



Set Your Sails High

INNOVATIONS FORM the *kore* of what we do! It's this *koncept* that's enabled us to think the way we do, and help us work our way through numbers so as to come up with a unique business model. Our solutions are unique because they have all the requisites for a multi-sourcing environment. And, most suited for emerging economies!

- 🦋 Low cost solutions; they work through large numbers typical in developing countries
- 🦋 Less than INR 1000/- for academic markets | A couple of thousands for the industry

Solutions

- 🦋 Each of them based on indigenous technology and thinking
- 🦋 An award-winning, patent-pending platform with 400,000 users; still growing
- 🦋 IT, virtual learning and assessment platforms for the academia and industry

The key thinking behind each of these solutions is based on real numbers and fact files! For instance, Nasscom estimates that there will be a shortfall of 235,000 skilled people by 2008 and 1.1 million skilled professionals by 2008. These numbers are still growing!

The rapid growth of the India as an outsourcing destination has generated a business need for India. The country and its policy makers need to prepare for the next level of growth by bridging the gap in skills across the academic and industrial markets with investments in training and development of skill sets.

So, what does India's burgeoning workforce need?

- 🦋 IT skill sets
- 🦋 Engineering skills
- 🦋 Cookie-cutter skill sets - data collection, reporting formats etc
- 🦋 High-end research and training programs
- 🦋 Soft skills - communication, business culture, business ethics and hygiene

And, how can it be ensured job seekers irrespective of the town, city, institution or community they hail from have access to these learning needs in a fair manner.

Learning institutes and universities have a growing, graying faculty base. The next rung of faculty is the inexperienced fresher, who's recently graduated, but can't find a job in the industry.

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- 🦋 How does a student get access to need-based learning according to industry requirements?



Obvious answers

- ✿ Extra tuitions, learning guides, training and certification programs form tech institutes
- ✿ It means more money - nothing less than a couple of thousands, or even more every month.

Liqwid Krystal has two simple and distinctive models for each of the markets:

Academic

Less than INR 1000 per student, per year

Industry

A couple of thousands per employee, per session

Liqwid Krystal has built its proprietary knowledge and technologies, weaving in a lot of free and blue-sky thinking! In fact, the color 'blue' symbolizes the 'kool' factor in whatever we do. So does the letter 'k' which forms an important element in our communication strategy.

Every new recruit gets to work closely in small and focused teams. The business and technology groups are led by industry veterans, who have specialized capabilities in their areas of expertise. Of course, all this comes with plenty of fun at work, the freedom to think big and dream blue, flexible working hours, and of course the privilege of driving to work at a centralized business location!

So , how does working at the "Kool Blue" look to you? Interested?

Get in touch with our HR team!

A handwritten signature in black ink, appearing to read 'Anand Adkoli', with a horizontal line underneath.

Anand Adkoli

CEO & Co-founder