



converting
job seekers to

JOB HOLDERS



What's All the Gyan About?

gyanX is a comprehensive online learning platform to create IT professionals. This platform offers students unmatched levels of interactivity and collaboration making it possible for the first time, to create well rounded IT professionals through a totally online delivery platform. gyanX is an online exchange that is built on Liqwid Krystal's patent-pending architecture for IT skills learning - CodeSaw™.

CodeSaw Collaborate, the latest version, is the world's first browser-based interactive technology for programming skills that allows for group-learning.

Its compelling value lies in its core capability: To convert job seekers to job holders through a manner that's simple and powerful. This exchange allows students, academic institutions, eLearning providers and certification agencies to come together to obtain or impart relevant skills for the Information Communication Technology (ICT) industry.

gyanX empowers students by connecting them with quality content, courses and certification processes, all from one single platform. Importantly, it combines the power of CodeSaw™'s collaborative platform with the value of global content from Safari®, and courses from Course Technology to enable learners to be more job-savvy and gear up to the fundamentals of today's requirements,

as well as for the future.

In essence, gyanX's core values revolve round its capability:

- To empower students with access to best-of-breed online courses along with world-class courseware.
- To develop skills and courses to match job requirements in the industry.
- To allow a student to progressively scale up the value chain through a

pre-packaged 'Three Tier' Model.

- To enable engineering and graduate students to become IT professionals irrespective of their professional specialization.
- To make it affordable and possible, even for the poorest student to become an IT professional.

The value derived, herein is in turn linked to the country's economic wellness and social ecosystems.

BUSINESS TIMES

The Times of India, Mumbai, Thursday, July 14, 2005

Only 25% Engineers Employable Says 'Study' (India not the last word in BPO space)

The source of India's comparative advantage – its large pool of university graduates may not count for much in tapping the burgeoning global outsourcing opportunity. Sounds unbelievable? That's the verdict of the latest report titled "The Emerging Global Labour Market" released by the McKinsey Global Institute, McKinsey's economic think-tank. Only about 25% from the total pool of Indian engineers are actually employable, says the survey.

In India, the overall quality of the educational system, apart from the top universities, could improve significantly.

According to this new research, 33 million people in a sample of 28 low-wage countries have a university degree and upto 7 years of work experience. Of these, only 13% of these graduates about – 4.6 million are actually suitable for employment by multinationals, and available for hire.

So what can India do to compete more strongly? Concentrate on improving the quality of their talent, not just the quantity of educated workers, says the report. But improving the suitability of graduates is far from simple. Educational improvements have to coordinate closely with domestic and multinational companies so that there is greater emphasis on practical skills.

(Relevant Extracts)

NASSCOM.org

from an interview with Mr. Anand Adkoli, CEO, Liqwid Krystal

Today, we have a growing user base of over 400,000 users who experience CodeSaw™ globally!

We have other solutions, which are either built on the CodeSaw platform or can work with CodeSaw™ in an integrated environment specific

to India, China and other markets in the South East Asia region. Our first set of users for the academic markets would be 140,000 engineering final year students from 122 colleges across Karnataka.

(Relevant Extracts)

Liqwid Krystal's CodeSaw™ showcased as one of India's Best IT Innovations (India Leadership Summit, NASSCOM 2005)

The Solution: What We Offer

gyanX is holistically embedded with the three Cs:

Content | Collaboration | Certification

Content

The gyanX content is a confluence of some of the best names in technology learning and publishing. Our partnerships with Safari® for content, and Course Technology, IISc and IITB for courses help us integrate their library onto the gyanX Web site.

For our customers, this means 'real empowerment'. Users can try out live code fragments on CodeSaw Collaborate, export them to collaborate with peers and above all, experience the benefits of 'hands-on' learning.

Collaboration

Collaboration works well in a community. In a global environment, learning happens when learners interact with each other and virtual mentors.

CodeSaw Collaborate enables users to export code and exchange views. More importantly, they can compile, run, and get them tested – all from within the same environment. Liqwid Krystal will provide resource pools for mentoring within the same environment.

Certification

The gyanX platform collaborates with some of the industry's best learning institutes to offer students 'Certification'. This value-add from sources of repute enhances the 'employability' value of a student and serves as an endorsement to her learning at gyanX.

Looking Ahead

gyanX has scaled up from initial beta versions to a robust service-cum-solution, with truly global flavours. This has been achieved through partnerships and associations with a host of value-additions. Our association with Safari Books Online, makes it possible for users of our learning solutions to access its e-reference library of technical and business titles.

Our users can leverage the CodeSaw Collaborate platform, to go beyond the referencing environment of an online library. Being platform independent and vendor-neutral, CodeSaw Collaborate allows the learner to focus on acquisition of skills. In today's global sourcing era, change is a constant, and as such change management demands continuous learning, peer collaboration and mentoring, skills update and certification processes.



