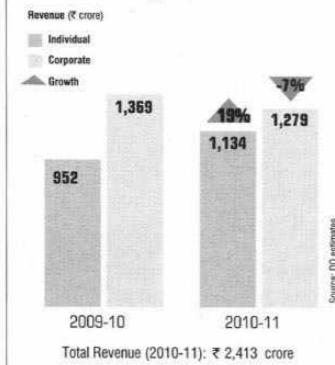


pursue job oriented courses at the plus two level. Another implication of surge in school education through e-learning is that it has played an increasingly crucial role in decreasing the pie of individual learning business as a whole. Indian Education Sector (IES) is broadly classified as follows: schools, professional colleges, and vocational training institutes. The most attractive and scalable sectors in this group are test preparation, K-12, and preschools.

However, this segment is dominated mostly by private players like Career Launcher, Educomp, ETCN (Zee Learn), EuroKids, Everon, Excel Soft, Hurix, IMS, Kangaroo Kids Education, Liquid, Mahesh Tutorials (MT Educare Pvt Ltd), Manipal Universal Learning (MUL), Navneet Publications, NIIT, Tree House, Tutor Visa, Russel Spoken English, Shri Ram New Horizon, Shloka Infotech, Tata Interactive Services, and VETA. But Educomp and NIIT lead with 50% market share and set standards for the industry.

In FY11, NIIT added 581 private schools with a sweeping growth of 76%. This year it booked a slot in New Guinness Book of World Records by partnering with Gujarat State Chess Association when 20,840 chess players participated at Ahmedabad on December 24, 2010. NIIT also tied up with Fourier Systems and launched Mobile Science labs for schools. It also partnered with Ryan International Group of Institutions to launch state-of-the-art NIIT eGuru Math lab and NIIT Mind Champions Academy NIIT at Ryan International School, Greater Noida. Further, it promoted eGuru for the schools in Jaipur; tied up with Mayo school, Raipur for providing classroom solutions and ERP solutions for school and teachers training in ICT skills. It launched GNIIT for

IT Training Market



With organizations acknowledging the worth of its workforce like never before, business focus has shifted from sole attention for customers to employees also. Moreover, they are also witnessing an increasing rate of attrition, since they are unable to provide career progression and growth to its human resource pool. In spite of doing well after recession and also this year overall growth of 6%, individual training's share in overall market has reduced owing to increasing share of the school education sector

engineers in Kolkata and South India. With GNIIT Cloud Campus, it has become the first player in the industry to cloud computing for its new age programs. In addition, it has also launched an eBook to aid higher education institutions. Being an environment conscious organization, it also joined hands with Ministry of Corporate Social Responsibility to 'Go Green in FY11'.

Educomp leads the school sector with its product innovation. In FY11, it entered into a pact with India Today group firm Universal Learn Today to set up 30 schools across India, which made it top gainer in BSE's 'A'. It has bagged 2 major multimedia content development projects from the Government of Gujarat and Assam worth ₹6.81 crore. It also procured projects for

BOOT model from the Director of Education, state government of Maharashtra, worth ₹67.93 crore for the implementation of ICT and schools project-phase 2 in 540 schools in Nashik and Latur; and ₹51.14 crore order from Bihar government for advocating computer literacy in 600 senior secondary schools covering 1.5 lakh students across its 13 districts. Educomp made an exciting move by forming a joint venture with Zeebo India to introduce a Zeebo's 3G connected wireless education and entertainment platform for school children. To cater higher education and vocational segment, it forayed in GATE preparation services after acquiring majority stake in Gateforum Educational Services and strategic partnership with Great Lakes Institute of Management. It also plans to open 75 IIT coaching centers by the name of 'Leap', which will charge ₹15,000-20,000 per year for the preparation and later roll out test preparation material for BBA and medicine also.

Educomp's initiatives are recognized by whole industry as Institute of Economic Studies (IES) recognized Educomp with 'Excellence Award' and Mr Soumya Patil, president, Edureach with 'Udyog Rattan Award'. In addition, Shantanu Prakash, its top man has been conferred ET Now 'Leap of Faith' award in category of education and also bestowed with 'Entrepreneur of the Year' at the Indian Education Awards 2011, National award of excellence in education. Its CFO, Sangeeta Gulati also won 'Business Today Best CFO' award in category of 'Sustained Wealth Creation'.

