



Volume - 5

# Project Praviin

## Newsletter



# Viewpoint

Information Technology as an industry holds great significance to the Indian economy. It has registered exponential growth in recent years.

Some of the major reasons for the significant growth of the Indian IT industry are:

- Cost advantages
- Encouraging government policies
- Abundant availability of well-educated and skilled manpower

I would like to throw some light on the last point - skilled manpower.

A quick survey of today's IT industry reveals some startling insights. Many graduates leaving colleges after graduation are not market-ready, umpteen numbers of IT jobs are available in the industry and many more are in the offing and the cost required for training a fresh hire to make him/her start generating revenue for the organization is very high.

Currently, 5 lakhs engineering (IT) students are produced every year in India. However, the lack of real-world project exposure becomes an impediment for many of these students when they start their career. IT companies recruiting the talent are facing huge challenges as they have to spend considerable time and money to train the youngster.

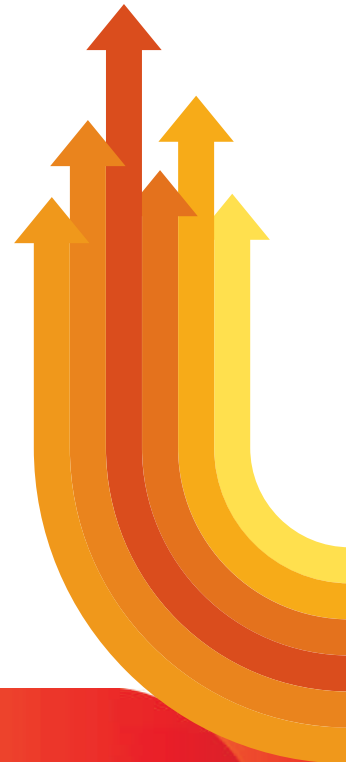
Project Praviin aims to plug the gap which exists in this ecosystem by ensuring that the supply meets the demand.

Our programs of Training & Certification on various IBM tools & technologies, along with a platform for working on projects on real-time problem scenarios through The Great Mind Challenge do just that.

We want to take the Indian IT industry to even greater heights, and hope to be a facilitating agent - with your help - to build a smarter planet.

Enjoy the 5th edition of this newsletter and as always, feedback is welcome.

**Malathi Srinivasan,**  
Country Leader - Academic Initiative,  
Software Group, IBM India  
malathis@in.ibm.com





## *Contents*

## Newsire

### Idea-IBM Innovation Summit 2012

Powered by Innovation Discover team at IBM.

Held from 9th to 12th Feb 2012 in Goa, Innovation Discover explored new growth opportunities and ideas that make real sense for our clients and the economy at large.

A general discussion with IDEA CXOs & IBM Sr. Executives, this summit also helped all to get a broader view on the latest trends in technology from two perspectives and gather insights to tailor-make the best initiative for the users at large.

Apart from the senior executives, 3rd and final-year engineering students (IT or Computers) with a good exposure to social networking media from IBM's Project Praviin Software Centre of Excellence were also called upon to contribute to the same. The student attendees included:

- Mr. L Karthik of K L University, Vijayawada
- Mr. G Chaithanya of CMR Institute of Technology, Bangalore
- Mr. Virendra Singh of Sinhad Institute of Technology, Lonavala
- Ms. Geetha S Vara Lakshmi of MLR Institute of Technology, Hyderabad
- Mr. Venkatraj D of RMK Engineering College, Chennai
- Ms. Pooja Deshpande of D.Y. Patil College of Engineering and Technology, Kolhapur

### New courses introduced to match industry needs

**IBM Rational Team Concert (RTC)** - is a collaborative lifecycle management solution. It enables students to gain more insights into the industry by giving them a collaborative environment to work while sharing code segments and working in tandem on the project.

**Tivoli Storage Manager (TSM)** - It is a great tool to automate data backup, restore functions and centralize storage management operation. With the growing demand for data management, companies are in need for this solution and Storage Network professionals who understands them

**COGNOS** - It gives the business intelligence data that companies need to set targets, allocate resources and provide performance management. It provides excellent opportunities to excel.

**WebSphere MQ** - It is an excellent tool to provide enterprise-level integration to applications. This can be used as a foundation for creating Service Oriented Architectures.

### IBM ties up with Universities for Biz Analytics Training

In India, IBM is working with faculty members from 500 universities to help more than 30,000 students develop skills in predictive analytics.

As a part of the program, IBM will conduct a series of training programs in 15 major cities throughout the country with business school faculty concentrating on predictive and business analytics, who in turn will complete a certification program in analytics at the end of it.

