

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

Create Globally
Competent IT professionals.

We believe in: Leadership, Creativity,

Transparency, Integrity, Trust and Equanimity.

- When I hear, I forget.
  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.

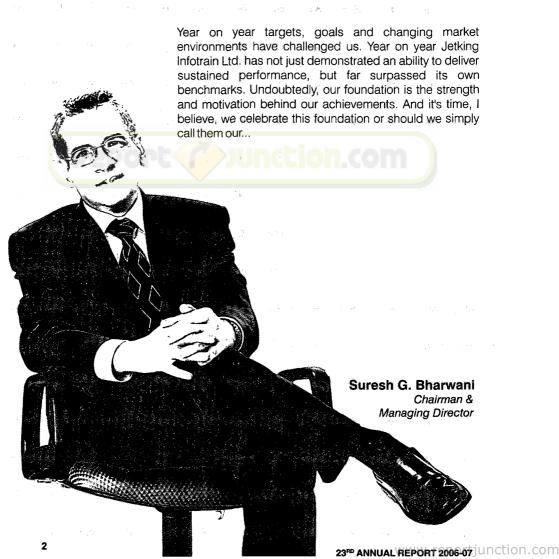
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# ...FIVE PILLARS

of strength.

- Yoga
- Whole Person approach
- · Six Sigma
- Smartlab Plus
- Smartrain
   The unique leadership initiative

These factors, backed by a highly motivated and energized team have helped your company meet the evergrowing demand for Computer Hardware and Networking engineers, in India and abroad. And taken the company from strength to greater strength.

## YOGA - BUILDING STRENGTHS

Borrowed from the ageless traditions of India, yoga enhances the performance abilities of any individual through a scientific process of destressing and relaxing. While most corporates are only now recognizing the importance of investing in personality development and de-stress related programmes, Jetking incorporated yoga as a critical aspect of both our employee and student environment, in the early 90s.

Stress directly affects the balance of the body's sensitive nervous system. Resulting in a loss of sleep, energy, concentration and productivity. Yoga, works towards relaxing and rejuvenating an individual. As such it is our most powerful pillar of strength. One that is most critical in a scenario where high attrition rates, early burn outs and an increase in absenteeism has become a norm.

With the shakti of yoga, I hope we can develop an army of Fearless Visionaries who have an intuitive knowledge of human behaviour and can use creative skills to comprehend the environment

surrounding them. Leading to effective solutions and a win-win situation for all.

Yoga helps build concentration in our student, without which students will not be able to grasp the contents being covered in the classroom. As a result the student feels that the topics being taught are difficult to understand and may give up.



## WHOLE PERSON APPROACH - CREATING PERSONALITIES



With yoga forming our backbone, we draw our second pillar of strength from "The 8<sup>th</sup> Habit from Effectiveness to Greatness" by Stephen Covey. My inspiration here has been the need to create an organization where individuals at all levels are respected and responsibilities shared not passed. Our foremost step would be to develop human resource, with a clear focus on every aspect of the personality – from mind to body to soul. After all, human talent is any company's driving force. A force that turns targets into achievements.

I believe and would like each one of us to lead by example, in creating an organization built by self driven individuals. Trim tabs, as you would call them, who exercise initiative to self-empower themselves. These individuals lead and spread their influence across the organisation no matter what position they hold and move their teams or departments such that it positively affects the whole organisation.

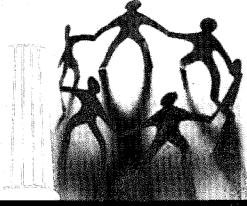
Self empowered members; you'll find, are positive thinkers and make better judges of any given situation. These members are more focused and analytical in their approach and eventually carve the path towards a highly successful organization.

To accomplish this objective, we have distributed copies of the book "The 8<sup>th</sup> Habit from Effectiveness to Greatness" by Stephen Covey to employees across the country.

## SIX SIGMA INITIATIVES - DESIGNING INITIATIVES

The third pillar that's strengthening the foundation of Jetking is the Six Sigma initiative. Herein, we are not focusing on counting the defects in processes, but on the number of opportunities that could result in defects. In other words, we need to clearly define the

ways a service could fail prior to determining the sigma quality level of the given service process. A defect in the context of your company is anything that does not meet the customer requirement.





## Adopting the Six Sigma business strategy would result in:-

- · Improved cross-functional teamwork
- Developing a pro-active work culture
- · Improved employee morale
- Trimmed business processes to achieve speed on deliverables
- Reduce cost on poor quality of service in every area
- Use of business tools and techniques leading to higher efficiency
- · Consistent services through systematic reduction of process variability
- Effective management decisions based on reliable data and facts

## SMARTRAIN - GROOMING LEADERS



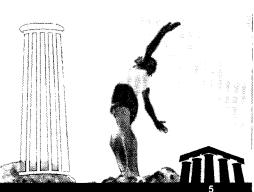
This unique leadership programme forms our fourth pillar of strength and aims to develop leaders at every level of the organization. Through the effective analysis of case studies, designed by the Harvard University on best practices adopted by global

leaders, this programme aims at chiseling out a sharper, smarter manager and a leader out of every individual.

