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Greetings from the Service Support Team @ Mindlogicx!

Hope that you are doing well in the marketplace. The responses coming from various franchisee territories across the country are quite encouraging. Our marketing teams are visiting various regions of the country and are in the process of closure of deals initiated by the partners. The preceding month has witnessed a sharp surge in marketing activities facilitated by the Partners Meet and Universities of India (Uoi) meet at Bangalore. This issue of Edunews provides you the details of these activities.

So read on to know more.

Universities of India 2008 - 09

The Knowledge Conclave - Universities of India 2008 -09 was conducted at Eagleton Resorts, Bangalore between 22nd and 24th of January 2009. This event was celebrated with great zeal and zest by all Mindlogicxians as well as the franchisee partners. Many vice chancellors, deans and academic administrators from universities across India participated in this event. The chief guest of the event was Smt. Daggubati Purandeswari, Minister of State for Human Resource and Development, Government of India . She graced the occasion on the concluding day (24th Jan 2009) and launched the '**Universities of India 2008**' publication.

**Universities
of India 2008 - 09**
A Knowledge Conclave

The event received an overwhelming response from the media, academic and corporate sectors. Addressing the gathering, the Minister stated that the State Governments should enhance the funding for higher education. The central government shall fund the central universities, but the state universities should be funded by the respective state governments. She also stated that the government is trying to bridge the gap and meet the faculty shortage in higher education sector by increasing the retirement age of the faculty members to 65 years.



**Prof. V.N. Rajasekharan Pillai – VC IGNOU, addressing
in a panel discussion at Uoi Meet**



**Smt Daggubati Purandeswari
addressing the gathering**

During the meet, corporate and academia had a good chance to exchange their views and join hands for improving the higher education standards in the country. Speaking during one of the panel discussions, Mr. Suresh Elangovan, CEO of Mindlogicx Infotech Ltd stated that “Universities must prepare their students to face the challenges awaiting them. It is a tough world and it is essential that the students have the requisite skill sets in place.”

While heralding that e-learning is an important facet of teaching in today’s technology driven world, the VC of IGNOU Prof V.N. Rajasekharan Pillai stated that “There is a demand in the universities for the teachers with the domain knowledge. The greatest challenge for any university is to provide quality with relevant quantity of students.”

This event conducted by Mindlogicx in association with D & B India shall be cherished by all of us for a long time. For your preview, we are providing below some of the photographs of this event.



Launch of Universities of India 2008 Publication



Dr. R. Radhakrishnan – VC Anna University Coimbatore speaking on a Panel Discussion

Partner Meet

Prior to “Universities of India” conclave, the “Partner Meet 2009” was hosted at Mindlogicx’ corporate office in Bangalore on 20th and 21st January 2009. We hereby acknowledge the enthusiasm and pro-activeness of all the partners during the meet. During the event, thorough product training and business roadmap was provided to the franchisee partners. Queries raised by the partners were also resolved to their satisfaction.

We, at Mindlogicx, got a good chance to interact with you during this partners meet and exchange views. We are sure that you have definitely benefited from this meet. All the partners are now fully geared and sales activities are mobilized across the country. As a result, the news coming from various partners on their sales activities are quite encouraging and we are delighted to see the success within a short span of time.

Upskilling Programs Launch

Mindlogicx management has decided to launch the Upskilling Programs. In this regard, the communication seeking your responses and feedback has already been sent to you. We request you to respond, in order to enable us to launch these cards at the earliest possible. In addition to your feedback and response, we would like you to send us your card requirements

for each Upskilling Program as per the potential target group existing in your territories. As soon as the response from all the partners reaches us, we shall formally launch the upskilling programs and send you the requisite stocks.

Secondly, there have been requests from many of the partners regarding lower denomination Educards. The management is considering this for Educards of Test Preparation series. We suggest you to send us your feedback at the earliest possible.

Tours by Marketing Team in Franchisee Territories

Currently our marketing teams consisting of BDMs and KAMs are visiting various franchisee territories and meeting prospective clients. Tour plans can be finalized from the company once appointments and meetings are confirmed by the franchisee partners within their territories. So we suggest that all the preliminary ground work is completed by you before sending out communication to the company for marketing persons to visit your regions. First level meetings with the clients should be handled by the franchisees. Once the lead warms up and enters in the final stages, the BDM/ KAM shall visit your territory and assist you to close the deal. For this purpose, you may initiate dialogue with potential clients in your territories for GradFirst as well IntelliEXAMS verticals.

The marketing collaterals, product write-ups and other relevant material for this purpose can be requested from the company whenever required.

The last words for this month

Extensive ATL/ BTL activities are planned in the coming weeks in all franchisee territories. We shall elaborate on it in next issues of Edunews.

Any feedback or comments from you on the information given in this issue of Edunews would be most welcome at response@mindlogicx.com.

We appreciate your business. Looking forward to serve you better.

Warm Regards

Service Support Team
Mindlogicx Infotech Ltd