Read media reports on Biztech2 and Financial Express:

<http://biztech2.in.com/news/businessintelligence/ibm-ties-up-with-universities-forbiz-analytics-training/123742/0a>

<http://www.financialexpress.com/news/trainearly-to-get-a-job/897341/0%20#>



### IBM Academic Initiative signs MoU with Punjab Technical University

IBM Academic Initiative (AI) signed a Memorandum of Understanding with Punjab Technical University (PTU), Jalandhar to conduct a series of Faculty Development Programs (FDP) across the affiliate colleges of PTU. To begin with, about 100 faculty members have already been trained on DB2 technologies who in turn will impart the knowledge to students at their respective colleges. The partnership aims to train and

build a skilled resource base on leading software technologies relevant to the marketplace.

This partnership aims to bridge the academia-industry gap by training the faculties and students on cutting-edge software tools and technologies. The ongoing series of faculty development programs will ensure a smoother knowledge transition to students. This partnership also helps to familiarize faculties and students with IBM technologies. This initiative is focused on taking industry-relevant technology to the doorsteps of prospective technocrats and to bridge the gap in technical expertise of prospective IT workforce.

IBM is offering this as a pilot project to PTU, looking into the enormous potential offered by faculties and students of PTU. This collaboration will initially help in training and certifying 300 faculties of PTU and impacting the knowledge base development of more than 1500 PTU students on software technologies that will increase their employability. The development program will cover all affiliated colleges of PTU and extend to students across all the colleges of PTU.

## News Bytes!

- Mr. G Praveen, an IBMer included as a member in the Board of studies of GVP College of Engineering (Autonomous), in the recent meeting of the college announced the inclusion of Cloud Computing subject in final year CSE curriculum.
- IBM Project Praviin's Malathi Srinivasan was included as part of the Governing Council of the AP Government's AP Society of Knowledge Networks. The Governing Council would recommend a set of actions and reforms for the AP Government to implement so as to elevate the quality of engineering graduates that the state produces. The term of the members is for 5 years. The Chairman of the Governing Council is the Honourable Chief Secretary to the Government of Andhra Pradesh. The four focus areas that were deliberated during the first meeting of the board members on 21st May, 2012 were: Content aggregation, Faculty leadership network, English & soft skills and Industry electives (Hands-on). <http://www.ieg.gov.in/>
- Vardhaman College of Engineering & Lakki Reddy Balireddy College of Engineering have included DB2, RAD in their curricula.



## Events

### CoE students - favourites of recruiters

The students certified through the workshops conducted by Project Praviin are now getting hired as the industry sees a lot of value in hiring freshers, who are seasoned to start generating revenues from day one. Biztime IT Solutions (P) Ltd, looking for IBM certified students to recruit, received a whopping 1500 applications from our Software Centre of Excellence from South and they have started the interview and is looking at hiring close to 30 professionals immediately.

### Industry Leaders discuss importance of nurturing talent

Around 17 leaders from the IT industry represented various organizations at Project Praviin Round Table on 8th June, 2012 in Delhi @ Hyatt Regency. Representing IBM were, Mr. Anil Menon, Director, Marketing & Communications, Software Group, IBM India/South Asia, Mr. Karthik Padmanabhan, Country Manager, ISV & Developer Relations, Software Group, IBM India, Ms. Malathi Srinivasan, Country Leader, Academic Initiative, Software Group & Mr. Sunil Bhat, Country Manager, ISV Coverage, IBM India.

An exclusive event, it had 100% attendance, with close to 50% expressing interest in engaging Project Praviin through adoption of CoEs, recruitment and providing scenarios for TGMC etc.

The topic of discussion was "**Nurture Talent for Growth**". It gave all present an opportunity to voice their opinions and highlight challenges they face in getting the right skills for their organization's growth.



## IBM CoE Community for Academia



### The journey so far... Student ambassadors' experience highlights

**Vikas Garg** - An IBM CoE Student Ambassador 2011 from **ChameliDevi School of Engineering, Indore**.

An excerpt of the role he played as a torchbearer of Project Praviin activities.

"The journey as an IBM CoE Student Ambassador started from the promotion and branding visibility of The Great Mind Challenge (TGMC), followed by seminars & workshops conducted on TGMC, various IBM software technologies and its usage and implementation. All the processes helped me to succeed in getting 23 SRS and 26 Projects submitted.

The journey as a CoE Student Ambassador is marvelous. During this whole journey, I met lots of people with different levels of enthusiasm and potentials, and to deal with these young minds is really awesome. I would like to take this opportunity to thank TGMC for providing us with this prestigious responsibility."

