



Success Story

Microsoft Technology Associate Certification

Microsoft Technology Associate Exams Validate Entry-Level Technology Skills for College Students in Semi-Urban and Rural Areas



JAWAHAR KNOWLEDGE CENTER

Location:

Andhra Pradesh, India

Program Enrollment:

50 colleges,
5000 students in 1st year

Success Metrics:

- Creating synergy between academia and industry
- Validating fundamental technology knowledge
- Preparing the next generation of IT professionals

Jawahar Knowledge Center Brings Globally Recognized Introductory Microsoft Certification to College Students in India



CHALLENGE

Andhra Pradesh is one of the leading states in Information Technology in India, producing half a million graduates from its colleges and universities every year. Many of these students attend college in isolated locations and lack the skills needed to find jobs in industry upon graduation.

The Jawahar Knowledge Center (JKC) is a government initiative to train students on campus

and in remote locations to prepare them to join the workforce. Since 2004 they have been working closely with major local and global companies to impart industry skills to college graduates in Andhra Pradesh and create synergy between academia, industry, and government.

JKC offers programs that can benefit a large volume of students and are easy to implement even across remote locations. They offer several of the leading certification programs to help students transition to the technology industry. JKC has offered Microsoft certification since 2008, and was looking for an introductory certification for students who were brand new to technology because students need to first understand the fundamentals of technology in order to be successful with intermediate concepts and certification.

SOLUTION

Since JKC sought globally-recognized credentials for their students, the new Microsoft Technology Associate (MTA) exam was a good fit to expand their certification offerings. MTA is an entry-level credential offered solely by Certiport and its partners in the academic market for those seeking to explore and start building a career using technology. MTA was attractive to JKC because it helps build foundations for IT careers in infrastructure, database and software development.

JKC onboarded their colleges and opened several Certiport Authorized Testing Centers, making it possible to offer the MTA training and exams to students in remote locations.

"JKC operates on a grand scale in Andhra Pradesh, and the flexible MTA Campus License offered by Certiport allowed us to develop our staff and students with a strong foundation and Microsoft certification," said Mr. S Sivaprasad, Project Manager, JKC. "We worked with Certiport and its partner CyberLearning to solve logistical issues and we were able to implement MTA in a matter of months."

Once JKC adopted MTA, they deployed a team of trainers to conduct special programs

Microsoft
Technology
Associate

for students. They utilized several resources for success including curriculum and study guides.

JKC believes MTA certified students will be more successful in securing their first job in IT, versus their non-certified counterparts. The value that MTA brings to the institution and their communities has convinced JKC to build their entry-level certification based on the MTA program.

"The MTA program was a good solution for JKC, since it fits into our overall objective to help students learn the skills needed in today's workforce," said Mr. Amarnath Reddy Atmakuri, CEO, JKC. "MTA offers several specific certifications so any student can find an exam that matches their future technology career path."

The MTA Campus License includes instructor readiness tools such as Exam Review Kits and Student Study Guides to help institutions customize and deliver MTA training to fit their students' needs.

RESULTS

In the 2011-2012 academic year, more than 50 engineering colleges in Andhra Pradesh offered the MTA certification program to their students under the JKC umbrella.

"We were impressed when 5,000 students embraced MTA certification in its very first year," said Dr. M Chandra Sekhar, Director of Academic Affairs, JKC. "The program is beneficial because it builds students' confidence, enhances their resumes and prepares them for the next step in their education. We look forward to growing the program quickly and helping more students earn this entry-level certification while they pursue a higher education."

"We worked with JKC to offer MTA certification because it conveys to industry that our students have a strong fundamental knowledge of technology," said Dr. Y. Mallikarjuna Reddy, Principal, Vasireddy Venkatadri Institute of Technology. "MTA is attractive to students as a stepping stone to more advanced certifications."

Analyzing this year's performance has helped JKC plan for next year to scale its offering to train and certify more students in MTA. They have the opportunity to take advantage of a full learning pathway including practice exams to help students better prepare for MTA certification. JKC plans to leverage the existing Campus License to expand the MTA program to all of the engineering colleges in its membership.

Opportunities to thrive in IT:

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– Dr. M Chandra Sekhar
Director of
Academic Affairs,
JKC.

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