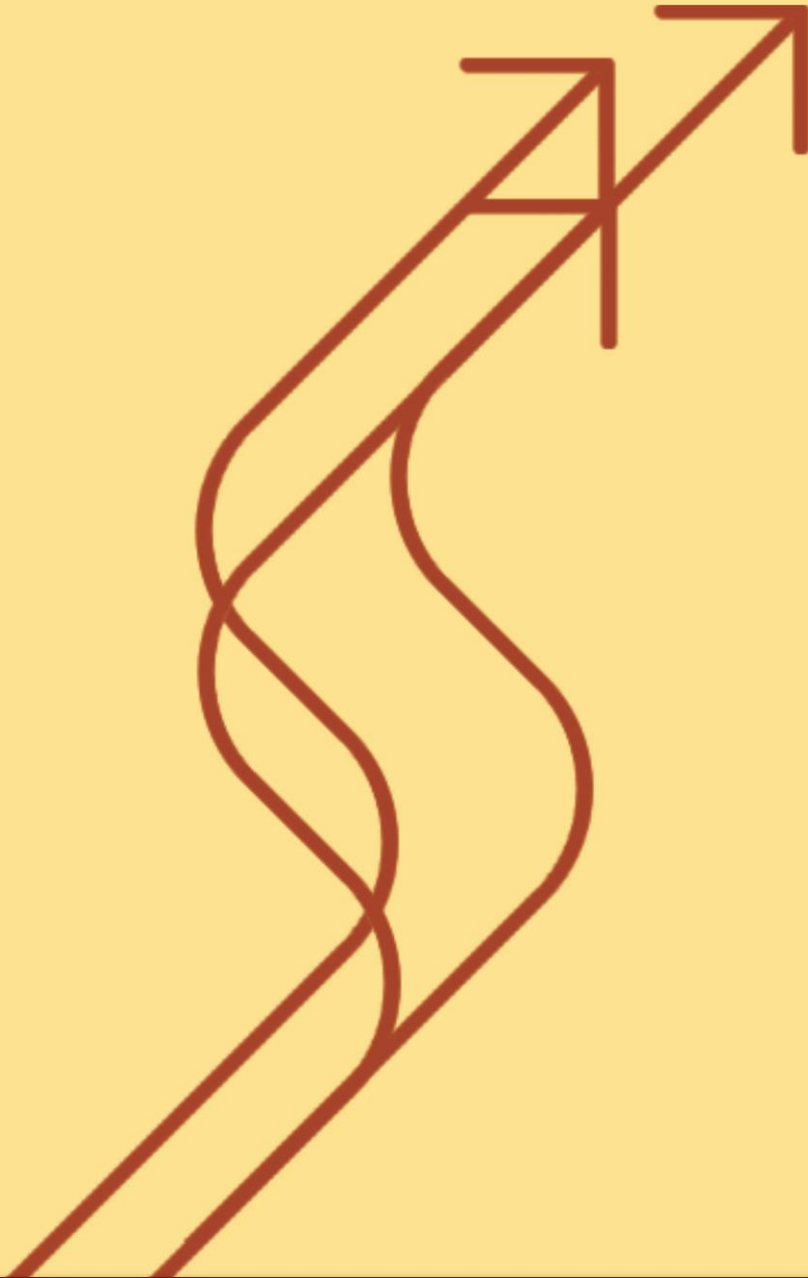




MKCL Arabia Ltd.
EGYPT Creating a Knowledge Lit World



Company Profile

www.mkcl.com.eg



MKCL Arabia Corporate Profile

MKCL Arabia Egypt is a Limited Liability Company based in Cairo, Egypt and is incorporated under the laws of Arab Republic of Egypt. MKCL Arabia Egypt is a subsidiary of MKCL Arabia Ltd.