**Ch Sarath IV-CSE Student Ambassador for IBM from KL University** did an excellent job in rolling out IBM Academic Initiative programs in the college. He has spearheaded the following:

- Conducted student awareness program called Think Thursday, TGMC awareness session etc.
- Helped and motivated 2,000 students to enroll in TGMC
- Volunteered whenever training and certification happened in the campus. During this period, 1000 above students got certified
- Took training sessions for the students who participated in TGMC and also took sessions on a few topics of DB2

**Virendra Singh** is an outstanding Student Ambassador, currently in BE(Comps) from **Sinhgad Institute of Technology - Lonavala**. Apart from doing very well in getting around 400 students registered in TGMC, and helping them to submit about 45 projects, he has taken more than 3 in-house training sessions on RAD and DB2 with almost 90% result. He was a part of student delegation of Idea-IBM Innovation Summit 2012, which was held in Goa.

### An Integral Link – ICCA Student Ambassadors

The IBM India Academic Initiative team embarked upon a pan-country student ambassador program, where current engineering students at our Centre of Excellence act as a link between the University/College and the outside IT industry.

This is an intelligent two-way communication mechanism between IBM and CoEs as student ambassadors play a vital support role such as: Leading and representing the campus to the industry, and also shouldering the responsibility of making this planet smarter!

### Invaluable learning experience for students

As the Student Ambassadors of IBM Academic Initiative, they stand a chance to gain invaluable learning experience and sharpen skills. This program helps improve their skills in communication, collaboration, team work and offers them a chance to work with specialists in the field of Information Technology.

Best Student Ambassador, who will be selected based on his/her potential, will receive an opportunity to meet people from IBM and interact on one-on-one basis

- Get recognition on campus as IBM Representative
- Invitation to IBM programs
- Will have his/her name on SA Website
- Get a Certificate and will be eligible for a gamut of exciting prizes.

### Benefits of the program

- Enables CoEs to expand their knowledge base and enhance skill levels on IBM technologies
- Enables IBM CoEs to come together through a common forum to discuss, debate, learn and exchange ideas on technology
- Enables sharing of experiences with students thereby motivating them to be part of the industry on various activities

“Overall, it was a splendid experience to learn loads of new things and meet numerous people from different cities, just being an IBM Student Ambassador.”

Ajit Mishra  
IBM Student Ambassador, Calcutta Institute of Technology Uluberia

“It was a blessing for me to work & coordinate with IBM people while organizing many workshops at our university premises. I think that my confidence level is very high now and in future, I would like to venture in all such activities as they improved my management skill. I learnt a lot by meeting many other students and officials on how to interact with masses & also learnt problem-solving skills which will positively impact future career roles.”

Bhavan Poddar,  
IBM Student Ambassador

“This platform has become the manifestation of my life as it had provided me with the perfect settings to share experiences and exchange ideas on technology. I would like to thank TGMC(IBM) for offering me this great responsibility...”

Divya Bhasin,  
MCA(1st yr), IBM Student Ambassador, Banasthali University.



## IBM Software Centre of Excellence

### IBM Centre of Excellence

#### *The Nucleus of the Ecosystem*

At the heart of Project Praviin is the IBM Software Centre of Excellence (CoE). Established across the country, these centres are the crux of the learning ecosystem that connects the IT industry with academia, students and our customers.

Today, we have around 150 CoEs covering 21 states at more than 100 locations & are fast becoming local hubs for commercial training, product development for ISVs, BP's as well as incubation points as they have ready access to a pool of IBM technology enabled talent.

