

About NIIT

NIIT Limited, a leading Global Talent Development Corporation and Asia's premier IT trainer, offers learning and knowledge solutions across 38 countries. Leading IT journal Dataquest has conferred upon NIIT the 'Top IT Training Company' award successively for the past 20 years, since the inception of this category.

NIIT's Individual Learning Business offerings include industry-endorsed programs for students seeking careers in IT – GNIIT and Edgeineers, and Global Net Plus for IT professionals. The company has introduced "India's first cloud campus", through its new-age GNIIT program. This offers students a higher mobility as they can access courseware using Netbooks to connect seamlessly to NIIT's Cloud Campus network.

NIIT's Corporate Learning Solutions offers Managed Training Services including integrated learning solutions (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 Yuva Jyoti, a joint venture between NIIT and NSDC, offers vocational skills training programs to enhance employability of youth across India.

NIIT has provided computer-based learning to over 15,000 government and private schools. The futuristic NIIT NGuru range of learning solutions for schools comprises Interactive Classrooms, Math Lab, IT Wizard programs and Quick School (Education Resource Planning software).

NIIT Imperia - Centre for Advanced Learning, offers Executive Learning Programs in association with leading Business schools in India, KPMG, Google India and Internet and Mobile Association of India (IAMAI), using the synchronous learning platform.

NIIT Institute of Finance Banking & Insurance (IFBI), formed by NIIT with equity participation from ICICI Bank, offers programs for individuals and corporates in Banking, Financial Services and Insurance.

NIIT Institute of Process Excellence Limited, a NIIT-GENPACT venture (NIIT Uniqua), offers complete training outsourcing services to the Business Process, Knowledge and Technology Services industry to create business models that enhance productivity and lower costs.

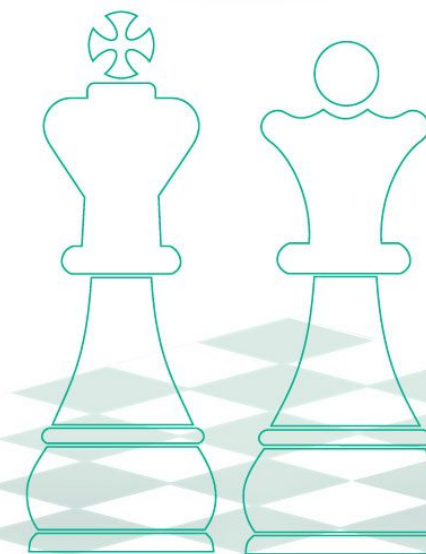
NIIT has been ranked among the 'Top 10 India's Best Companies to Work for- 2012' by Great Places to Work Institute and 'Top 25 Best Employers in India- 2011' by Aon Hewitt. The company has also been voted the second most trusted education brand in India by Brand Equity- Nielsen Survey 2011.



The NIIT MindChampions' Academy

A joint initiative with Grandmaster Viswanathan Anand.

Celebrating 10 years
and 1.5 million
MindChampions



NIIT MindChampions' Academy completes 10 years of developing young minds through Chess in schools

- Initiates 1.5 million children across 16,600 schools in India to play Chess
- Shri Kapil Sibal, Hon'ble Union Minister for HRD, Communications & IT felicitates Chess Masters since 2004 in presence of NIIT MindChampion & World Chess Champion Viswanathan Anand

NIIT MindChampions' Academy (MCA) - a not-for-profit initiative set up jointly by World Chess Champion Viswanathan Anand and NIIT Ltd. with the objective of promoting Chess in schools - has crossed the milestone of impacting over 1.5 million students across 16,600 schools in India, since its inception in 2002.

To commemorate the significant milestone Hon'ble Union Minister for Human Resource Development & Communications and IT, Mr. Kapil Sibal, felicitated national MCA Chess Masters since 2004 in the presence of NIIT MindChampion & World Chess Champion, Viswanathan Anand at a function held in the capital today. Mr. Rajendra S Pawar, Chairman, NIIT, leading academicians, principals of various schools, bureaucrats and members of NIIT were also present on the occasion.

