



Partner with EDU
A Rs 5000 Crore Opportunity

EDUCATION SECTOR PRESENTS A **BUSINESS OPPORTUNITY**

**Education is one of India's
fastest growing sectors**

*At Rs 320,000 crores the education industry is expected to grow by 10% CAGR over next 5 years**

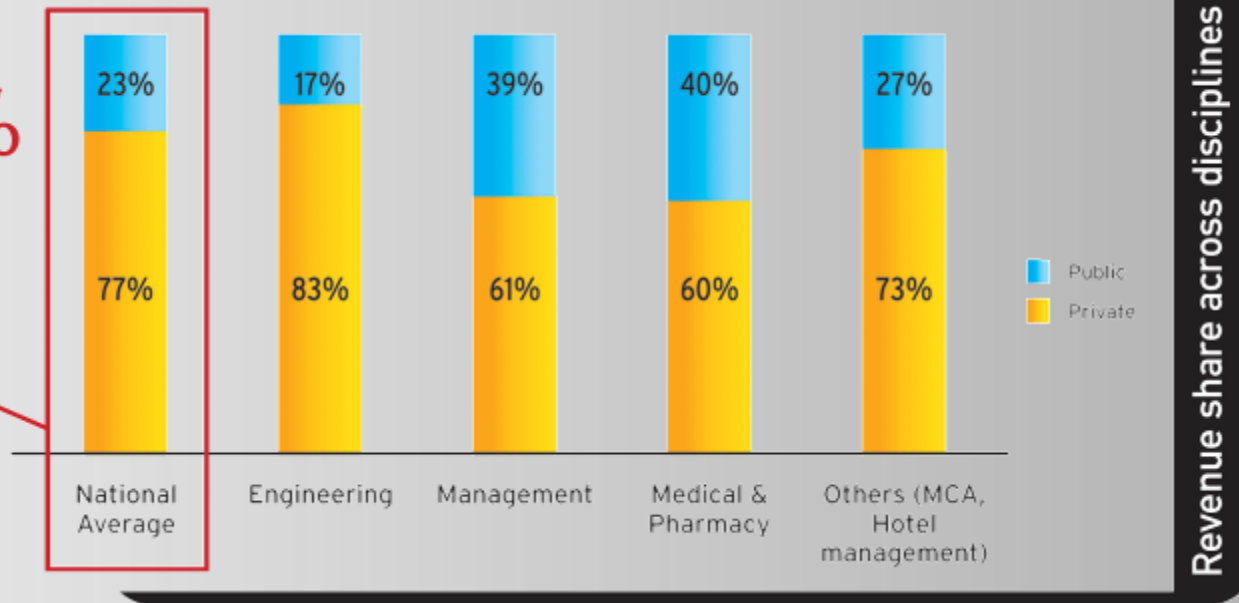
**Privately managed
institutes lead the pack**

At Rs 200,000 crores privately managed educational institutes account for more than 60% of the total education sector revenues