### How does CoE serve the objective of our academic initiative?

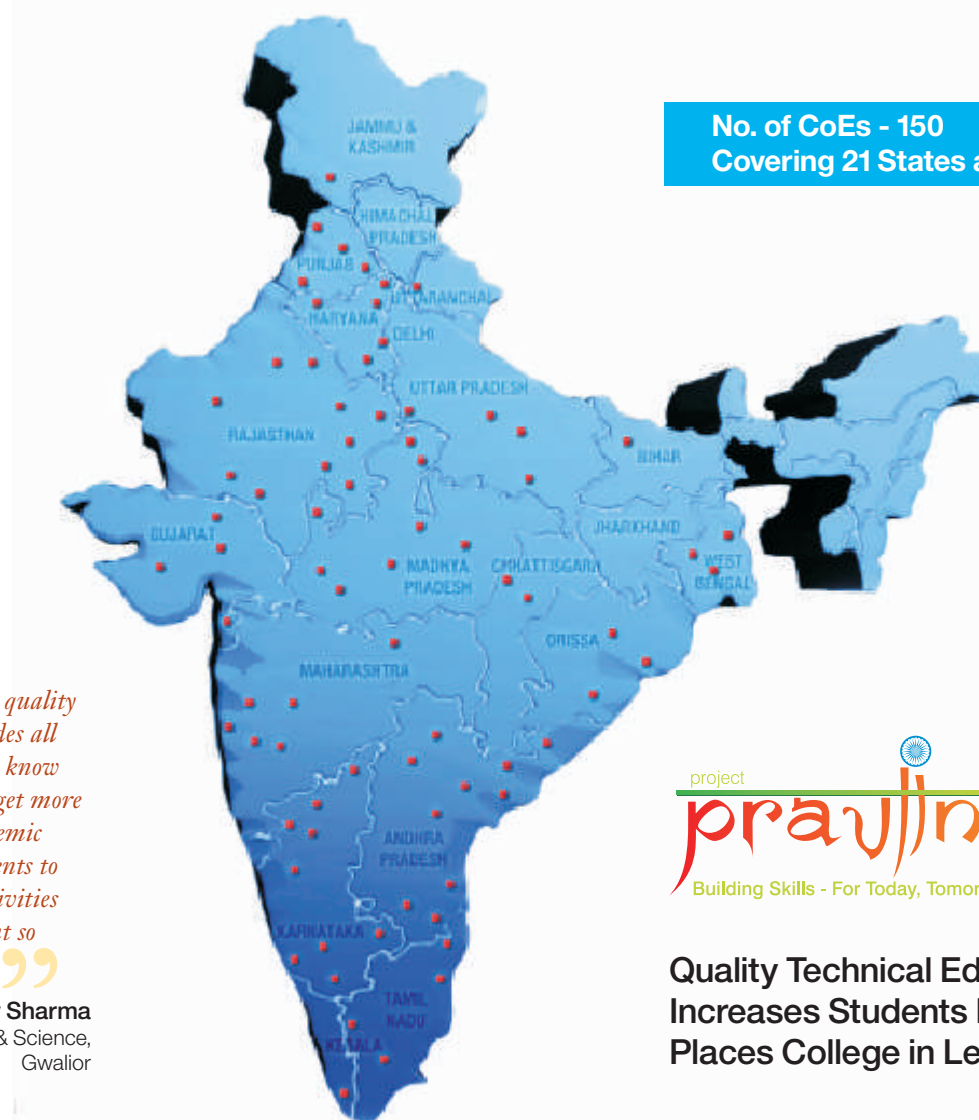
- Bridges the gap between academia and industry requirement
- Provides industry-relevant curriculum and professional certification
- A physical space as a training & certification hub
- Acts as local hub for commercial training, product development for independent software vendors and business partners.

“IBM through Academic Initiative plays a significant role in improving the quality of an engineer through its IBM Software Centre of Excellence. IBM provides all the software and resource materials so that students get much exposure and know about the latest trends and requirements in the IT industry. Students also get more insights into the latest tools which help them to complete their regular academic projects. This kind of industry recognized certifications will enable the students to perform well in their campus placement. These kinds of extracurricular activities will also attract the employer to select the students. Our students have learnt so many things due to TGMC and the workshop was very interesting as well.”

**Sanjiv Sharma**

Assistant Professor, Madhav Institute of Technology & Science,  
Gwalior

# IBM Software Centres of Excellence in India



**No. of CoEs - 150**  
**Covering 21 States at more than 100 locations**



**Quality Technical Education  
Increases Students Employability  
Places College in Leadership Position**



# Academics Speak

A candid conversation with the dean of a Centre of Excellence at Mangalore on **Project Praviin**.

## What is your opinion about the industry - academia interaction gap prevailing currently and its implications if not plugged?

The industry-academia interaction gap has been there since the birth of the IT Industry and perhaps will be there for some time to come. The industry wants creativity, innovation and out-of-the-box thinking, whereas academia is producing candidates with high percentage of marks and focused more on theoretical knowledge with little real-world problem solving skills. This gap, if not plugged, besides producing misfits for industry, will lessen the productivity of the industry as a whole....and if extrapolated, can even imply India losing its current status of attracting FDI in IT & ITeS sectors.

## Your views about the Project Praviin initiative and its skill enablement drive?

Project Praviin's work on skill enablement is good but can be more effective if it brings about the participation, collaboration and involvement of all the stakeholders viz, Industry, State Universities, and other CoEs.