With a case study on Jan Carlzon, already in practice, we are trying to effectively achieve various motivational methodologies, especially for our front line staff. Through this, I hope to achieve within a year's time:-

- Line staff that is motivated once their participation is respected
- A customer driven organization rather than a product driven organization
- An organization where responsibility is shared by more and more people

- A vision, where expenses like training are seen as a resource to build a competitive edge
- Reduction in decision making time lines
- A greater sharing of company's vision and goal leading to higher sense of ownership
- "Run through the wall" a desire to achieve the impossible in every single employee



When we talk of best practices the one name that comes to mind is that of Jack Welch who turned GE into one of the most admired companies in the world. Drawing inspiration from him, this year we have decided to stretch ourselves and set stiff targets. While we have grown at a steady pace, the new challenges will require us to realign existing skill sets. Moreover, our mindsets would need to be aligned with the company's new strategic and organizational imperatives. Your organization today is working on a new psychological contract with its members. In this, we are working towards making the jobs at Jetking the best in the country for the people willing to compete. We have the best training and development resources and are creating an environment committed to providing boundaryless organization. As such we hope our business partners can partner with each other and stronger centres can help weaker ones to grow and become more profitable.

"Stretch" is the entire new mantra of this new Jetking environment. Simply speaking everybody needs to ask "How far can I stretch?"

These stretch targets will not replace the existing targets. The concept of stretch will excite the members because people like problem solving. They like to go to the next level. The concept of "Stretch" will be the biggest driver for the growth of your company in the coming year and the years that will follow.

With this in mind we are now endeavouring to



opportunities for personal and professional growth.

As we move towards creating an open environment that is friendly to the seeking and sharing of new ideas, regardless of their origin, we head towards a

improve the quality of the members in the organization. Moving towards creating members with the 4Es—we will have the Energy to be excited by ideas; the ability to Energise others; the Edge to make tough calls and the discipline of Execution.



#### SMARTLAB PLUS - A WINNER'S EDGE

Our fifth pillar is one that almost everyone at Jetking is familiar with. Competitive strategy, you'll agree is about being different. It means deliberately choosing a different set of activities to deliver a unique mix of values. The essence of strategy is choosing to perform activities which are different from the rivals. Smartlab Plus is this differentiator for Jetking. A unique teaching methodology, it is a tool to teach technology to non-technical people who come from varied backgrounds.

SmartLab Plus is an innovative training process, which emphasizes building Physical, Mental, Emotional and Spiritual strengths of each individual. Owing to this, students develop a well-rounded personality and the qualities that go in the making of a good professional. It ensures that they are focused and have fun while learning.

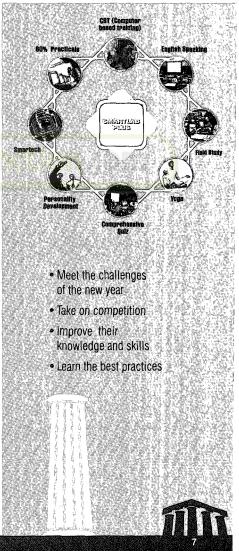
#### PROGRAMS & INITIATIVES

While these 5 pillars quite clearly define the strength of our foundation, your company's initiatives and programmes ensure that these do not remain merely theoretical plans.

#### **LEADERSHIP SUMMIT**

Our business partners have remained the key to our success from the very beginning. We understand that it is critical for us to share with them and train them such that they can effectively adapt to the

changing environments. To this effect, eminent professors from the IIMs, renowned consultants who have become transition figures or even lighthouses are invited to conduct seminars and workshops with our business partners. Thus helping them



#### PLACEMENT PARTNERS

The biggest reflections of our institute are our students and the companies they will eventually come to represent. It is therefore imperative for us to ensure that our students are placed in the best companies. To that extent we need to constantly upgrade and re-define our products to enable our students to be prepared for the very latest that technology has to offer. Your company has initiated tie-ups with the best companies in every sector to ensure quality placements for every student. This is being initiated across the country.

#### ENHANCING EFFICIENCIES

I believe that good people are any company's key assets and have to be managed as company resources. We have a well-defined 6-monthly appraisal process for every employee done on the basis of their individual Key Result Area (KRA). These KRAs are defined at the beginning of the 6-month cycle and are based on business and functional requirements.

#### PROJECT PEAK PERFORMANCE

Under the aegis of "Project Peak Performance", we have initiated evaluation based on the Donald Kirkpatrick model of evaluation. We measure the reaction of the Business Partners. The data obtained helps us find the answer to the question, "Are our Franchisee Support managers meeting the expectations of the Business Partners?"

Managers visit the centres regularly and review the performance of the centre against the predefined norms. They also conduct training for the staff to help improve their performance. Centres are also provided support in their marketing activities, placement tie ups and college tie ups.

#### FIRING ASPIRATIONS

The ultimate motivation for any employee is his compensation package. Recognizing this we have deliberately moved away from the current narrow-range increase in base salary to incentives based on business performance parameters. Stock options are also being explored for employees.

#### **CAPTURING TIGERS**

With a deliberate move away from simply filling in vacancies, Jetking is working its way towards creating an impactful brand identity for itself. Moving from "situations vacant notices" to engaging messages that invite quality people, the advertisements lay stress on:-

- a clear brand identity
- a distinct reason to belong to a progressive company
- a clear growth agenda

This apart, services of a reputed HR consulting firm have been engaged to help us in our quest for motivated capable people who can make a perceptible difference.

#### **POLISHING PERSONALITIES**

Another step in the direction of creating quality professionals is our 3-day workshop that focuses on creating a well-rounded personality. Based on the latest and proven techniques of personality development, the transformation workshop helps a Jetking student develop into an industry ready professional.

And on this note, I believe you will help me carry our five pillars of strength to the youth of this nation across its length and breadth and empower them with the values that can build a great nation.

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