

gyanX On-Campus

Universities and other organizations are at the forefront of innovation. To lead by innovation and be a front-runner - organizations, and more so academic institutions need to be way up on scale, bringing together inventions, ideas and learning into their mission.

Liquid Krystal is a learning solutions company, that focuses on catalyzing human capital. Its platform is modular, built to plug and play and powered by Liquid Krystal's own award-winning CodeSaw™, a Virtual Computer Lab. CodeSaw directly resides on the platform allowing learners to practice their programming skills in over twenty-six commonly used technologies, with no additional investments in software or hardware.

gyanX, the solution for the academic markets is a combination of courseware, books, assessment tests, certification and collaboration. The goal of gyanX (Knowledge for Generation X) is to provide ICT-enabled education to tens of thousands of students across India that:

- *Supplements curricula
- *Builds IT literacy
- *Enhances soft skills
- *And other employable skills

To complete this story of excellence, the content that forms a key element on gyanX comes from Fortune learning companies and publishers - O'Reilly, Thomson Learning, Addison-Wesley, Prentice Hall, Microsoft Press, Pearson India and Ascendum Systems to name a few.



CodeSaw™ is used by over 400,000 users worldwide and is indeed one of a kind.



Liquid Krystal was chosen by NASSCOM as one of India's 'Most Innovative Companies in 2005'.

The Challenges

With a population in the learning age group of 18 - 32 of roughly 350 million, there is definitely the younger generation far more enthusiastic and committed towards education.

The co-existence of educated but unemployed people in India, and the shortage of skills in the industry can be resolved by strengthening the connection between higher education and jobs.

Statistics

Unemployment rate of graduates at 17.2 per cent
40 per cent of graduates not productively employed
Total unemployed population of 44.5 million

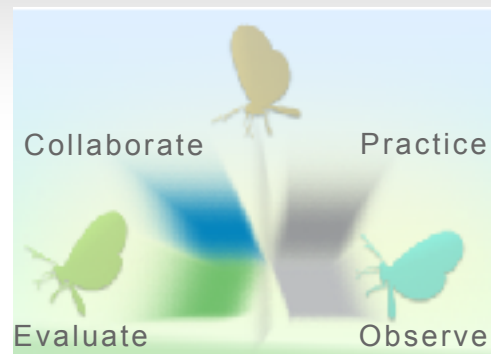
Source: Indian Council for Research on International Economic Relations (ICRIER).

The youngsters that are being educated today find that they are not equipped well, as they get ready to enter the job pipe. 80 per cent of all jobs that are created require some form of reskilling for the recruits. Employers are demanding a higher scale of learning, and go to great lengths to set the corporate induction and production training process in place.

This requires that learners within the academic loop need to begin to get close to industry as early as possible. Wherever education is within the reach of learners, it is imperative that this process must be in place.

The Solution

Liquid Krystal has worked directly with the management at Universities and several industry thought leaders to ensure that the learning is relevant and capable of generating both tangible and intangible value for all stakeholders, particularly the learner. The goal is to bridge the gap between academia and industry, and better-tune the learner's mindset to industry needs. The platform intent is to help maintain consistent user experience even as it brings content from some of the best-known publishers and learning companies from around the world right onto the student's desktop. Because gyanX is driven from the Web, the student is guaranteed to get the latest courses directly from the publisher. Infact, gyanX can provide students of an University in India, exactly the same content that their counterparts in the US are reading.



Solution Highlights

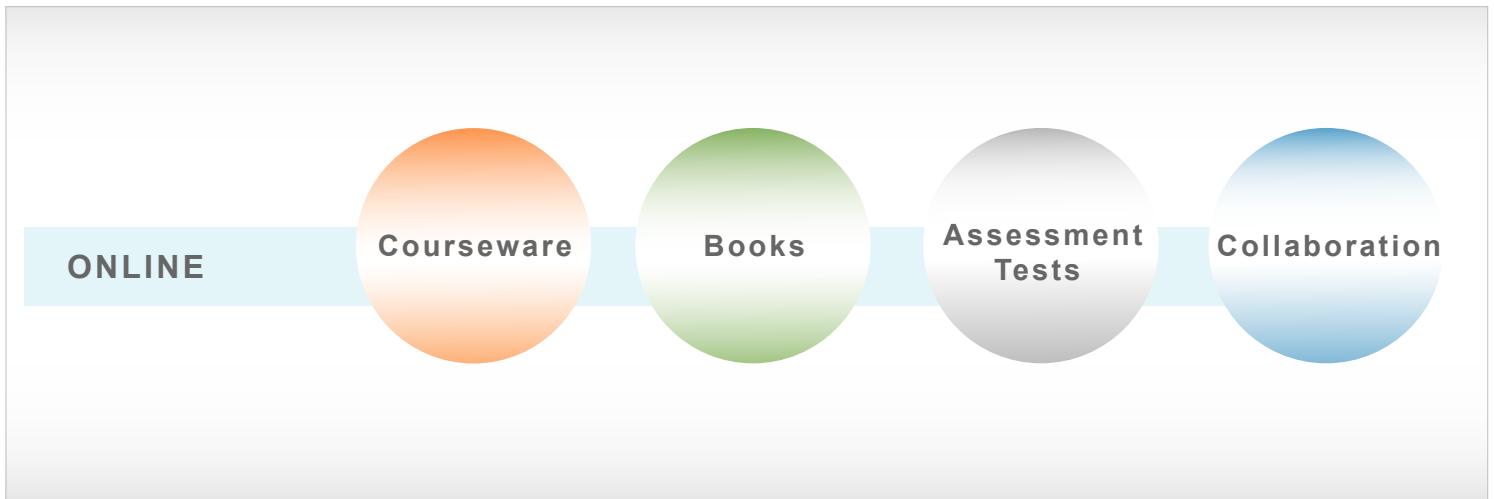
- * Powered by the ubiquitous CodeSaw™
- * A simple technology platform
- * Celebrates strategic partnerships
- * Convergence of Courseware, Libraries, Assessment Tests and Collaboration