## Any one instance/s where you feel the Project Praviin initiative has helped improve the quality of students in your campus

TGMC has helped bring out the innovative streak in my students and at the same time, made them feel confident so that they could actually come up with more solutions to solve real-biz problems. There is a paradigm shift from the earlier memory-based certification exams to analytics-based exams, and that has been welcomed by students and faculty alike. Since the start of this year, we have close to 150 students certified on IBM technologies in this college.

### Prof. Santhosh Rebello

Dean of Aloysius Institute of Management & Information Technology, Mangalore.

Director of a Centre of Excellence at Ghaziabad share his thoughts on **Project Praviin**

## Your take on the industry - academia interaction gap prevailing in our country?

There is a rapidly growing demand for higher education in today's world because it serves various important functions in our society. The foremost is the creation of knowledgeable individuals who will provide service to the society. This is posing a big challenge to universities and institutions. The recurring demand for skilled and specialized manpower are not being met as a large section of graduates lack the necessary critical-thinking and analytical skills required by the industry.

## What is your opinion on the skill enablement drive of the Project Praviin initiative?

The Project Praviin, an initiative of IBM, is playing a very crucial role in bridging the gap and helping out institutions and students in learning and applying the latest technologies. The support for the process of learning and skill upgrading through students development program and faculty development programs with subsequent certification is really remarkable. It is acting as a catalyst in increasing awareness about these tools and technologies and adding value to the students, faculty and other stakeholders' credentials.

## How has Project Praviin initiative helped improve the quality of students in your campus?

In the process of designing and developing projects based on real-world scenarios, students have undergone the rigorous process of software development which is helping in a great way to understand the software development stages and their outcomes in a real environment through the tools available. This learning will definitely be useful and make them different from others. This learning will increase their employment prospects. However, there is a strong need for translating this learning in some way to increase employment opportunities, of course based on their abilities and competencies; this will be a great motivation and useful in multi-fold.

### Dr Vineet Kansal

Director of Institute of Technology and Management, Ghaziabad





# IBM Blue Scholar Program

IBM's Blue Scholar Program identifies the best of the best students. It has been conceived with the aim of being beneficial for both potential employers (i.e. ISLs and ISVs) and employees (i.e. students). Students who have the “Blue Scholar” tag have the IBM seal of approval, which gives them an edge over others. Potential employers are helped to identify the right candidates at first glance.

## Makes all the difference at the time of hiring!

This will help students to get preference over any other candidate by the companies that are hiring. IBM has a pool of hiring resources in the form of ISLs (India Software Labs) and ISVs (Independent Software Vendors). By posting your resume online along with a ‘Blue Scholar’ tag, you are ensuring that you could be picked up by the best companies, with a job that is suited to your superior qualifications.

The ‘Blue Scholar’ tag entitles you to better future, and all based on your own efforts.



## IBM Blue Scholar Program

The eligibility criteria for this are:

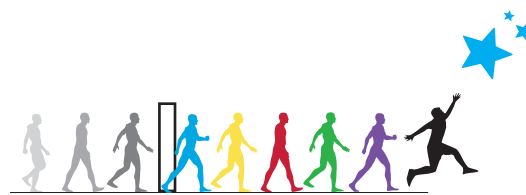
- Should have at least 2 different IBM's Professional Certifications
- Must have submitted a project in IBM's The Great Mind Challenge contest

Your college too can be one of them. If your students have at least 2 different IBM Professional Certifications and have submitted a project in TGMC, please let us know for us to recognize these students.

Below are the colleges which have produced Blue Scholars till date:

College	Location	State	No. IBM Blue Scholars
Asia Pacific Institute of Information Technology (APIIT)	Panipat	Haryana	24
Bapuji Institute of Engineering & Technology	Davengere	Karnataka	8
Bharat Institute of Technology	Meerut	Uttar Pradesh	3
Calcutta Institute of Technology	Howrah	West Bengal	4
Chamelidevi Institute of Technology and Management	Infore	Madhya Pradesh	7
Dr. MGR Educational and Research Institute University	Chennai	Tamil Nadu	18
GITAM University	Vishkapatnam	Andhra Pradesh	12
Graphics Era College	Dehradun	Uttarakhand	1
Indo Global College of Engineering	Chandigarh	Punjab	9
International School of Informatics and Management	Jaipur	Rajasthan	18
Jagan Institute of Management Studies (JIMS)	Delhi	Delhi	7
Karpagam College of Engineering	Coimbatore	Tamil Nadu	112
KLN College of Engineering	Sivagangai	Tamil Nadu	21
KLN College of Information Technology	Sivagangai	Tamil Nadu	3
Maharishi Aarvind Institute of Science and Management	Jaipur	Rajasthan	6
MLR Institute of Engineering and Technology	Hyderabad	Andhra Pradesh	3
Poornima Institute of Engineering and Technology	Jaipur	Rajasthan	3
Shrimad Rajchandra Institute of Management and Computer Application (SRIMCA)	Bardoli	Gujarat	37
Sona College of Technology	Salem	Tamil Nadu	3
Swami Keshvanand Institute of Technologies	Jaipur	Rajasthan	4
Vignan University	Gintur	Andhra Pradesh	17

