

Report  Junction.com

WORK IS LOVE MADE VISIBLE

**Jetking®**  
India's No.1  
Computer Hardware & Networking Institute

24<sup>th</sup> ANNUAL REPORT 2007-2008

## VISION

"Sa Vidya ya Vimuktaye."  
To Provide  
"Good Education that Liberates."

## MISSION

Create Globally Competent  
IT professionals.

## VALUES

We believe in: Leadership, Creativity,  
Transparency, Integrity,  
Trust and Equanimity.

## CREDO

What I hear, I forget.

What I see, I remember.

When I question and discuss, I begin to understand.

When I go on 'to do', I acquire knowledge and skill.

When I teach another, I master.

When I learn to be equanimous,

I am able to grow to my full potential.



1 From the Chairman's Desk	2
2 From the Desk of the Joint Managing Director	6
3 Jetking Strategy	8
4 Results at a Glance	9
5 Building a Brand	10
6 Milestones	12
7 Annual Report	13

## FROM THE CHAIRMAN'S DESK



While value creation is the basis of all commerce, it's time to get deeper into the root of this foundation. It's time to look into the goodness that commerce can impart and turn it into the next big strategy that fuels the success mantra of our organization. It's time to stir the soul of business.

With our foundation deeply rooted in the Indian philosophy of attributing *perception* to the mind, *conceptualization* to the intellect and *illumination* to the self, spirituality has been an integral part of our managerial system for over 60 years now. 2007-2008 was a year when I stopped and looked back to see how successfully Jetking has proved that spirituality in management strategy is no longer an oxymoron.

### CREATING FINANCIAL - WORTH VIA SELF-WORTH

Strategy, is not a stand alone management process, it is infact, a logical progression from a high level mission statement to the actualization of work. Evolving to weather external environments coupled with internal capabilities, its success depends on the values, principles and motivational levels of an organization and its people. To say that Jetking's basic values of creating a society of empowered youth, has inspired our team to achieve a growth of over 65% in the year ending 2007-08, is putting it mildly. Our managers and partners across levels and states increasingly want to nourish their spirit and

creativity and add true meaning to our vision - "**Sa Vidya Ya Vimuktaye**" or provide Good Education That Liberates.

My recent interactions with leading corporate gurus and managers at Harvard brought out a fresh perspective on Jetking's strategy viz-a-viz competition and the global corporate environment. Identifying our key competitive advantage in this manner helped Jetking hoist itself in a uniquely enviable position above the ever growing competition in the Hardware and Networking arena. The Smartlab Plus methodology, developed in the year 1998, was further strengthened and over 880 faculty members were trained to understand and implement it across Jetking centres.

To give an analogy, the methodology is like a

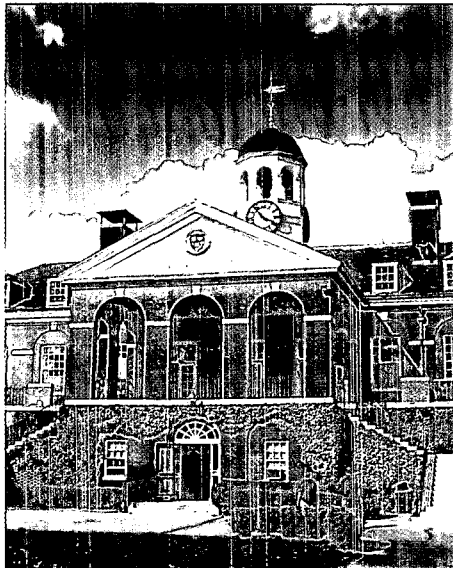


washing machine. Just as the machine uses detergents, bleach and water and takes a dirty piece of cloth through the various cycles of wash, spin and dry till it comes out spotlessly clean, similarly, Smartlab Plus puts a student through various programmes like- Smartech, Personality



Development, English Speaking, CBT, Field visits, 60% practicals, yoga and comprehensive quiz to turn them into confident, well trained, "office ready" professionals. Smartech which is derived from Smartrain makes technical training fun faster and easier for non-technical students.

Further strengthening the Personality Development Programme is our innovative "Transformation Programme". Developed on the basis of learnings from renowned trainers like Anthony Robbins, Richard Bandler and Tyler



Harvard University Campus

Durden, one of Jetking's key trainers, Mr. Harsh Bharwani, has designed the programme to help students gain confidence; get corporate dressing and grooming tips; improve communication skills and think positively, within a period of 3 days.

At Jetking, our best practices are designed with a focus on helping our managers attain much more than financial growth and material satisfaction. They aim at adding a greater sense of purpose into their work life. With regular sponsorships and nominations to development programmes conducted by renowned trainers, we have successfully created a team of highly fulfilled and sustained performers.

The recent CTT workshop by the world renowned



Chairman, Mr. Suresh G. Bharwani  
Receiving the Pike's Peak Award from Mr. Bob Pike

trainer Bob Pike, re-emphasised the strengths of our Smartech and Smartlab Plus methodologies. Moreover, a series of workshops on the case studies from Harvard have ensured that Jetking has invested over 30,000 man hours into varied training programmes for managers and partners in 2007-2008 alone. Of course, a detailed study of some case studies, like Walmart, have helped our managers develop tougher negotiation systems and tighten our wastage and loss making areas.