Making gyanX work

Making gyanX work is part of the solution mantra. gyanX can be accessed via the Web at www.gyanx.com and is available to a learner 24x7, be it from within the college campus, a cyber café or their homes. Students on gyanX are part of the University/college community. Every institution that becomes part of gyanX needs to buy as many subscriptions as it needs. Each student that is a gyanX learner obtains a unique gyanX log in that provides them access to a pre-determined set of courses, books and assessment tests - all online. All that a student needs to sit on gyanX is a Web browser and Internet connection. Great care is taken to design, package and tag the content to match students' needs and interest levels in progression.

Students can therefore obtain access from within the college campus, a cyber cafe or their own homes for a full year. This allows the student to learn in their own time and at their own pace. gyanX ensures that each student focuses. gyanX even guides the student through learning paths to ensure that learning is maximized. The idea is to connect *employable* students to the industry.

Why gyanX?



gyanX is the only platform in the world that brings online courseware, books and assessment tests together in one place. It is designed for high-growth economies such as India. Its flexible architecture ensures that it delivers content at a level of granularity that no one else can. In fact, each college can customize its own content library. gyanX is the only platform that delivers content directly from the vendor to the Desktop. Its platform neutral and vendor-neutral approach ensures that students learn concepts and not proprietary knowledge. gyanX is also the only platform in the world that brings a virtual computer lab to a Web browser, thus making software maintenance ridiculously simple for an academic institution.

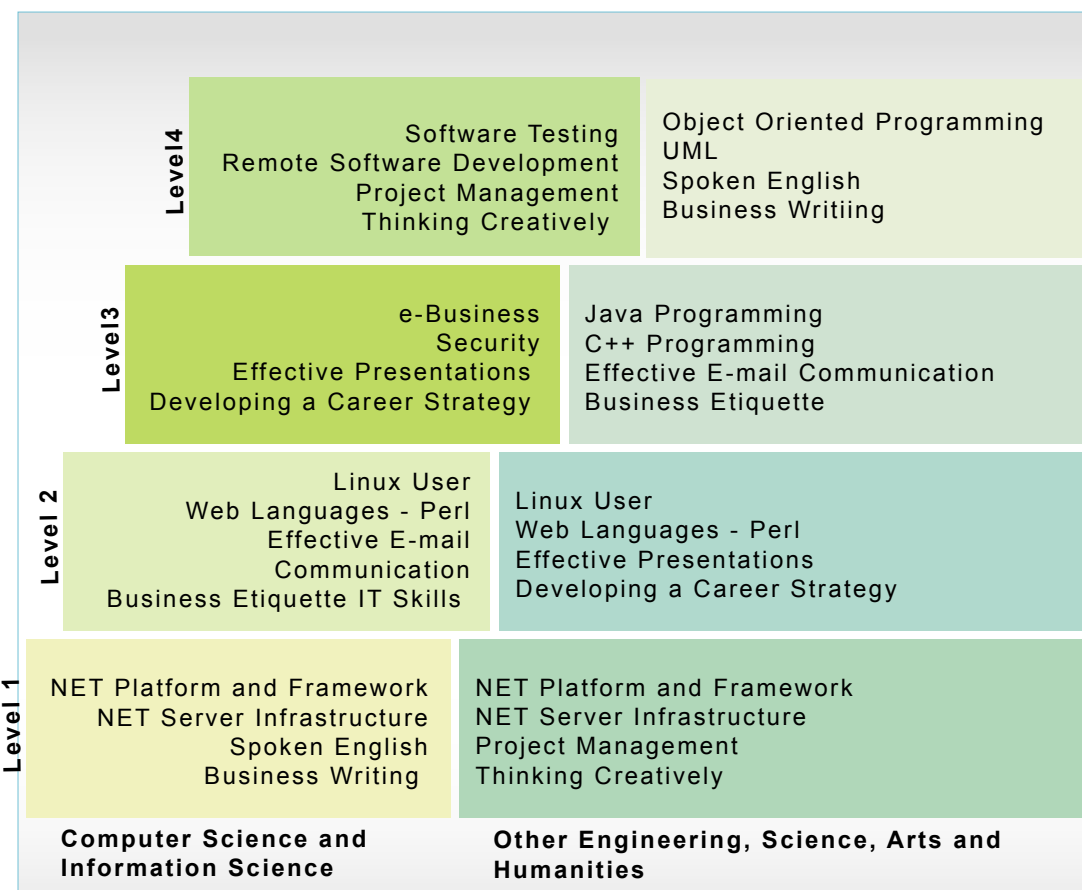
Designed to incrementally build student interest, knowledge and skills over their college career, students are geared to be part of the industry even in their learning days.

The Industry Connect

The 360 degree cycle for a student ends and a new phase opens up as she gets ready to make the shift from 'learning to service'. Online assessment tests are used to provide feedback to students on their *employability*, thus giving them adequate time to work on their deficiencies even before they solicit a job. gyanX is intended to provide an industry connect over time. Liqwid Krystal is currently working with large companies to make academic-industry connections via gyanX. The goal is to create a large set of resources that help students connect with industry, whether it is to solicit final-year projects or full-time employment. This helps students particularly in smaller towns and cities, who need to struggle to make the shift to the industry and hold forte in an ocean.

The core idea of gyanX is to deliver high value at an efficient price, compatible to the region and economies of growing knowledge workers.

Product Baskets Mapped to Curriculum & Skill Sets



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