## The Great Mind Challenge



### The Great Mind Challenge'11 Initiate Collaborate Innovate

## Challenging students to meet industry expectations

The Great Mind Challenge promotes students from engineering colleges from across India in their endeavor to develop solutions for real-time problems and scenarios using IBM and open source software. TGMC's success is a testament to the fact that there is a need in today's competitive world for such an initiative that supports, guides and challenges students to set higher goals.

For more details & to register for TGMC 2012, please log on to [www.ibm.com/developerworks/tgmc/india](http://www.ibm.com/developerworks/tgmc/india)

## TGMC goes social!

TGMC has been active on social networking sites as well and we have had extremely great responses and interactions between students, mentors and the TGMC team on them.

Like us on Facebook-<http://on.fb.me/ibmtgmc>

Follow us on Twitter-Tweet @ TGMCIndia

Watch us on YouTube-<http://www.youtube.com/user/TGMCIndia>

See us on Flickr-<http://bit.ly/a3s7Ns>

Read about us on Wikipedia

[http://en.wikipedia.org/wiki/IBM's\\_The\\_Great\\_Mind\\_Challenge](http://en.wikipedia.org/wiki/IBM's_The_Great_Mind_Challenge)

## Setting new records

Every year, the growth and reach of TGMC have increased. We have seen a marked increase in the number of students who are keen to participate in such an endeavor. TGMC is now listed in the Limca Book of Records as the Largest Technological Contest of its kind. We achieved this distinction when we secured 111000 + student registrations in TGMC 2009 and in 2010, we set a new benchmark with 150000 registrations, making it 2 years in a row!

TGMC conducted its 2011 Felicitation ceremony in Bangalore on 25th July, 2012. Attended by the finalists of the Top 15 teams along with other finalists and eminent dignitaries from the industry, the event was a good interactive platform for all and opened an opportunity for the industry to see and meet the great minds. Representing IBM and felicitating the winners were Mr. Pradeep Nair, Director, Software Group Mr. Maurico Sucasas, Director, ISV & Developer Relations, GMU, Mr. Karthik Padmanabhan, Country Manager, ISV & Developer Relations, & Ms. Malathi Srinivasan, Country Leader, Academic Initiative, Software Group.



*(Seated Left to Right in the picture on top) - Mr. Kartik Padmanabhan, Country Manager, ISV & Developer Relations, IBM, ING's Head - IT Change Delivery; Mr. Aniruddha Paul, IEG's CEO; Mr. Amarnath Reddy Atmakuri, Wipro Infotech's CTO; Mr. T Krishnamurthy Padmanabhan, Polaris ESL's MD, Mr. Mobit Oberoi, Health Sprint's MD & Co-Founder, Mr. P Rammohan, Infosys's AVP, Head - BFSI, Mr. S Soundararajan were present to discuss and deliberate on the topic - "Bridging the Industry - Academia gap - Need of the hour".*

## TGMC 2011 Face to Face Round

TGMC 2011 Face to Face was conducted across the country, with the teams showcasing their skills on IBM technologies to the mentors. It was an exciting phase in TGMC 2011.

The videos uploaded by various teams about their projects are testimony to it. The teams which qualified for the TGMC 2011 Face-to-Face Round were asked to send us a one-minute video showcasing their projects and the IBM technologies they have used. The video of the finalists of TGMC 2011 would be showcased on our Official YouTube Channel. Responses to this activity which we termed as 'TGMC ROLE MODELS' was great and we received more than 70 teams participating.

### Check out the videos on Youtube

<http://www.youtube.com/watch?v=hG5dqV9IRB8&feature=youtube>

[https://www.youtube.com/watch?feature=player\\_embedded&v=W0jgq6SpiY](https://www.youtube.com/watch?feature=player_embedded&v=W0jgq6SpiY)

<http://www.youtube.com/watch?v=gq-bC9Np4cA>

<http://ibm.co/tgmcrolemodel>

## TGMC 2011 Update

The Great Mind Challenge (TGMC) 2011 had enthusiastic participation with more than 2 lakhs registrations done and 4000+ projects submitted. This year, the quality of projects has been great and the competition was fierce. Our judges too had a tough time selecting the best!