AND DOMINATE THE HIGHER EDUCATION SEGMENT

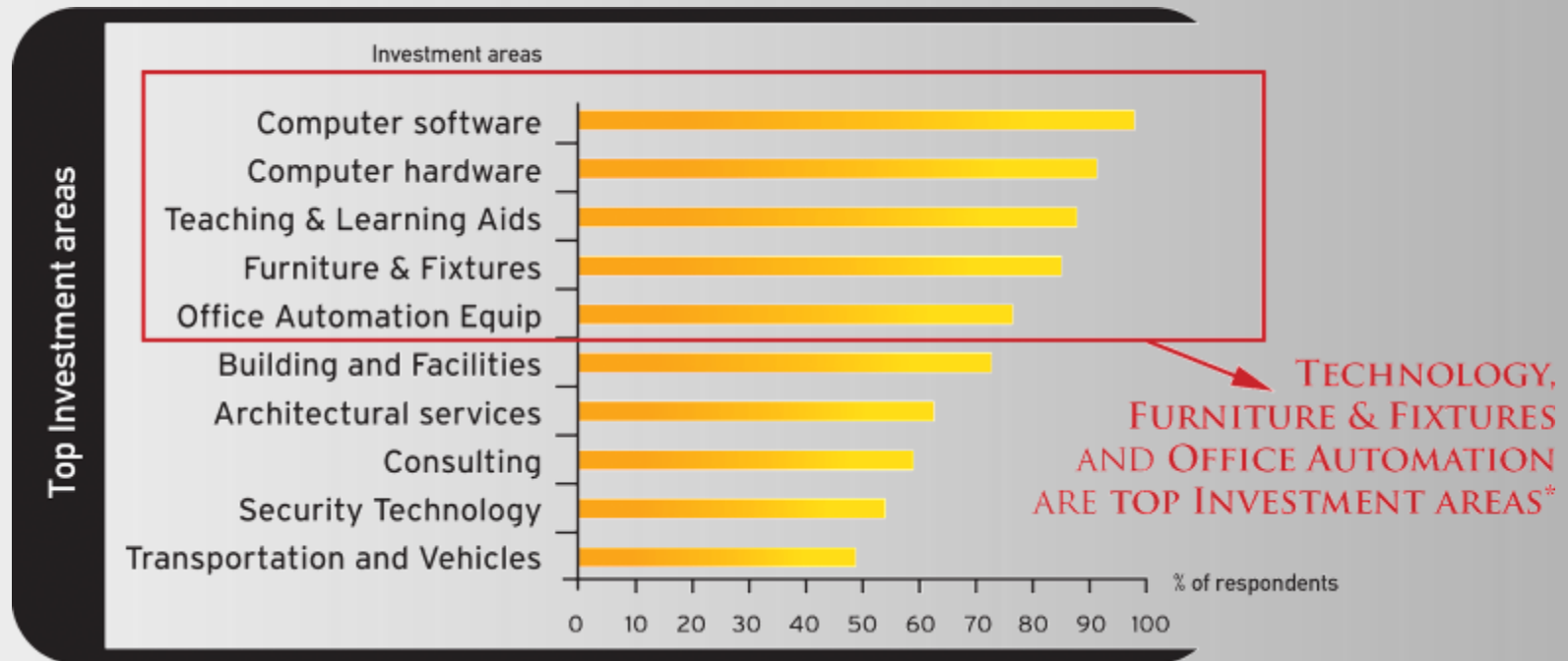
Public vs. Private revenue share across disciplines

PRIVATE INSTITUTES ACCOUNT FOR **77%** OF THE REVENUES IN THE HIGHER EDUCATION SEGMENT



AN OPPORTUNITY WORTH Rs. 5,000 CRORE

Privately managed institutes are expected to invest over Rs. 5,000 crores in infrastructure over the next 3 years



DECISION MAKERS **NEED HELP** ON ...

How do I?

Academic issues

- Keep the curriculum relevant & current ?
- Improve employability of the graduates ?
- Monitor the quality of the education ?
- Improve the learning process ?

Infrastructure issues

- Know things to keep in mind when building infrastructure?
- Manage our energy bill?
- Attract best faculties and talent in the country?

Technology Issues

- Identify our technological needs?
- Know which technologies should we invest in?
- Decide whom to procure our solutions from?
- Decide how much to invest?

Management & Strategy

- Create processes and system to grow?
- Recruit and retain talent?
- Promote our brand?
- Leverage our intellectual properties?

**>90% of the decision makers
want a neutral platform***

EDUTECH DELIVERS THE PLATFORM TO THE COMMUNITY

Relevant Content

Range of Issues: 5 edit sections

Latest Updates: News

Features,
Interviews

Solution Oriented: Case studies,
Ask the expert,
How-to
Career Development

EDUTECH helps decision makers at higher & technical educational institutions govern their institutes smartly