CodeSaw Collaborate: Highlights

CodeSaw Collaborate, the extended and latest version of CodeSaw works through a User Interface that's simple and engaging.

The CodeSaw server has persistent and compartmentalized storage space for privileged users and groups. The identity of the user and accessibility details can be verified prior to any operation related to storage and retrieval information.

The 'Collaborate' feature is the critical efficiency on which CodeSaw Collaborate hinges. This feature is based on an 'exchange' model where users from geographically diverse locations can work under the same entity within the CodeSaw environment. Users can share workspace on the fly, chat and work as in a closed working group. Any user on the CodeSaw platform can act as mentor to the group. Users can discuss or coordinate on soliciting advice by exporting their workspace to other users on the fly. Communication – be it point-to-point or 'broadcast' in nature helps facilitate the process of discussions and problem-solving conversations amongst users and between users and their mentors.

A few of the technologies supported by

CodeSaw Collaborate

C, C + +, Java
Perl, Python, Ruby, PHP
CGI Programming
(Perl, Python, Ruby)
HTML, DHTML, CSS, XSLT, XML
JavaScript, Jscript, VBScript
JSP, Servlet, ASP, VB.NET, ASP.NET
SQL, PLSQL, MySQL
UNIX Administration

The gyanX value add

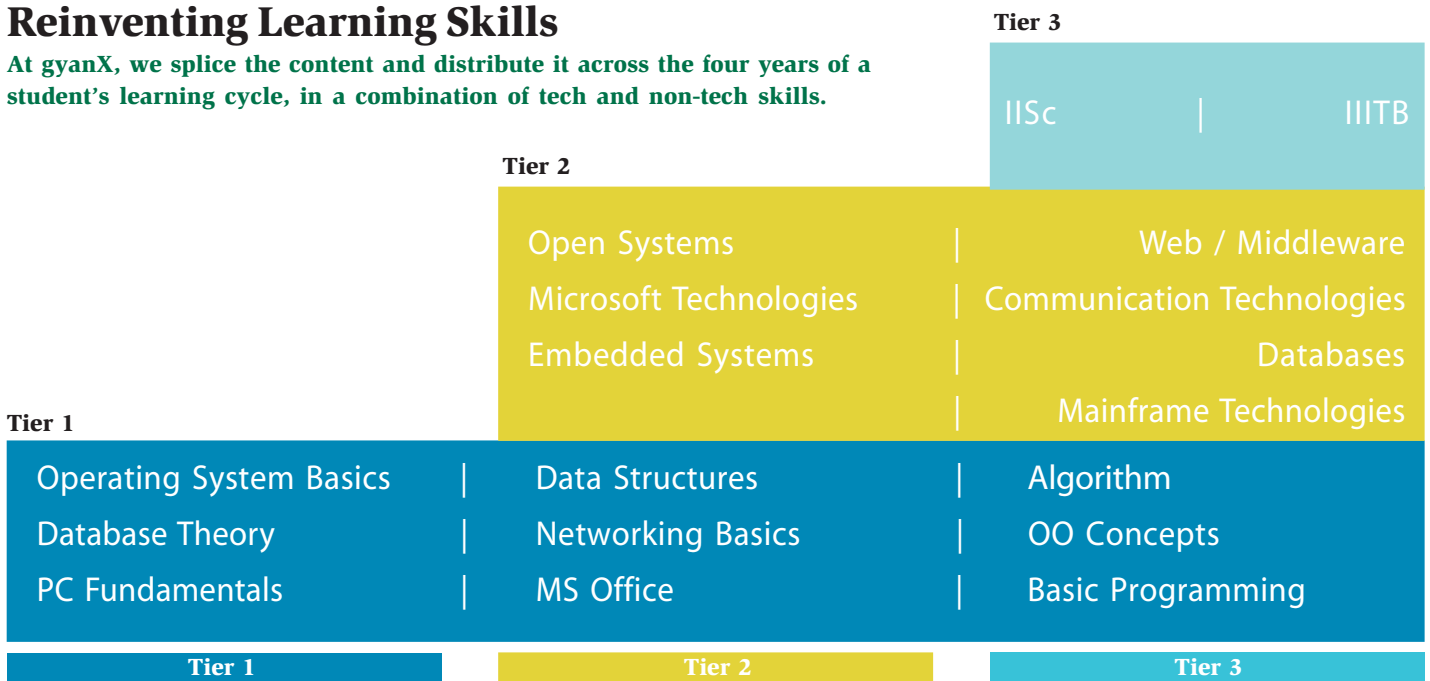
The gyanX platform works on a proactive ‘Tier-based’ model. gyanX walks a student through a full spectrum of books and courses during the learning lifecycle.

Students have access to a pre-determined number of books from the referencing libraries of Safari® – ranging from 50 to 100 or more. This number would depend on individual requirements of the universities.