## Winners of TGMC 2011



The TGMC 2011 winner team Technomovers from Tirumala Engineering College from Hyderabad, Andhra Pradesh after winning the title of the TGMC Champions! They worked on Hospital Paperless System using various IBM tools and technologies.



The 1st Runner-up team, PERFECT9 from International Institute of Information Technology, Bhubaneswar, Orissa.



The 2nd Runner-up team, QuadCore from Academy of Technology, West Bengal.

Details of the other teams which were recognized are here <http://ibm.co/Nmtq4Y>

TGMC 2011 Felicitation in the press - <http://www-07.ibm.com/in/university/aiinews.html#GMC2011>

## Felicitation Ceremony



## The Great Mind Challenge Coffee Table Book



The Great Mind Challenge for Students contest has come a long way since its inception in 2004. To commemorate our 7th anniversary, we launched The Great Mind Challenge 2010 coffee table book.

You can download the latest from: [http://ibm.co/tgmc2010\\_annualbook](http://ibm.co/tgmc2010_annualbook)

Besides recognizing the youngsters and their efforts in the years gone by, the book elucidates the significance of this platform as a launch pad for students' successes.

**Enjoy this journey called The Great Mind Challenge! Coffee Table Book 2011, Launching Soon...**

### College Speaks on TGMC

“ Thank you very much for TGMC. The event inspires Computer/IT students to do still better in programming. ”

**B N Ksbirsagar**  
CLO, MIT, Aurangabad

### FACTS:



- AC Nielsen study reveal that a majority of 32% of the students ranked TGMC as the No. 1 activity conducted by a corporate on campus.
- TGMC is also recognized by the Limca Book of Records as the largest technical contest in India, 2 years in a row.



# India's Biggest Tech Contest for Students

Launching



## The Great Mind Challenge '12

Initiate Collaborate Innovate

Work on real-life projects using  
IBM tools and technologies

Become Industry-ready with  
exposure to real-life projects

**Submit your Project**

Register now at [www.ibm.com/developerworks/tgmc/india](http://www.ibm.com/developerworks/tgmc/india)

For more details and  
registration visit us on



thegreatmindchallenge





## Profile of the Quarter



**Karthik Padmanabhan**  
Country Manager - ISV  
& Developer Relations,  
IBM Software, India / South Asia

IDR has been at the forefront of driving the ecosystem towards building a smarter planet. In the last few days, we have been trying to focus on how we will integrate with the larger ecosystem within IBM and help leverage our capabilities for better engagement with our audience.

Karthik is responsible for scaling the IBM Software Ecosystem in India / South Asia through developers, Students, IT Pros, Start-up entrepreneurs, Academia, ISV, SI.

Prior to this, Karthik was responsible for growing the IBM Social Business and Collaboration Solution for IBM Software in India /SA.

His previous assignment was in the education space, where he was responsible for student acquisition as Director, ThinkVarsity IT Career School.

He has also worked with Microsoft India as Director – Partnerships. In all, Karthik has over 21 years of experience in IT Industry with companies like Wipro Infotech (4 yrs), Tata IBM (4 yrs) and Microsoft (~10 yrs), ThinkVarsity (~2 yrs).

His core professional experience spans across sales / channel management, strategic partnerships, business operations, education management, product management / marketing, project management, P&L ownership, people management, coaching and counseling.

He can be contacted at [karthik.padmanabhan@in.ibm.com](mailto:karthik.padmanabhan@in.ibm.com)

## Contacts

If you are seeking information on TGMC, Academic Initiative Training & Certifications, IBM Blue Scholar or any other special offering which we have, please mail at [malathis@in.ibm.com](mailto:malathis@in.ibm.com). Kindly ensure that you share the details of the college name with us if you want to be an IBM Academic Initiative partner or a CoE, so that we can respond at the earliest.

