



## Innovation - It's that extra nip in the air!

The energetic, knowledge-based, blue sky thinking setting at Liqwid Krystal develops and promotes individuals in an absolutely fair and free thinking environment. What does this mean? For a Krystalite, this translates to better learning and knowledge sharing in an environment that rewards effort and excellence.

'Innovation is part of our business strategy, and the DNA of our vision!' This opening line on our home page epitomizes the underlying principle that binds our business, technology, working culture and human resources.

Liqwid Krystal offers benefits of working in focused groups, endowed with the liberties of a fair amount of blue-sky thinking.

- Being small, also means that we are able to work in cohesive groups
- It also means that every individual will relate to each other on a one-on-one basis

The bottomline: Learn to lead, and lead to learn is a mission we translate into practice at Liqwid Krystal.

## Technology

With an emerging focus on indigenous technologies with the aim of 'Catalyzing Human Capital,' Liqwid Krystal's solutions address pain areas in organizations in emerging markets like India, China, Sri Lanka and other countries. In fact, we take our solutions right across to the academic markets and the industry. Our solutions, be they in the learning or recruitment space have a correlation to our patent-pending learning tool CodeSaw™, and its latest version – CodeSaw Collaborate.

## Leadership

Liqwid Krystal has strong capabilities in technology and business leadership. The company itself evolved as a result of a concept that was built on a personal learning experience. Co-founder and CEO Anand Adkoli, a writer of technical papers is also an author. He has co-authored seven books on Oracle for McGraw Hill Publishers. In fact the idea of CodeSaw evolved from his experiences as an author and the feedback he received from his readers and users. Reason why CodeSaw and all our other product lines have the real-time learning experience cycles.

## Benefits

Challenges, emerging opportunities and good prospects have drawn and kept employees at Liqwid Krystal together. Along with a competitive salary, complements of other benefits like health insurance, business incentives, training cycles and free-thinking make sure that you do more than just receive benefits of working here.

## Be part of our vision

We aim to be a thought leader with a special focus on learning and recruitment solutions across the entire human capital cycle, be it in the academic markets or in the industry. Our mission is to offer solutions that help address pain points for customers who need to live with them in these specific verticals – learning and recruitment!

Striving to translate this vision to reality means a lot of work. Making this happen is part of the process at Liqwid Krystal. When you join us, you will find yourself experiencing a lot of synergies, both at the personal and professional level with your colleagues and managers. At Liqwid Krystal, we believe that learning and teaching helps in motivating minds to think big, and blue always. Be it in creating blue oceans or experiencing blue sky thinking!

Brilliant ideas make for interesting case files, networking and learning.

If you have anyone who wants to be part of this free and clear blue thinking, please [let us know!](#)

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