More importantly, the gyanX referencing library is not restricted to this pre-determined package. At any point of time, a student can pay individually and have access to content outside the pre-package. We have worked in this variable element keeping in mind that certain students may require more referencing and learning.

Reinventing Learning Skills

At gyanX, we splice the content and distribute it across the four years of a student’s learning cycle, in a combination of tech and non-tech skills.



For instance, at Tier 1 (the first and second semesters of the student lifecycle), students get oriented to basic engineering concepts, to supplement their regular curriculum. They will be run through basic programming skills (Data Structures, Algorithms, Networking Basics, Basic Programming to name a few).

At Tier 2, students progress to learn real programming with emphasis in OOPS during their third year. They will need to focus on any two electives from a list of vertical topics, for instance Open Systems, Web/Middleware, Microsoft Technologies, Mainframe Technologies, Communication Technologies, Embedded Systems and Databases. This period of learning is meant to prepare and connect them to jobs during campus interviews, and other placement fairs. Tier 2 increases the content knowledge and technical proficiency of students. It serves as the first steps in the learning crucible towards identifying an individual’s domain expertise. We have mapped the courses and content in Tier2, to the current skill requirements at entry-level in eight of the top ICT companies, based on our survey. In essence, the process of ‘converting the job seeker to the job holder’ begins at this juncture.

At Tier 3, the student reaches the apex. At this Tier, students begin to think seriously in terms of career or higher education, based on interests and previous learning.

Tier 3 is proprietary in nature. gyanX has effective relationships with IITB and IISc Bangalore for providing students with ‘Certification’. This endorsement coming from reputable sources and learning institutions, with a global flavour, would complement students’ learning to suit a global environment.

This ‘Three Tier Model’ is an example of what gyanX can offer Universities. The courses and content that form part of this ‘Model’ are based on our research with a few Universities.

*gyanX is totally customizable. We can offer Universities/Training Institutes/Learning Platforms, content and courses relevant to their curriculum.



The gyanMap

In the last few years, while the ICT skills required to acquire a job have changed radically, the skills taught in engineering and other computer schools have not really changed. It is unreasonable to expect every student to learn in a linear fashion as each one has different levels of learning. The gyanMap addresses this specific need. It aims to help students learn at their own pace, through their individual learning strong points and carve their own niche.



The Environment: Why gyanX?

The foundation for the gyanX strategy is based on the demographic nature of the region. Emerging markets like India, China and other countries in South East Asia are seedbeds for innovation and learning. To succeed in a global environment, learners need to know when and how to achieve the transfer from learning to employable skills, and when to adapt this learning to the global markets.

Despite India's new profile as an outsourcing destination, the unemployment rate continues to grow at the rate of 2 million every year. 90 per cent of the workforce is in the unorganized sector. Considering that about 200,000 engineers graduate every year across the country, the disconnect between the academic product and industry requirements is obvious. The current penetration levels make it impossible to meet this shortfall unless corrective measures are taken immediately.

gyanX's unique business model offers a robust, research-driven and collaborative solution that costs a user just a few hundred rupees. It has turned out to be a simple, market-driven, learner-centric innovation that enables non-linear growth for its share-owners. It's an alliance that's distinguished by relationship, collaboration and commitment to results, regardless of category.

Where We Are Headed

Liqwid Krystal's initial marketing strategy is to connect with as many as ten universities across India, and make inroads into China and other countries in the Asia Pacific by March 2006. gyanX is expected to be available globally by the end of 2006. It will be launched in India in collaboration with reputed institutions. Books, courseware and other content will be made available to over 500,000 students across India over the Web. Companies are encouraged to publish their company profiles, job postings, as well as required skills and certifications on gyanX.

About Liqwid Krystal

Founded in 1999, Liqwid Krystal specializes in helping companies overcome challenges across the entire 'Human Capital Cycle'. By leveraging proven methodologies and expertise, we develop next-generation technologies, that leverage the Internet and corporate Intranets in an endeavor to catalyze human capital within companies and learning institutions. With over 500 person-years invested in R & D over the last six years, Liqwid Krystal provides customers with experiential learning solutions. Its patent-pending innovation, CodeSaw™ provides learners, be it students or corporate learners, with the ability to experience the transition from simple reading to hands on learning. CodeSaw Collaborate integrates its diverse capabilities, and empowers gyanX to provide compelling value to customers and other users.

gyanX at VTU
Visvesvaraya Technological University

VTU is the presiding university for 122 engineering colleges spread across Karnataka.

gyanX offers them a referencing and learning resource of 50 books, which in turn are linked to 50 courses. These 50 courses form a comprehensive mix of general and advanced skill sets, and soft skills (business communications and project management to name a few).

We have also customized Tier III process for VTU so that they can create their own certification process. The 140,000 final year students of 2005-2006 at VTU are gyanX's first batch of students.

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