MKCL Arabia Limited, a Limited Liability Company based in Riyadh, Saudi Arabia and is incorporated under the laws of Kingdom of Saudi Arabia with Commercial Registry No. 1010243561 dated 1429/01/21. MKCL Arabia Ltd is a joint venture company established by International Company for Education and eLearning (ICEEL), Saudi Arabia and MKCL International FZE sharaja. MKCL International FZE is a 100% subsidiary of Maharashtra Knowledge Corporation Ltd India (MKCL India). MKCL India has many remarkable achievements in the field of eLearning, eGovernance and eEmpowerment in India. MKCL Arabia Ltd is promoted to create new paradigm in education, development and empowerment through universalization and integration of Information Technology in learning and empowerment processes in particular and socio-economic transformative processes in general in the Kingdom of Saudi Arabia.

Maharashtra Knowledge Corporation Limited (MKCL) India was promoted by the Department of Higher and Technical Education, Government of Maharashtra, India and was incorporated under the Companies Act, 1956 on August 20, 2001 as a Public Limited Company under CIN. U 80302 MH 2001 PLC 133101. The Government of Maharashtra (GoM), nine Universities in the state, educational institutions, community institutions, IT and non-IT industries, etc. are among the initial major equity holders of MKCL. With GoM's equity within a range of 26% to 30%, the company has a unique blend of governmental credibility and social responsibility on one hand and entrepreneurial competitiveness, market orientation, flexibility, productivity, profitability and self-sustainability on the other. The founders conceived a unique identity of MKCL as a fast-track IT enabler and a complementing and supplementing partner of the universities, governments and communities for the fulfillment of the new and growing aspirations of students in particular and people in general in the emerging knowledge society and knowledge-led economy.

Vision

To develop learning and empowerment systems which are world-class and value-based for building the knowledge society and which are responsive to the individual and social developmental needs of the people of Egypt by bridging the Digital Divide.

Mission

To promote eLearning and eEmpowerment,

- Amongst large and diverse populations
- With high quality
- At an affordable cost
- At fast pace with widest accessibility

As it is critical for survival, development and empowerment of individuals, communities and nations.



Moving Towards a Knowledge Economy

Creating a knowledge-led economy and knowledge-based societies in the world is a key to survival and development of people in the emerging knowledge era.

MKCL Arabia Ltd believes that there is a great potential in societies to emerge as a knowledge-led economy thanks to their large but latent talent pool. The challenge exists in transforming their predominantly agrarian or industrial economy into a new knowledge-led economy.

This transformation can be reached by imbibing a culture of lifelong learning. The severe threat of marginalization of the masses emerging from the Digital Divide and Knowledge Divide can be effectively averted through mass IT literacy. Only an IT Literate society can enjoy a greater share of global business opportunities and global job opportunities.

MKCL Arabia Ltd is an entrepreneurial endeavor to bridge this Digital Divide and the resultant Knowledge Divide by offering actionable knowledge for socio-economic transformation.

MKCL's synthesis of a new paradigm of education is to offer education:

- To very large and diverse population with various diversities – Bigger
- With high quality of relevance and applicability in life and work- Better
- At an affordable cost- Cheaper
- Within shortest possible time – Faster
- With wide accessibility from metros to villages – Wider
- In a mass-personalized and deeper experiential manner-Deeper

MKCL Arabia Ltd attempts to address these six challenges simultaneously by pervasive and appropriate use of IT for empowerment of the masses in general and youth in particular.

Focus

MKCL Arabia Ltd commenced its business operations in 2012 in Egypt with technological and managerial support from MKCL India.

In a short span, MKCL Arabia Ltd has emerged as a high-tech and high-touch initiative focused on design, development and delivery of innovative eInfrastructure, eLearning, and eEmpowerment technologies, solutions and services. They include:

- Educational Programs
- Enabling Programs
- Business Development Programs

MKCL Program Summary

MKCL, in its incessant pursuit of accomplishment of its vision and mission, implements various programs under the following six categories:



1. Enabling Programs

These programs create an enabling environment, infrastructural facilities, technological and managerial support for the other programs to take-off and sustain. They themselves are not the direct lines of business but are the lines to enable the business in other programs.

