

Press note: 01/2008

Mindlogicx launches India's first Hybrid Finishing School

When the whole world is looking at India with admiration for making it big in the global market place by the young and dynamic IT industry in the last 15 years, many do not know that such adulations come from small and medium size IT companies. While the big names command respect with their might, the small players churn out brilliant ideas from nowhere to every where. Can you imagine out of 1100 million Indians about 770 million are less than 35 years old? These are the people who are responsible for realizing the vision of creating a knowledge society and contribute to the growth of knowledge economy by 2020.

In today's corporate India, a definite mindset is needed that can lead to 'orbit-shifting' growth within products, processes, services and business modules and the organizational rhythms are the key indicators that can ensure successful innovators take around the various aspects of innovation life cycle like viz, Leadership approaches, Commercializing of Innovation and continuous processes to ensure the compliance of the systems set up.

On a global level India is known to be the IT destination but the fact is only 2.5% of the world's GDP is attributed to the software industry while the balance 97.5% is attributed to the rest of the economy. While trading and retail is about 1.5 times bigger in size compared to IT, manufacturing is 11 times bigger than IT sector. Compared to this Tourism industry is 6 times bigger to IT, whereas Health Care is about 4 times bigger than IT, not to mention about Education which is 4 times bigger than the core IT sector. This means the employment opportunity are spread everywhere and the "employability quotient" is the criteria for any one to be successful in life.

With the globalization of the economy the whole world is considered to be flat, where multitudes of opportunities open now for the youth of India who have the "Employability Quotient". To create this Employability Quotient we need to have many training institutes with specialization in various skills sets in the sectors other than IT sector who have the real space for employment as mentioned above. For every one IIT or IIM India needs about 1500 vocational training institutes from where the real growth in the economy will come from. India has 17% of the world's population, 2.2% of the land mass, 1.4% of the world's GDP but only 0.6% of the world's trade. Hence the real issue can be addressed only through innovations that can build opportunities. The question now is if India can create the innovation platform in the coming years as what Japan did to quality in the last century? And Can India become the innovation capital of the world? The answer is a definite "yes". And you will find the answer right here at Bangalore – the innovation capital of India.

Mindlogicx Infratec Limited located at Bangalore is launching India's first Hybrid Finishing School Aptly called "JobReady" the Hybrid finishing school is aimed at delivering select knowledge resources to the students in the form of reskilling or upskilling. The company is quietly creating a knowledge revolution by tapping the implicit and explicit knowledge resources, process and making them available to everyone across the country using a distribution channel. The services are enabled through an innovative delivery mode called Educards, which act as the user ID. Each Educard has an unique KAC (Knowledge Access Code) which is linked up to specific programme.

There are many variants of the Educards available for specified target groups and each has its own functionalities and usage. There are Educards for test preparation, professional knowledge acquisition and for reskilling and upskilling so that the users become "employable" or "Job Ready". The service is powered by their technology suite called VEDAS which stands for Virtual Education Delivery and Assessment system. The system enables the users to test their

knowledge level by intelligently assessing the performance subject wise, chapter wise and section wise also. Further facilities such as performance analysis, performance forecasting, rank analyzer, speed analyzer etc give the users the power of intellectual reasoning in order to set the goal and work toward that. The contents are provided by companies reputed in the respective areas of expertise. These companies have tied up with the company as knowledge partners.

The service has been built by the company to e-integrate and deliver the knowledge resources as “on demand” service for the users spread across the country. The service is offered as Managed Application Service (MAS) a concept fast catching up in the IT industry. This means the user need not have to buy the software, contents or get any licenses to use the service but rather pay for the service as and when he wants it to be delivered “on demand”. This typically means “renting out a service”, without having to bother about various factors like bandwidth, connectivity, backup, disaster recovery etc., which are taken care of by the service provider.

While the system that has been designed so intelligently surprises us, what is more surprising is the way the company has done business process innovation to take the programme to the masses. They have introduced this tool called Educard which has a built in 16 digit Knowledge Access Code (KAC) to enter into their secured server. The way the business model has designed shows their level of creativity as they seem to know the market pulse. One has to see the Educard kit to understand what it really is.

The Hybrid Finishing School offers the users to reskill or upskill themselves so that they become “Job ready” and is offered at a very nominal price across the country through a well appointed distribution network of partners across India. This innovative system ensures the users and the stake holders to develop, create and nurture aspirations on a cutting edge knowledge domain, unleash the passion and energy within, explore new ways and challenge old assumptions, behaviours and mindsets and identify and build leadership competencies for the individual.

Building an innovation culture involves creation of an organization that is set-up to continuously look-out for new ideas and concepts, either inside or outside the organization, and re-apply them rapidly to drive both incremental and disruptive innovations. For this the innovation culture should be embedded in the Organizational DNA and this company has enough of it and at every layer of the organization set up.

The main objective, according to Mr. P S Srijith, the Associate Vice President of Mindlogicx is to empower every Indian by 2020, thereby creating a knowledge society and become a major stake holder in the new and evolving knowledge e3conomy of India.

Contact Details:

Mindlogicx Infratec Limited
TECHLLANO 10/1B, Graphite India Road
Hoodi, Near Whitefield, Bangalore – 560 048
Handphone: 099005 42700