### Regional contact details:



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visit [www.ibm.com/in/projectpraviin/](http://www.ibm.com/in/projectpraviin/)  
Previous editions of our newsletters <http://ibm.co/KSgfaU>



## Project Praviin Team

<b>Sarim Zia</b>	Marketing Manager, Academic Initiative
<b>Ankit Vishnoi</b>	IT Specialist, Academic Initiative
<b>Sanjeev Deb</b>	IT Specialist, Academic Initiative
<b>Mani Madhukar</b>	Technical Lead, North & East, Academic Initiative
<b>Radha Satyanarayana</b>	Relationship Manager, North & East
<b>Malathi Srinivasan</b>	Country Leader, Academic Initiative
<b>Lawrence Mohanraj</b>	Relationship Manager, South & West, Academic Initiative
<b>Saravanan Sekar</b>	Technical Lead, South & West, Academic Initiative
<b>Yuktesh C</b>	IT Specialist, Andhra Pradesh & Tamil Nadu, Academic Initiative
<b>Sachin Kumar</b>	IT Specialist, Karnataka & Kerala, Academic Initiative
<b>Sami Shaikh</b>	IT Specialist, Maharashtra & Gujarat, Academic Initiative

(From left to right in the picture below)



## Project Praviin Offerings

### QUICK LINKS

#### Training & Certification

<http://bit.ly/aKHLxi>

#### Faculty Corner

<http://bit.ly/bLssBe>

#### Centre of Excellence

<http://bit.ly/ae0SyM>

#### The Great Mind Challenge

[www.ibm.com/developerworks/tgmc/india](http://www.ibm.com/developerworks/tgmc/india)

#### Resources

<http://bit.ly/dbDQYz>

To interact with Project Praviin team, follow us on twitter ([twitter@ProjectPraviin](https://twitter.com/ProjectPraviin)). If you want to deliberate on topics such as skills gap in the industry or other pressing IT industry related issue, join us on LinkedIn (<http://linkd.in/projectpraviin>).

# Project Praviin

## At a glance

IBM Technical Training and Certification Infrastructure in India for building skills in academia. ([www.ibm.com/in/projectpraviin](http://www.ibm.com/in/projectpraviin))

Project Praviin is aimed at bridging the gap between what is taught as a part of the curricula at various campuses and the real-life situations business organizations encounter. Project Praviin also envisages building an ecosystem for Indian IT industry to thrive across Indian cities and towns. Project Praviin, as well as the ecosystem built as a result, is expected to help India reap the benefits of the demographic advantage and help 100s of Indian cities participate in the IT revolution.

Today, there are around 150 IBM Software CoEs across 100-odd Indian cities enabled with Project Praviin-backed industry-ready curriculum, professional certification and incubation programs. Apart from CoEs, Project Praviin also works with hundreds of other colleges across the country in its mission to build market-relevant skills!

## Objectives:

- Creating a pool of skilled resource on IBM Middleware
- Ensuring availability of industry-ready IBM certified students
- Building a self sustaining model to ensure a continuous stream of competent skills in the market
- Creating an infrastructure for training business partners & students at multiple locations
- Building strong linkages between IBM, Academia, IBM's Business Partners and Clients, various other industry groups & Government, for a collaborative ecosystem in the software industry

## An opportunity for the corporates for a joint collaboration

IBM has made an investment and nurtured 150+ Centres of Excellence (CoE) pan India, hence there is a chance to take it to the next level through a 'Joint-CoE'.

- A bouquet of 150 CoEs across the country to choose from
- Create the skills the need
- Nurture these students while still on campus through special projects as per organization's needs
- Mentor them for The Great Mind Challenge (TGMC) contest
- Opportunity to recruit students before campus placement.



## Training & Professional Software Certification

The team is glad to announce that over 120,000 students and faculty members have been trained with more than 70,000 of them certified on IBM technologies developing capability in Enterprise Level (Web) Application Development & Management, Database Administration, Enterprise Server/Storage Management, Collaboration, Project Management and Business Analytics.

**120000+ Trained & 70000+ Certified students on IBM Software so far!**

*(Data from 2009 – June 2012)*

IT professional certification has become an expectation while hiring. Keeping that in mind, IBM Academic Initiative Program offers software training and professional certification to students from engineering and MCA colleges.

The advantages of this certification are:

- Global recognition
- Better exposure
- Market-ready skill sets

Project Praviin Team has been working towards increasing the available and pre-trained skills in the market and the facts vouch for us.



Project Praviin  
An Overview

[http://bit.ly/projectpraviin\\_overview](http://bit.ly/projectpraviin_overview)

# Looking for **fresh talent** with **IBM software skills**?

**150**  
**CoEs**  
(Centres of Excellence)

**Covering 100 locations**  
**across 21 states**



**Project Praviin**  
(IBM's skill building initiative)

has **trained 120000+** and  
**certified 64000+** engineering students  
on various IBM software products!

**Want to hire the best?**  
email us at **projectpraviin@in.ibm.com**