



INSPIRED BY LIFE

Manipal Education Launches EduNxt

- *EduNxt – a next generation Technology Learning System from Manipal Education*
- *Will be launched first for Sikkim Manipal University's Distance Education students in July 2009*
- *Enables collaborative, interactive and personalized learning that empowers students for a brighter future, ensuring they are employment- ready*
- *Steve Ballmer, CEO, Microsoft Corporation Pvt Ltd, launches EduNxt in Mumbai*
- *Manipal Education is partnering Microsoft, BSNL, and netbook OEM suppliers to provide quality, affordable education coupled with computer access and connectivity*

Mumbai, 12th May 2009: Manipal Education, a pioneering force in Higher Education, today announced the launch of its *next generation learning system - EduNxt – a new Technology infused Learning System that will transform Distributed Learning in India.*

Affordable and easy to use, **EduNxt** enables a collaborative and interactive environment for learning and includes small group mentoring, virtual classrooms, simulation and other interactive content, self-study content, recorded presentations and shared browsing. This innovation from **Manipal Education** thus shifts the Education paradigm from being 'faculty-centric' to a 'learner-centric' environment. Infusing technology into both teaching delivery and learning enablement, **EduNxt** empowers students with anywhere, anytime access. Students will now experience a 'portable campus', 'carry along mentors' and will have access to over one million online books and journals – all at their fingertips!

EduNxt will be launched first for Sikkim Manipal University's Distance Education (SMU - DE) students in July 2009. EduNxt combines academic rigor and a personalized learning environment with SMU – DE's hybrid learning delivery system with its flexibility, convenience and accessibility to offer a first of its kind learning environment in India.

Speaking at the launch, **Mr. Anand Sudarshan, CEO, Manipal Education** said, "EduNxt is truly transformational and has the potential to change higher education in India. It has the power to scale and provide highly affordable access to quality education to aspirants even in far-flung areas of the country, thus achieving geographic inclusivity. We see this innovation providing significant impetus to the higher education enrolment rate, employability and positively influence the economy of our country."



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Manipal Education is partnering with Microsoft, BSNL and netbook OEM suppliers in an effort to provide quality affordable education coupled with computer access and connectivity, enabling an enriching personalized learning experience for all its students.

Speaking at the launch, **Mr. Steve Ballmer, CEO, Microsoft Corporation Pvt Ltd**, said, "India's emergence as a global technology center is the direct result of its strong education system. At Microsoft, we have always believed that education is the foundation for opportunity and success. One of our most important commitments is to help deliver high-quality educational materials to those who lack access to teachers and resources. The **EduNxt** distance learning platform is a great example of how information technology can extend the reach of great educational resources. We look forward to continuing to work with Manipal Education to expand educational opportunities in India."

Adding to this, **Mr. Ravi Venkatesan, Chairman, Microsoft India**, said "India has the largest education system in the world, but it will never be large enough for us to reach every student in every corner of the country. The answer is not to wait until we have enough teachers – but to increase the impact of the teachers that we do have today. Distance education is one of the answers, as is implementing other technological solutions. Education in India has a chance of being transformed if various players, public and private, come together."

The addition of **EduNxt**, the next generation technology infused learning system to Sikkim Manipal University's hybrid Distance Education learning delivery model is bound to have a far-reaching positive impact on aspirants and students in the distance education sector in India.

About Manipal Education

Manipal Education is a pioneering and leading academic & education services provider in India. With over 50 years of steadfast focus in the field of Education, the group provides education services across all genres. The group's presence includes 3 universities - Manipal University, Sikkim Manipal University, and American University of Antigua - and over 30 institutions in India, besides colleges & campuses in Antigua, Dubai, Malaysia & Nepal.

In addition to formal university programmes delivered through 5 campuses in India & 4 overseas, Manipal Education also has a range of education offerings in Distance Education, Professional & Skills Education across multiple genres, as well as industry leading partnerships such as the ICICI Manipal Academy for Banking (in association with ICICI Bank).

Manipal Education has strategic investments in emerging companies, including U21Global - the world's premier online graduate school based out of Singapore, and MeritTrac - India's Largest Skills Assessment & Testing Company.

About SMU-DE

Sikkim Manipal University, a unique public-private initiative between the Govt. of Sikkim and Manipal Education, offers Post Graduate, Graduate, Post Graduate Diploma and Diploma programs across 10 disciplines. The disciplines include Allied Health, IT, Mass Communication, Biotechnology, Fashion Design, Hospitality, Telecom, Commerce and Management.

SMU, a state University, is recognized by the UGC, Ministry of HRD and is a member of the Associations of Indian Universities. The Distance Education Council has granted recognition to all Distance Education programs offered under the aegis of SMU (Sikkim Manipal University). The SMU Directorate of Distance Education is ISO 9001:2000 certified.

For more information, log on to <http://www.smude.edu.in>