The **MCA Chess Masters** felicitated at the event included MCA National Champion (2006) and under-12 World Chess Champion with FIDE rating of 2329, **Karthikeyan M**; MCA National Champion (2005) Hemant Sharma, an international rated Chess player and champion at Delhi State Open Rapid and Open Blitz Chess Championships 2012; MCA West Zone (2008) winner **Prabha Rajwade**, a talented Chess player from the tribal belt of Chhattisgarh; MCA East Zone (2010) winner **Bappi Deb**, a FIDE 1742 rated player, who has secured leading position in the 2011 Senior State Chess Tournament, West Bengal and; MCA East Zone (2005) winner, **Rajkumar Shrinjan Singha** who is now a professional Chess player with a 1875 FIDE rating. These young champions are a few who could join today's celebrations, amongst many such talents who have been identified by NIIT over the decade, trained and fostered through MCA and are now winning laurels in the national and international arena.

A Joint initiative by NIIT and Grandmaster Viswanathan Anand - NIIT MindChampions' Academy was introduced in the year 2002 with the objective of initiating children into the world of Chess. The first Chess Master tournament was held in the year 2004. The phenomenal success of MindChampions' Academy has reiterated the fact that Chess has been a rewarding experience for students, helping them approach the academic problems in a more tactical and logical manner and improve their analytical skills.

Speaking on the occasion Mr. Kapil Sibal, emphasised on how Chess positively impacts analytical and logical thinking in children, thus helping them excel in academics. Noting that numerous international and India specific studies had highlighted the role of Chess in developing young minds, he congratulated Anand, Mr. Pawar and his team for doing a commendable job in taking Chess to school children across India, through MCA.

Mr. Rajendra S Pawar, Chairman NIIT said, "NIIT MindChampions' Academy started 1.5 million students into Chess. These young minds have been identified from the grass root levels and honed and developed into promising talents through MCA."

"This is a proud moment for all of us and it gives me added pleasure that MCA's 10 years of eventful journey coincides with Vishy's 5th World Chess Championship win. We have been fortunate to have the wholehearted support and involvement of Vishy in this venture and together we hope to make the movement a bigger success," added **Mr. Pawar**.

To give impetus to this movement, MCA organizes the National Chess Master Tournament, which starts with school events, progresses through inter-school, inter-district & inter-state matches and finally, to the national level. Over the last 10 years MCA has organized 15,000 school level tournaments and 5000 district level tournaments. There have been eight annual Chess Masters since 2004 and eight national championships. Grandmaster Viswanathan Anand has personally travelled across the country, motivating school students to play the game of Chess.

NIIT MindChampion & World Chess Champion Viswanathan Anand said, "The launch of MindChampions' Academy has been a significant milestone in my association with NIIT. I feel privileged to be part of this movement that has not only enabled schools to use Chess as an academic tool but has also made it possible for me, personally, to take the legacy of Chess to the children in India. It is heartening to note that this legacy is already beginning to show, with young players like Karthikeyan M who is the world champion in the under 12 category. There are many such young talents like him who make India proud and I am confident that they will script greater success stories in the years to come."

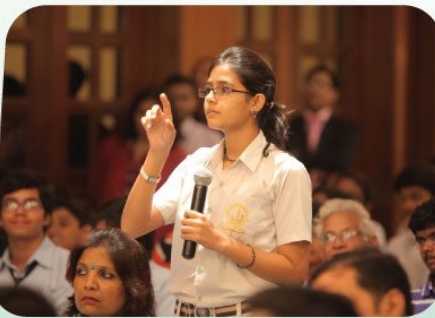
It is pertinent to note that the first ever comprehensive India specific study on impact of playing Chess, carried out by Foundation for Learning Research in Chess in 2010, has confirmed that there exists a strong correlation between the game of Chess and academic excellence. The report titled - '**Developing MindChampions through Chess**' provides an in-depth account of the positive impact of the MindChampions' Academy clubs on 11,000 school children across India.