Tata Interactive Systems is taking giant leaps in bringing mobile and digital technology to school education. Its focus on gaming and mobile has led to innovation in customized e-learning solutions and sustained growth of 50% in FY11.



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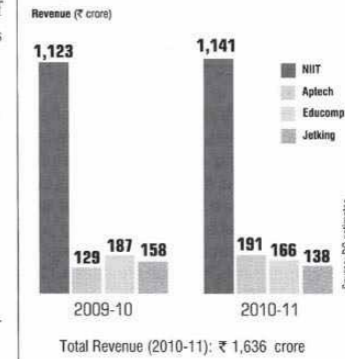


Individual Training

In spite of doing well after recession and also this year (overall growth of 6%), its share in overall market has reduced owing to increasing share of education sector. This has made all the players of the industry to offer high quality, more value based, and customized training programs to ensure employment prospects and career growth of individuals.

NIIT Individual Learning Solution in FY11 recorded the growth of 10% along with 66% rise in job oriented diplomas. Placements scenario witnessed a record increase of 31% from the last year. Like the whole IT training industry, NIIT also witnessed bifurcation of its customer groups with the emergence of a new generation Y—social media generation (responds fast and demands new technologies and short-term courses). So it designed and launched Google certified 'Advanced Online Advertising Program', partnered with SAP for ERP training, tied up with Zend to launch global PHP training and certification program, and partnered with Microsoft and launched training in MS AZURE platform to develop cloud ready applications. Also partnered with IGNOU to launch industry linked partnership programs—Executive MBA, Finishing School Programs, and B.Sc (IT)—and entered into agreement with Tally to train people on next generation for SMB businesses. NIIT conducted NITAT 2011 (National IT Aptitude Test) in 120 cities in the country to identify job-ready talent for the 240,000 jobs (as per NASSCOM estimates) in FY11. IFBI, a combined initiative of NIIT and ICICI bank, has been launched to provide preparatory programs for probationary officers and clerical jobs in public sector banks. Similarly, it also collaborated with IBM to offer Career Education projects to bridge the

Top IT Trainers



NIIT was still the undisputed leader in IT training, be it for individuals, corporates or schools. Others have carved out their own niches, like Educomp with schools, Apteck with application-based courses and Jetking with their hardware and networking courses

gap between young IT professionals and industry.

Expansion of its network has been one of the key focuses of Apteck in FY10-11. With its pan India focus, it successfully covered 60%+ share of tier 3 cities and smaller towns in the 846 center strong domestic retail network. Apteck enhanced its animation offerings with the acquisition of Maya Academy of Advanced Cinematics (MAAC) in ₹76 crore. To showcase talent and promote employment, it hosts an annual film festival, 24 Frames-per-second (24FPS), and has tied up with United Nations Informatics Centre for which films will be made revolving around Millennium Development Goals (MDG) of UN. Apteck also forayed into aviation and hospitality industry with the rebranding of Avalon. During FY11, Apteck entered in many strategic partnerships to offer high-value proposition to its customers. Therefore, the company announced partnerships with

Microsoft to integrate its content in Apteck curriculum and launched 'R. ACCP Pro', with IGNOU to offer a joint degree for 2-3 year courses in computer programming, in Tiruchirapalli state university. It also introduced world's first course in cloud computing.

Benefiting from Sarva Shiksha Abhiyan, Shri Ram New Horizon bagged orders from different state governments such as Haryana government to train 35,000 teachers with IT skills over a period of 3 years; Uttar Pradesh government to train its 30,000 employees based in all cities; and Gujarat Industrial Training Center project, where the state government has provided infrastructural facilities to open 100 centers for training. In North East, Shri Ram group is working on a contract to make courts paperless and train 78,000 judicial officers with IT skills in a period of next 3 years. It has 200 IT centers across the country excluding coaching centers and ITIs.

International Market

International destinations like Africa, South Asia, Vietnam, and Philippines are major attractions for Indian IT training players. Indian style of training and content, lifestyle, and emotional compatibility scores over US and Europe style based training for these locations. China continues to woo Indian players as huge demand over there is a strong compelling factor. Apteck Vietnam continues to be the top IT training player in Vietnam as it has been bestowed with 'ICT Gold Medal & Top ICT Training Cup' for IT training and education domain in Vietnam for the 8th consecutive year by the Hochiminh Computer Association (HCA), Vietnam, the first IT association in Vietnam. It has been awarded 4 stars for the ICT Gold Medal Awards for the recognition based on its sales



TRAINING



E-learning

The economic slowdown has benefited the e-learning industry and opened more avenues of growth for this \$10 bn industry. In India it continues to be an outsourcing industry involving third-party suppliers and offshore delivery centers of international e-learning solution players and consulting firms. The Indian market compared to other countries has been slow in adapting to e-learning, but the expected annual growth rate is 20-25%.