The Franklin Covey workshop on 7 Habits of Highly Effective People, needs a special mention here. With the objective of providing our core team and franchisees a tool to help them lead an organised professional as well as personal life, we carried the programme across Mumbai, Bangalore and Delhi.

Covey's group also conducted the 4 Disciplines of Execution Programme with Jetking's core team and partners, with an objective to set organisational goals for the year 2008-09. The teams were helped to understand and define their Wildly Important Goals (WIGS), with a clear understanding that if the WIGS are not achieved in a year, whatever else they achieve would be considered immaterial.

## MAXIMIZING PROFITS BY MINIMISING STRESS

Yoga and vipasana have been the guiding force behind every successful manager and partner at



Jetking. And we can confidently say today, that every manager and partner is a success at Jetking.

According to a study at the Harvard Business School, published in the Harvard Business Review, "business owners credit 80% of their success to acting on intuition...". At Jetking this has been a standard practice encouraged amongst all levels of managers, since our inception. Through our regular camps at Igatpuri and the Yoga Institute, at Santacruz, Mumbai, managers are learning to build shared values, deep listening skills, making action and intention congruent and using intuition and inner guidance in decision-making. While employees are being trained to use "maun" to improve concentration, they come away with higher learnings of anger

**योगस्थः कुरु कर्माणि संगं त्यक्त्वा धनञ्जय ।  
सिद्ध्यसिद्ध्योः समो भूत्वा समत्वं योग उच्यते ॥**

*"Perform action O Dhananjay established in yoga.  
Renouncing your attachment and staying even  
minded in success and failure is highest yoga."*

management and greater values of self-discipline. What is interesting to note in this entire spiritual development, is that the managers have led the company towards tremendous fiscal growth. From highly inspiring, individual case studies of partners who have grown from being one centre owners to multi-centre owners, to managers who have learnt to aim and reach for bigger goals while never forgetting to live in the present, Jetking is

today a company, rich by 125 franchisee centres across the sub-continent of India.

## FOCUSED GOAL MANAGEMENT VIA FLEXIBLE ROLE MANAGEMENT

I find our managers using the values of detachment as explained in the Bhagvad Gita to effectively achieve their goals. Rigidity and regulations have easily been replaced by spontaneity and creativity. The result, undoubtedly, has led to innovations. Newer methods of teaching and learning; newer dimensions of growth and in turn a greater generation of value for ourselves and our ever

growing customer base - the students of Hardware and Networking across India.

To applaud the team responsible for the development of the Smartlab Plus Training Methodology is a moment of pride for me. Their efforts have not just given the company a unique virtue to hold aloft, they have also proved that a positive attitude and sustained efforts can lead to a win-win situation. This innovative teaching

**कर्मण्येवाधिकारस्ते मा फलेषु कदाचन ।**

**मा कर्मफलहेतुर्भूर्मा ते संगोऽस्त्वकर्मणि ॥**

*"You have the right only to action, never to the fruits thereof; let not the fruit of your action be your motive; nor let there be any attachment to inaction."*

methodology, effectively helps our trainers create an "office-ready" professional out of every individual student. Indirectly creating a bigger demand for our centres across the nation.

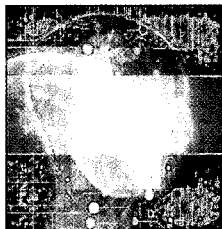
With tools like the Ebbinghaus' Curve of forgetting in classrooms, students understand and retain newer concepts for a longer period of time. Moreover, the 120/20/8 rule improves students' involvement levels in training sessions dramatically.

Inspired by Tony Buzan, our team uses the Mind Map tool to help students maximize their memorising prowess and recall better and faster during examinations and practical working. The innovative use of tools like Window Panes and Triads are helping us create a very effective and competitive learning environment within our centres.

It is our sustained investment in such value based ideas that have attracted senior managers from reputed companies to join forces with us. Needless to say, Jetking as a company first builds healthy inter-personal skills in every manager and helps them focus on the principal of "do unto others". As a company we honour service to mankind but we value those more who allow others to be themselves and help them achieve

what they really desire. To me, this is the simplest mantra to successful team management. Such values boost the easy flow of ideas and an unhindered environment for creativity.

## FUTURE OF LEARNING



While, advances in technology will affect life as we know it, it will have a greater impact on the education and learning sector. Tools like virtual classrooms and blogs will prove to be effective

in spreading knowledge. Learning will thus be through active participation rather than passive acquisition of knowledge.

Another interesting component that will make waves is the brain implant. These implants will be able to connect to computers remotely and provide ready knowledge and skill inventory to people. Facilitating "brain downloads" whereby a person can download skills of an expert and use it to his benefit.