Over the years MCA has not only shaped young minds through Chess in schools but has also produced exceptional Chess players. NIIT sponsored Karthikeyan M, NIIT MCA champion, 2006 (South), for the All India Chess Finals at Ahmedabad in August, 2008 and other competitions to improve his FIDE rating. His current rating is 2329 and he is the reigning World Champion (in the under 12 years category), having won the Gold Medal at the World Youth Chess tournament in Brazil in 2011. Apart from Karthikeyan, MCA has also supported Dhanasree from the NES School, Mumbai, an Asian, national and state-level player. Deepak Thakur from Hamirpur, Himachal has started his career with a third rank in the Hamirpur District Championship. Adeeth from Coimbatore has secured the first position in district-level matches, While Tapan Chetia feels playing Chess enabled him to get the job in Assam police, Aditya Chakraborty (West Bengal), Maheswata Kumar (Assam) & Kothapalli Ramarao (AP), started their Chess careers with MCA and are now playing national and international level tournaments.

In yet another milestone in the journey of MCA, the Gujarat Chess Association and NIIT, under the expert guidance of GM Viswanathan Anand rolled out a record-breaking event in Ahmedabad on December 24, 2010, with a view to popularize Chess among school children in the state. The initiative created a new Guinness World Record - with 20,480 people playing simultaneous Chess. This broke the previous record set in Mexico City in 2006, where over 13,446 people had played simultaneous Chess.

Commenting on the significance of computers in education, **Mr. Hemant Sethi, President, School Learning Solutions, NIIT** said, "I am proud that our School Learning Division has redefined education and learning by reaching out to more than 10 million students through technology enabled teaching learning solutions. It however gives us an even greater sense of satisfaction to witness the way we have been able to infuse creativity in these children through MCA and Digital Art Festival through the platform of computers in education."

Memorable Moments



Media Coverage

Learning from chess board

Chess has been touted for centuries as a way of educating the mind in preparation for life and has been seen as one of the most powerful educational tools available to strengthen a child's mind. A study on impact of playing chess, was carried out by the Foundation for Learning Research in Chess, which undertakes research and development work in inter-disciplinary field of infusing Chess-centered culture into schools, communities and their work environment. The report titled 'Developing Mind-Champions through Chess' provides an in-depth account of the impact of the MindChampions' Academy clubs on 11,000 schoolchildren across India. The study report was published in 2010. NIIT MindChampion Academy, a joint initiative with NIIT, is aimed at initiating children across India to the game. Indian chess Grandmaster and the current World Chess Champion Viswanathan Anand is an ambassador of this initiative and has been involved in spreading awareness about the game among schoolchildren in the country. In an interaction with J&C he talks about this sport-academic initiative. Excerpts:



Indian chess Grandmaster and the current World Chess Champion Viswanathan Anand is popularising chess among schoolchildren

You are associated with this unique initiative of using the game to help in the development of young minds, how does this work?

It is heartening to know that chess has really caught on well with the youngsters with this initiative. MindChampions' Academy (MCA) is a not-for-profit initiative and its aim is to enable the development of young minds, subsequently helping them to think logically and improve their analytical skills. This academy exposes students in the age group of 7-17 years to chess. Students are given an opportunity to join chess clubs and get coaching in the nuances of the game in their schools and this leads to a positive impact on their behaviour and academic performance.

How can chess enhance academic performance?

I believe that chess helps in improving self-confidence, problem-solving techniques besides enhancing the memory of students. Chess increases strategic thinking skills, stimulates intellectual creativity, and improves problem-solving ability while raising self-esteem. It brings out latent abilities that have not been reached by traditional educational means.

Chess promotes logical thinking, improves communication and pattern recognition skills. It teaches the values of hard work, concentration, objectivity, and commitment.

The obvious benefits of playing chess in academic performance are: increase

in confidence and concentration; better discipline and communication skills; and learning sportsmanship and better analysis and evaluation of problems.

How has this experience helped you personally to take the legacy of this game to young children?