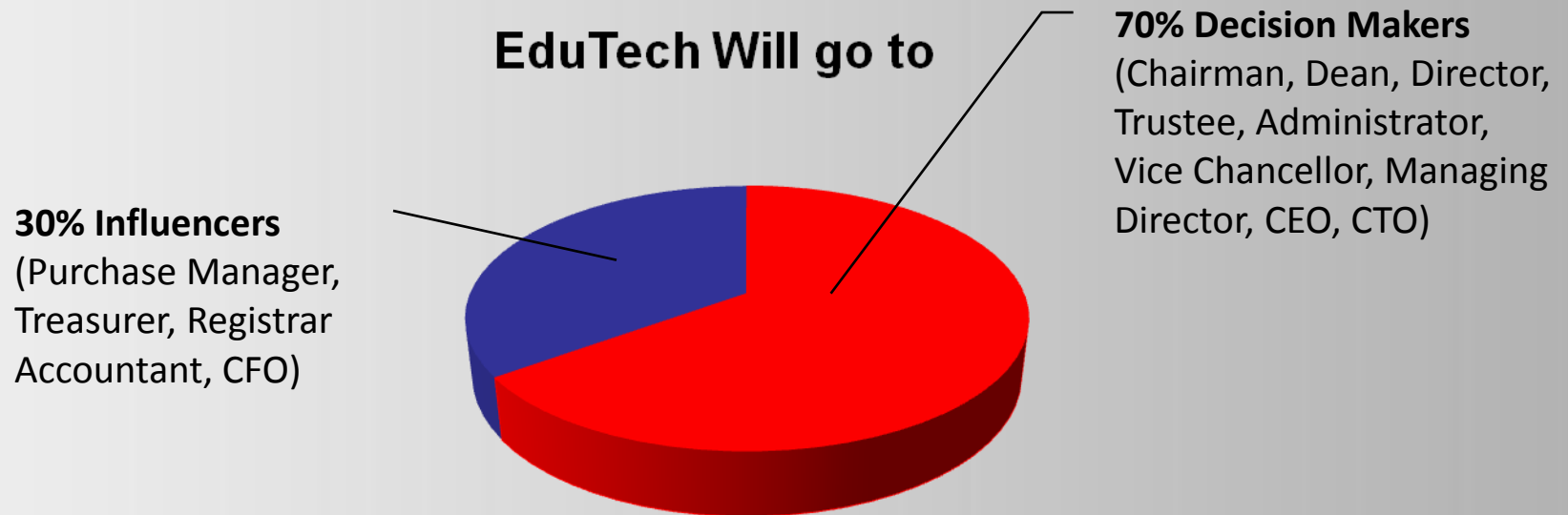
Magazine sections*	Topics covered
Management	<ul style="list-style-type: none"> • People Management • Financial Management • Knowledge Management • Energy Management • Water and Waste Management
Strategy	<ul style="list-style-type: none"> • Quality Control and Assurance • Policy and Regulatory Issues • Franchising and Licensing • Investment and Partnership Opportunities • Institutional Branding
Infrastructure	<ul style="list-style-type: none"> • Building Construction and Architecture • Institutional Facilities • Transportation and Vehicles • Furniture and Fixtures
Technology	<ul style="list-style-type: none"> • Learning Aids and Solutions • Computers & Software • Student Management Systems • Examination Systems • Campus Networking & Communications
Academic Matters	<ul style="list-style-type: none"> • Curriculum Development • Industry-institute Partnerships • Performance Evaluation • Pedagogical tools

EDIT CALENDAR FOR FY '09-'10

Months	Cover Story	Strategy	Academics	Technology	Administration / Management	Campus/ Infrastructure	Case study
2009-Nov	Regulation	Institutional branding	Executive education	IT security	People: faculty famine		Networking
2009-Dec	Tommmorow's universities	Expanding into multiple campuses	Distance learning	Computers	Finance: managing money	Creating green campuses	High speed wireless
2010-Jan	Open knowledge	International collaboration	Academic auditing	Storage	Knowledge: documentation and records	Designing A smart campus	Smart card solutions
2010-Feb	Foreign education	Building inter-institutional partnerships	Teaching methods	White boards/ interactive boards	People: retention tools and techniques	Residential campuses	Collaboration technology
2010-Mar	New central universities	Franchising/ licensing	Continuing education	Printers/ scanners/ mfd	Finance: generating revenue	Floor coverings & tiles	Wi-fi