These Programs are:

1. Infrastructure Development Program
2. Information Technology Infrastructure Development Program
3. Software Technology Development Program
4. eLearning Frameworks Development Program
5. eContent Development Program
6. Channel Partner Network Management Program

2. Educational Programs

1. IT Literacy and Functionality Program
2. MKCL Finishing Schools
3. World-Class Academies for Vocational Excellence (WAVE)
4. Edutainment and Infotainment Program

Enabling Programs

Infrastructure Development Program

MKCL has its office in Cairo and has started operations in by making partnerships with XXXXX
MKCL has a team of over 30 knowledge workers predominantly located in Cairo.

Information Technology Infrastructure Development Program

MKCL India has successfully catalyzed the process of setting-up and managing a large server infrastructure and web-hosting facility, a base of about 35,000 desktops connected in about 5000 LANs, State-wide Distributed Classroom at 5000 locations across Maharashtra, Broadband VPN, nationwide Multipoint Video Conferencing Facility for delivery of high-end courses, eLibrary of structured eLearning and archived video content, State-wide Asset Management and Monitoring System, SMS and IVRS Gateways, Instant Messaging Solutions, Security, Back-up and Recovery Solutions. These facilities are the largest and one of their kinds in the Indian academic sector. MKCL India has provided complete technology solutions to MKCL Arabia Ltd.

Software Technology Development Program

MKCL has emerged as a software technology powerhouse that has designed, developed and successfully deployed state-of-the art software frameworks, at highly affordable costs at grass-root level.

- SOLAR - a comprehensive software framework for Web-based Management of large network of authorized learning centers under partnership agreements
- WORM IT-an Infrastructure Asset Monitoring Framework for this network



Channel Partner Network Management Program

In Maharashtra, India, more than 5000 IT educational institutes are connected and managed through this program. It is one of the largest IT educational networks in the world. The coordination of this network is done through a fully web-based management framework viz. SOLAR designed and developed by MKCL. This framework has brought the uniqueness to MKCL management model as it enables almost paperless management of such a massive network in a time-bound manner and on a large geographical region amidst occasionally adverse conditions beset with power outages, telecom link failures, paucity of bandwidth, etc.

eLearning and eContent Development Program

MKCL's eLearning Suite falls under Enabling Program category and is available to customers under the brand name ERA (eLearning Revolution for All). ERA includes the software frameworks for:

- Borderless Collaborative Content Development and Integration Framework
- Learning and Content Management System (LCMS)
- Classroom Management System
- Campus-based Learning Management Solutions
- Assignment Management System (AMS)
- Online Evaluation, Assessment and Instant eCertification System (OES)
- Distributed / Virtual Classroom Solution

With these specialized frameworks, MKCL Arabia Egypt is also well-equipped for the content development requirement with a support of 65 members of content development team in India.

Educational Programs

IT Literacy and Functionality Program

This program of IT literacy is one of its kind that is available at an affordable cost. It has received a wide acclaim all over Maharashtra, India and has attracted over 5.5 million learners in the last 8 years including students and teachers, professionals and entrepreneurs, farmers and workers, housewives and senior citizens, etc. In Egypt, MKCL Arabia Egypt is seeking to train more than 100,000 trainers in the next 3 years.

As a first step to accomplish the mission, to integrate in a self-sustainable manner the IT education and the IT enabled education with the basic teaching, learning process and its management, MKCL Arabia wishes to launch a state-wide IT Literacy drive in the form of MKCL's Certificate in Information Technology Program - MICIT.

MKCL's World-class Academies Development Program

This program runs World-class Academy for Vocational Excellence (WAVE) for various vocational trades by exploiting the power of MKCL's ERA Platform. 'WAVE' is MKCL's flagship vocational education program for enhancing employability of the youth. WAVE courses offer actionable knowledge and job-orientation for a variety of industrial sectors and equip the learners for various international certifications.