This academy has been a significant milestone in my life. I feel privileged to be a part of this movement that has not only enabled schools to use chess as an academic tool but has also made it possible for me, personally, to take the legacy of the game to youngsters in India. It is heartening to note that the results of this effort are already beginning to show, with young players like Karthikeyan M, who is the world champion in the under-12 category, getting a thorough grooming in the game. There are many other young talents like him who will make India proud and I am confident that they will script greater success stories in the years to come.

As told to Geetu Vaid.

Media Coverage

10th ANNIVERSARY ISSUE



Hidden talent: Six-year-old Mrigank Bhatnagar, from Father Agnel school, Noida, takes chess as seriously as any other subject

SHIKHAR GHOSH/www.indiatodayimages.com

CHESS IN SCHOOLS
Right Move

Viswanathan Anand loves to play chess. He would, he is world champion. But he also loves to see schoolchildren play chess, especially because he believes it helps sharpen their learning skills. He has translated this belief into action, by partnering with information technology education company NIIT, of which he is the brand ambassador, to create a programme

called NIIT MindChampions' Academy. The academy promotes chess among students in the seven to 17 age group through the schools in which NIIT provides computer-aided education. "A movement like this will push students to play chess and lead a healthy school life," says Anand, on the phone from Chennai.

It all started in early 2001, at a party NIIT threw to celebrate Anand's first world champion-

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10th ANNIVERSARY ISSUE

1.5 MILLION
NO. OF STUDENTS NIIT MINDCHAMPIONS' ACADEMY HAS TOUCHED ACROSS MORE THAN 16,000 SCHOOLS WITH ITS CHESS LEARNING PROGRAMME

ship title. At the party was World Chess Federation (FIDE) President Kirsan Ilyumzhinov, who was then also the President of a tiny Buddhist enclave called the Republic of Kalmykia, in Russia's south-west. Its capital Elista is called the world's chess capital.

That evening, the chess-obsessed Ilyumzhinov – he was his country's champion at 14 – described to Rajendra Pawar, NIIT's Chairman, how making chess compulsory in schools in Kalmykia had improved academic performance and also brought down the crime rate amongst students there.

An impressed Pawar later talked to Anand about it. Within a year, Anand and NIIT had together created the MindChampions' Academy. Schools that use NIIT's computer learning solutions are offered the MindChampions' Academy module as a value-added feature – free of cost in government schools, and on payment in private schools.

NIIT provides a kit to each such school, including computer-based chess tutorials and chess-playing software. The kit also has a process manual on how to form chess clubs. Schoolteachers are trained in the game, and are responsible for running the clubs. Special classes are slotted during school hours in which students play chess. For instance, Noida-based Father Agnel School has seven such clubs, each with 30 to 40 students, from the sixth to the 12th grade.

NIIT says the MindChampions' Academy has so far touched 1.5 million children in over 16,600 schools. It also cites a 2010 study it conducted – across 24 schools and 11,000 students – that found students learn better in school hours if they play chess in a classroom environment. According to the study, the students' end of year (academic) scores had considerably improved in subjects such as maths and science.

One such student is Bappi Deb, a Class 12 student of Teliamura Higher Secondary School in West Tripura. Deb's aggregate marks were 79 per cent in Class 11, much better than the 65 per cent he scored in Class 10. There is, of course, no scientific evidence on how much of this could have been influenced by chess.

Taking the school learning forward, NIIT organises tournaments through the year, at school, district, zonal and national levels. "At one of the zonal tournaments in Hyderabad, I met tribal boys who had come to play chess," says Anand, who spends a week each year attending the zonal competitions and the finals. He also plays the game with some kids at these events – a rare opportunity for the little masters.

NIIT's Pawar says the opportunity is huge: "More than 400 million students are currently part of the school system. There's so much hidden talent that we need to explore."

However, chess suffers as students go into higher classes. "I was an active player until about Class 8," says Sagar Mukherjee, a Class 11 student at Father Agnel. "Although my interest has not waned, I am unable to devote the same amount of time nowadays." Concur Jaydeep Sharma, a FIDE-certified chess instructor: "Students are under pressure (from parents) to perform well in academics."