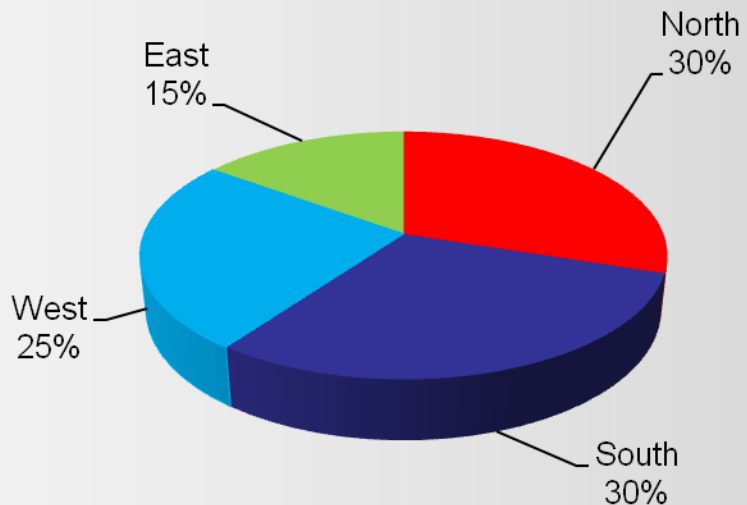
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Connect with **+5000 Decision makers**

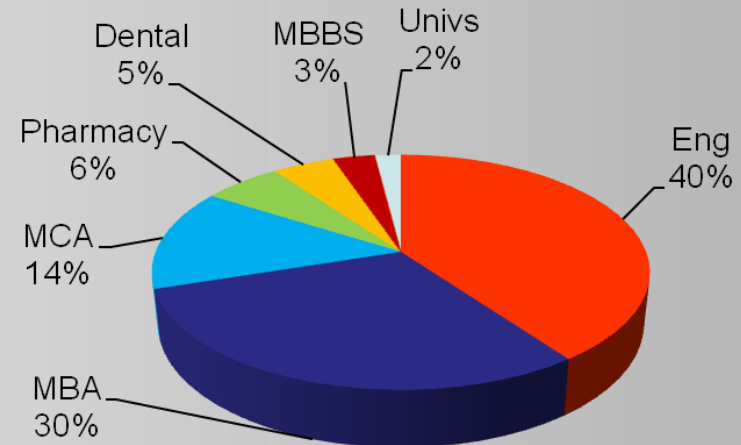


EDUTECH GIVES YOU **THE RANGE**

Across Regions



Across Institutes



SAMPLE DATABASE

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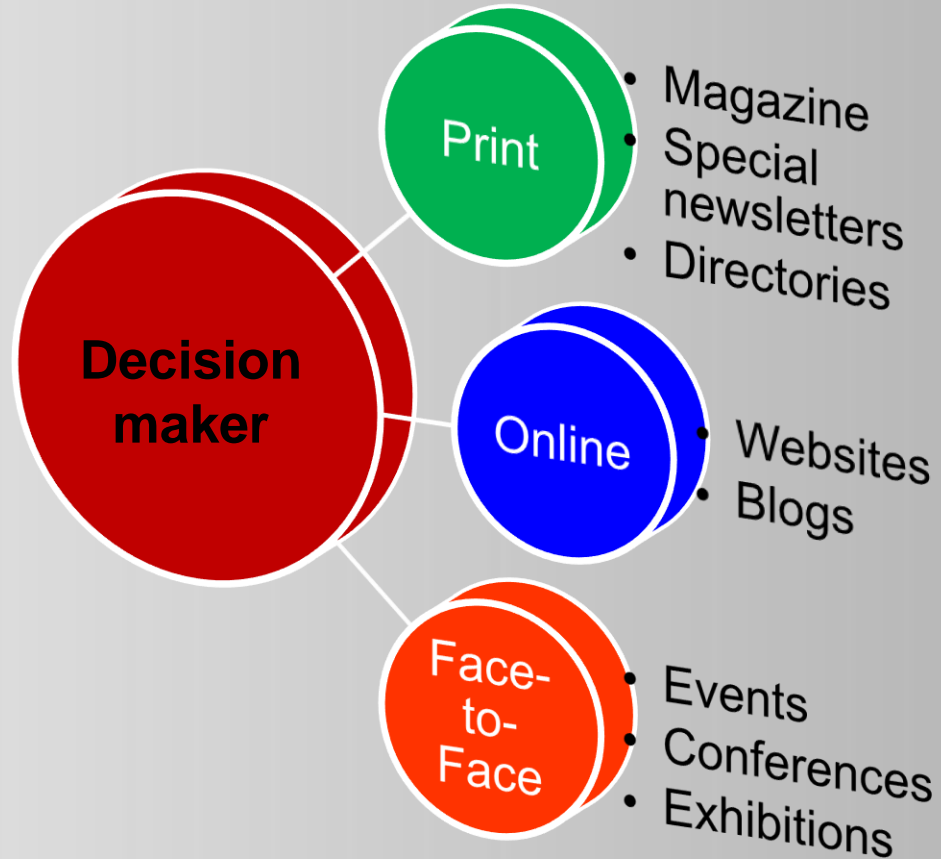
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SEPTEMBER 2009
EDUTECH-INDIA.IN
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Driving Change