Buildings will have virtual zones where people will be able to meditate and practice yoga. Thus allowing individuals to connect directly with their subconscious and thereby accelerate learning. Whether a reality of the 2020s or further down, team Jetking's creative and innovative strengths will be ready for the challenge.

**Suresh G. Bharwani**

Chairman & Managing Director

## STRATEGISING A SPIRITUAL SUCCESS



## FROM THE DESK OF THE JOINT MANAGING DIRECTOR

The startling thing about a spiritual organisation is that it looks quite like a regular organisation. People communicate, talk, argue, meet or miss deadlines, in the course of day to day business activity. The difference is in people's attitude to these situations. They treat each experience as an opportunity to grow personally. So, when going through a trying period they naturally bring the situation back in control even if it calls for a little emotional risk. Like they say "when the going gets tough, the tough get going."

At Jetking, this has become second nature to our entire team. Constantly growing competition, forays into tier II and III cities and towns (with tremendous language and resource barriers), inflation and pressures of cost cutting, have only brought out the best in us. This has also inspired us to take our brand into international territories.

Today, your company can boast of a 65% growth despite, traditional software training giants and IT majors stepping into the Hardware and Networking arena along with the rise of newer vocational courses.

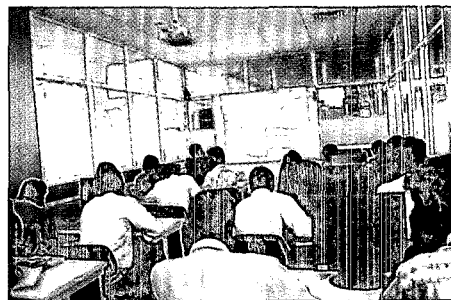
## INNOVATING A ROAD MAP

Training is our core competence but as the sector begins getting crowded the need of the hour is innovation. Innovation in ideas and even more, innovation in implementing them in a cost effective manner.

While learnings from various training gurus have

helped us offer a unique teaching methodology to our students, our own research laid emphasis on the need for bright, open, fun spaces to improve learning and understanding amongst our student populace.

Moreover, with our students and their prospective employers expecting us to train them on state-of-the-art technologies, the most critical and challenging aspect of our business is to stay on top of the top-line technologies.



State-of-the-art classrooms with LCD projectors.

The systematic move from video splitters to LCD projectors and now LCD TVs, across centres was just a small step in the direction of improving the learning environment in our class rooms. Not only



have the screens improved the quality of images being displayed but they have dramatically reduced the crowding near the trainers desk, ensuring better understanding by every student.

While our innovative teaching methodologies like the Smartlab Plus, are preparing students for the corporate environments they are to enter, we are preparing our class rooms to resemble the hi-tech ambience these organisations offer. Bangalore's Whitefield centre is one of the first in this direction. Located near the ITPL Tech Park, at Bangalore, the centre boasts of centrally air-conditioned, state-of-the-art class rooms and provides students with practical laboratories with cutting edge equipment.

## EFFECTING A BLUEPRINT FOR GROWTH

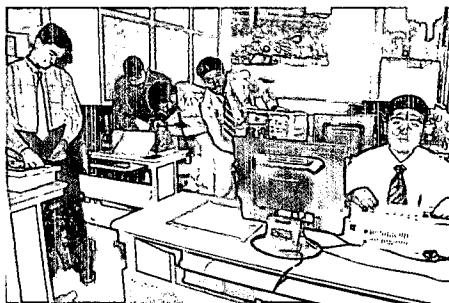
As we take this progress to centres outside Bangalore, infact across the country, our challenge has been to maximize our resources and minimize costs while never compromising on the quality. Empaneling of architects and synchronizing design and material was a direct result of this need. Efforts have already begun to standardise designs, plans and infrastructure in Jetking centres, both old and new.

Needless to say the courseware has been developed in line with our ISO 9001:2000 certification and ensures students get a complete understanding of the Hardware and Networking curriculum. It is designed with a focus on student understanding and assimilation capabilities as opposed to the readymade content offered by others.

Today, we are offering the latest in technology training operating systems like Windows Vista,

Windows Server 2008 and Red Hat Enterprise Linux Version 5 and Wireless Networking, in consultation with our recruitment partners. Continues discussions with prospective recruitment partners have further enhanced the career possibilities we can offer our students.

At this point, I'd like to thank the young,



Latest equipment at our cutting edge lab.

enthusiastic members of my team, who have made this progress possible and continue to lead Jetking from success to bigger success. Young turks like Ms. Urvashi Bharwani are leading the organization with ideas and vision. After initiating organic changes at Jetking by developing and implementing Spoken English and Personality Development modules, Ms. Bharwani, just back from a one year ISB programme on "Analytical Finance and Strategy Management", is working with an external finance expert to prepare a holistic accounts and logistics manual that will consolidate and streamline accounts and finance operations.

With such strength bolstering our spirit, we end this year with an eager eye on the challenges of tomorrow. After all, the strength of our values lies in our commitment to deliver.

**Nandu G. Bharwani**  
Jt. Managing Director

OUR ACADEMIC PARTNERS



# JETKING STRATEGY