NIIT and TATA Interactive Systems, Gurukul Online Learning solutions are e-learning pioneers and industry leaders. In addition, IT companies, pure players, KPOs, BPOs, and publishing houses such as Accenture, ElementK, IBM, Lionbridge, McGraw-Hill, Oracle, and Skillsoft also got interested seeing the steady growth shown by the industry. These global companies have set up e-learning centers in India.

E-learning/online learning has been extensively used across various organizations to add to the existing knowledge base and train employees on new skill-sets. The increasing use of outsourcing in higher education is reflective of general acceptance of e-learning solutions by institutes, organizations and government sector with open arms. The corporate segment globally has also channelized the concept of e-learning technology with innovations in mobile learning, social/Web2.0 learning, and learning on the cloud.

Among various challenges faced by the industry, easy entry and exit level barrier is the biggest one, followed by adaption of content to suit the Indian market as generally players offer content with a global perspective. This industry faces huge talent crunch owing to non-availability of certified Instructional Designers.

Tata Interactive Systems clocked strong growth in revenue in FY11 (50%) after slowdown. It bagged new contracts from Johnson&Johnson, Vodafone, airtel, and Tata Group, and repeat orders from its existing client base. Majority of the clients were from manufacturing, pharmaceutical, BFSI and telecom sector.

of business in the calendar year 2009, which amounts to \$13.65 mn for Aptech Vietnam. Award in the best ICT product category by PC World Vietnam for the outstanding contribution to IT training and education domain also went to Aptech Vietnam on the basis of the readers votes, Aptech won the majority of votes by 45%, followed by Nhat Nghe (Vietnam Local Player) 18% and NIIT 14%. Aptech's curriculum is translated into Vietnamese to reach across wider audiences. As per figures, it has 44 centers in Vietnam, offering 32 centers of Aptech Computer Education, 9 centers of Arena Animation, the animation & multimedia training brand, and 3 centers of N- Power, Hardware, and Networking training brand.

In China, Aptech sold of its 50% stake in BJB Career Education's subsidiary for ₹108 crore and reinvested the amount to buy 22.4% stake in the parent company. Aptech is foraying into Africa and has 20 centers in Nigeria only. Further, it plans to expand soon through tie up

with local players (franchise model) in all English speaking African cities—Ghana, Kenya, and Uganda—and few French speaking cities as well. In Angola and Brazil, Aptech is providing computer courses in Portuguese. Most celebrated program of Aptech—'India Window Program'—has benefited 1,500 students till date. In the international market, out of the total of 29 new centers added, 10 centers involved foray into a newer market either in terms of a new country or a new brand in an existing country.

Chinese IT training market is dominated by NIIT China. It is the top IT trainer and has been recognized as 'Most Influential IT Training brand' by the Chinese Society of Educational Development Strategy, under Chinese Ministry of Education. It also organized the 11th IT scholarship test in Nigeria and gave 100% scholarship to top 50 meritorious students to commemorate 50th year of Nigerian Independence. NIIT entered Afghanistan IT market with a Stand-

ard Education Agreement with ARIA Institute of Higher Education to develop an employable talent pool of IT professionals in Afghanistan. As per this agreement, NIIT will offer courses of 6 months to 2 years of duration, a host of modular programs such as Office Productivity tools, hardware and Networking programs, Creative Publishing, and other high-end technology programs. NIIT in partnership with Alif Technology eKnowledge Society (ATeKS) will offer full range of professional ICT courses to the youth of Brunei.

Educomp also tied up with China Distance Education Holdings, a provider of an online education in China to provide students and schools in China with Smart-Class, Edulearn, and Wizlearn. Shri Ram New Horizon is also working to expand its network and plans to adopt both organic and inorganic ways to grow. Jetking Infotrain is also proactively looking for opportunities in Africa, Sri Lanka, Bangladesh and Vietnam. ■



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