The little ones, of course, are not subject to such constraints yet. Mrigank Bhatnagar, a six-year-old student of Class I at Father Agnel, likes to play chess during his 'games period'. "I take chess as seriously as any other subject," he says. His best performance? When he defeated his 12-year-old brother in just 12 moves.

Whether chess has improved Bhatnagar's, and thousands of other students', cognitive skills or not is a moot question. But the very effort to bring chess to the grassroots level is laudable, and offers hope for the future. ♦

MANU KAUSHIK

Media Coverage

Anand expects five Olympic medals

Special Correspondent

NEW DELHI: Five-time world chess champion Viswanathan Anand knows all about handling pressure when the stakes are high. No wonder then, his advice to the Indian Olympic contingent is short and simple. "Don't bring yourself under too much pressure. When you enjoy performing, you'll be able to give your best."

Anand, in the Capital in connection with NIIT MindChampions Academy's 10th anniversary on Friday, was looking at the possibility of India winning up to five medals in London.

"There are many disciplines this time where we have reasonable chances (of a medal). Without having expert knowledge, I can say archery, shooting, boxing, athletics, badminton, tennis and wrestling are the disciplines where our players seem very well prepared," said the NIIT brand ambassador after the function, which also felicitated world under-12 champion M. Karthikeyan.

The youngster is a product of MCA's initiative that helped introduce chess in 16,600 schools, held 15,000 school-



V. Anand with the winners of the NIIT Mindchampions' Academy at a felicitation function in New Delhi on Friday. - PHOTO: SHIV KUMAR PUSHPAKAR

level competitions and 5,000 district-level chess tournaments in the past decade.

It's doable

"There is no one discipline where we are overwhelming favourite to win (a medal). So, I would say we get to five medals. It's doable. And that is not being unreasonably optimistic. That won't make us a sporting

country. China is not going to lose any sleep over us. But it is a start," said Anand in his inimitable way.

When reminded of the 2000 Olympic Games in Sydney where Anand and Alexei Shirov played a game of chess for a few days in the International Area of the Olympic Village as part of FIDE's unsuccessful bid to get chess into the Olympics, the

world champion said, "The International Olympic Committee (IOC) feels that the Olympic Games is already unmanageable. So, no new discipline will be taken. This decision is not to be revisited for say 10 years or whatever.

"To make things worse, even if we are accepted today, we won't be included till 2020. So I've stopped thinking about it."

The Hindu, July 21, 2012



Checkmate

The NIIT MindChampions Academy was the first to discover the correlation between chess and academic excellence. Then Vishy made a smart move

The NIIT MindChampions Academy (MCA) is a joint initiative between NIIT and Grand Master Viswanathan Anand. The main objective of this not-for-profit is to promote the game of chess amongst schoolchildren.

"While chess is a part of everyday life in some parts of South India, there are still many students who would not get the chance to learn and play this game. We set up the MCA hoping to let everyone enjoy the benefits of chess. The most important of which is the role that chess plays in enhancing the logical, visual, memory, analytical and

concentration skills of students," says Anand. Today the MCA has helped over 1.5 million children in 16,600 schools across India learn the basics of playing chess. Transforming this learning into healthy competition, the organisation has also set up 15,000 tournaments in the last ten years.

Any Indian school is free to integrate the MCA chess programme in their curriculum. Software training will be provided to teachers. Anand also personally pays a visit to various schools in order to motivate students to keep on playing and answer doubts.

SWEET SUCCESS

3,454
 students reported an improvement in their math scores after having played chess for a year

2,187
 MCA participants stated that they enjoyed a game of chess during their free time at home

92%
 children who play chess in school feel that they are now more intuitive in decision-making

India Today Aspire, September, 2012

A journey of the MindChampions' Academy (MCA) across India with NIIT MindChampion Viswanathan Anand

World Chess Champion and NIIT Mind Champion Viswanathan Anand has personally travelled to various parts across India - Agartala, Guwahati, Hyderabad, Mumbai, New Delhi, Jaipur, Patna, Raipur, Chennai, Hyderabad, Kolkata, Pune, Ahmedabad and has visited countries like Africa & China, spreading the message and motivating the school students to start playing Chess.

Glimpses



Glimpses