HED Ministry is determined to take higher education in India to the next level by giving complete autonomy to a single regulatory body.

The NCHER is constituted on the basis of recommendations of Prof. Yash Pal Committee report, which in October 2008 Minister Kapil Sibal said, "It is a real sign for the future of education in the country." The 45-page report submitted to the Ministry of Human Resource Development suggested steps to restructure and improve higher education in the country, and recommended that the NCHER would submit a report as 150 members of the committee, including the members of the Planning Commission to study the structure and scope of the proposed National Knowledge Commission and the role of the All India Council for Technical Education.

Knowledge Commission Chairman Sam Pitroda, has also increased the importance of a single regulatory body to decide matters pertaining to higher education. "I think in higher education what we really need is a new sense of a higher education commission, central regulatory authority to control the planning body," he said. A multi-member task force is expected to be appointed by the Planning Commission soon to study the structure and scope of the proposed NCHER, based on the recommendations of the National Knowledge Commission and Yash Pal Committee report. The NCHER is expected to be functional in a couple of years.

The Digital Alternative for Managing Deficits

California governor Arnold Schwarzenegger wants to bring state-wide digital technology into classrooms, by replacing old-fashioned textbooks with digital alternatives. With financial books being the most of the books, the former governor has announced that traditional textbook books are "financially unviable" and expensive when alternative video is a more viable alternative to textbooks.

When you are a school district or trying to cut costs, you can save big by ditching textbooks and using digital books. The books will be available on the web and you can use them on your laptop or tablet. You can also use them on your smartphone or tablet. You can also use them on your tablet or smartphone. You can also use them on your tablet or smartphone.

400 million dollars could be saved by ditching text and digital books in California schools.

90% of California's high school students were met by 10 of the 15 digital books recently reviewed.

Setting Up a Model University

NIIT University coming up at Andhra Pradesh will attempt to 'showcase how industry and academia can work together'.

NIIT is the first private IT education in India, it is setting up the NIIT University (NU) in Visakhapatnam, Andhra Pradesh, on a sprawling 100-acre residential campus. The six-yearly institution will offer B.Tech, M.Tech and PhD programmes starting September 2010.

"Engineers have virtually no say in how education is imparted, because the only entity which regulates and fully controls education is the government. They have left no space for anyone else," says Karande (former vice-chancellor of IIT). "We have to create new examples which show industry and academia can work. That's the experiment we are trying to do."

While the idea of the university originated as early as in the 1990s, the idea of the institute was shaped by a series of visits from academia and industry in 2005, including former IIT directors and business chief Dr. K. Ramesh. Thanks to this, the curriculum is provided based on the needs of industry and focuses on providing students with "comprehensive, practical and useful" in today's globalized economy.

Designed by a US-based firm that specializes in campus planning, the university will also set examples in design, architecture and technology.

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Smart Satellite

IT Kapshe, which celebrates its golden jubilee this year, has added another feather to its cap. The Indian Space Research Organisation (ISRO) has launched a new satellite, which is a part of a series of satellites, from the previous mission, in October 2009. The satellite, which weighs less than 100 kg, will provide information related to the environment and the weather.

Second Career

Salaries of the Indian civil service have been dropping like a stone since the advent of a second career. Thanks to an MoU signed between The Indian Council for Technical Education (ICTE) and the Indian Army, the Army Group project, the Army-ICTE University College of Services is set to launch in the near future. The college will provide training and education to the officers and other personnel of the Indian Army. The college will also provide training and education to the officers and other personnel of the Indian Army.

Ancient Casts Modern

Salaries on the one hand? It is a move to reduce the language, a new national project for learning Sanskrit will also ensure a high level of interest and learning.

The Ministry of Education has announced that it will allow new programs to pick up the language through self-financing by the government. The project of the Indian Council of Technical Education (ICTE) has been announced. The project is to set up a Sanskrit University in the state of Andhra Pradesh. The university will provide training and education to the officers and other personnel of the Indian Army.

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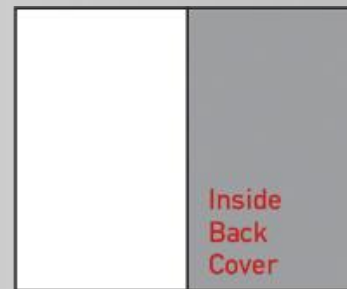
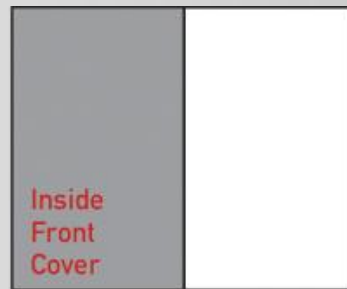
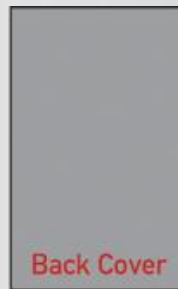
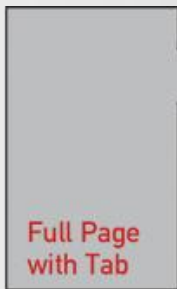
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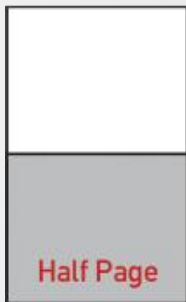
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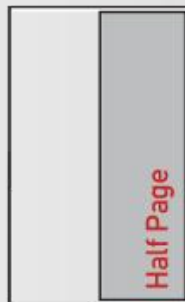
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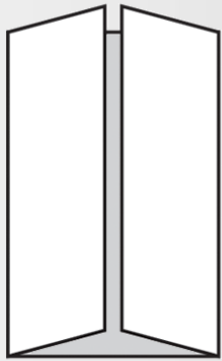


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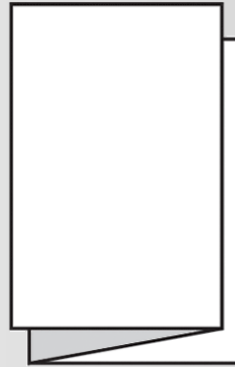
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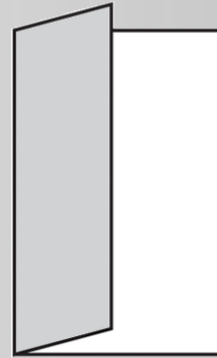
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Bleed: 43 cm x 30 cm

FRENCH WINDOW



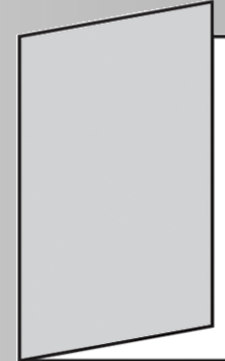
Trim Size: 41 cm x 28 cm
Print Area: 38 cm x 25 cm
Bleed: 43 cm x 30 cm

REVERSE GATE FOLD



Trim Size: 10.5 cm x 28 cm
Print Area: 9 cm x 25 cm
Bleed: 12.5 cm x 30 cm

FRONT COVER FLAP



Trim Size: 21 cm x 28 cm
Print Area: 18 cm x 25 cm
Bleed: 23 cm x 30 cm

FALSE COVER



WRAP AROUND



BOOK MARK

TARIFF

TYPE	INR
Full page	60,000
Full Page with Tab	150,000
Half Page (horizontal/vertical)	45,000
Back Cover	130,000
Inside Front Cover	110,500
Inside Back Cover	105,000
Double Spread	120,000

ALLIANCES & ENQUIRIES

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