HARDWARE | NETWORKING

SYSTEM ADMINISTRATION | SECURITY

- Diploma in Computer Hardware and Networking
- Diploma in Windows 2008 System Administration (Basic)
- Diploma in Windows 2008 System Administration (Advanced)
- Diploma in Linux System Administration (Basic)
- Diploma in Linux System Administration (Advanced)

JOB ORIENTED COURSES OF MKCL'S WAVE DIGITAL ARTS | GRAPHICS | ANIMATION

- Diploma in Image Editing (Photoshop CS 4)
- Diploma in Content Illustration (Illustrator CS 4)
- Diploma in Desk Top Publishing (In Design CS 4)
- Diploma in Web Designing (Dreamweaver CS 4)
- Diploma in 2-D Animation (Flash CS 4)
- Diploma in Video Editing (Premiere CS 4)
- Basic Diploma in 3D Modeling (Autodesk 3DSMax)

MANAGEMENT

- Diploma in Retail Management
- Diploma in Customer Service Management
- Diploma in Banking, Financial services and Insurance
- Diploma in Selling Skills

PROGRAMMING

- Diploma in Programming in C Turbo C
- Diploma in Programming in C++ Turbo C++
- Diploma in Programming in C# .Net
- Diploma in Programming in Java

FINANCIAL ACCOUNTING

- Diploma in Financial Accounting with ERP Tally, ERP 9

CAD

- Diploma in CAD (AutoCAD)

DIPLOMA IN IT FOR TEACHERS

This is a 13 week course that empowers primary, secondary, higher secondary and college teachers to make an effective and efficient use of Information Technology in various teaching, learning and educational management processes. It focuses on functional use of basic IT skills by teachers for practicing innovative learning methods relevant to the 21st century.



Under this program with the exploitation of the state-of-the-art software tools and methodologies, MKCL offers an academic ERP suit to the universities for their academic management from admissions and eligibility to examination, evaluation, result declaration and certification challenges owing to large enrollments in diverse disciplines and in a highly decentralized academic decision making environment.

Community Development & eEmpowerment Programs

MKCL runs several community development programs with a view to bridge the digital divide and resultant knowledge divide and propagate the culture conducive to nurturance of knowledge society among the masses.

Some of the initiatives include:

o Hobby Homes is a fun-learning program for developing Multiple Intelligences of the children through large number of hobby-like activities and interactivities to be performed by the children between 6 to 14 years of age. These activities present numerous opportunities to the children to use regularly and effectively their various latent intelligences such as verbal/linguistic intelligence, mathematical/logical intelligence, musical intelligence, kinesthetic/bodily intelligence, naturalistic intelligence, navigational intelligence, intra-personal intelligence and inter-personal intelligence. Hobby Homes aim at balanced brain development by following the “use it or lose it” principle.

Business Development Program

Business Development program takes up initiatives for MKCL's national scale up. MKCL Arabia Egypt is also taking up initiatives for expanding its business internationally in the areas of IT Infrastructure, eLearning, and eEmpowerment.

Capacity Building

- Network of over 5000 Authorized Learning Centers in the state well equipped with more than 35,000 computers with state-of-the-art hardware, software and internet connectivity
- Huge capacity building and enrichment of infrastructural, financial, human and intellectual resources for the state for providing learning and empowerment services to people
- Network Coverage in all metropolitan, urban, semi-urban, rural, tribal and hilly areas of the state
- Network Coverage in all districts and tehsils of the state

Services to the People in India and Worldwide

- 6 million youth in the state were given state-of-the-art IT Literacy Training through MKCL's MS-CIT course in last eight years at an affordable cost
- Providing job-oriented vocational training in 25 disciplines to the youth through MKCL's World-class Academy for Vocational Excellence (WAVE)



- Providing direct student facilitation services to 1 million University students in 11 universities in the state through MKCL's Digital University Framework
- 2 million youth have been given Online Admission and Online Government Recruitment Services across the state through MKCL's OASIS Framework
- Nurturance of Excellence and Talent for Science and Mathematics Olympiad for School Children
- Network of Prayog Parivar Kendra- Science Exploration Clubs for School Children
- Network of Hobby Homes in the state for Multiple Intelligences development of Children
- Managed eTendering services through MKCL's eTendering technology for tenders worth Rs. 250,000 million for Maharashtra State Electricity Board in last year
- Establishment of Rajasthan Knowledge Corporation Limited in collaboration with Government of Rajasthan
- Establishment of MKCL Arabia Limited at Riyadh for propagation of IT education and MKCL's other programs in Kingdom of Saudi Arabia
- Establishment of MKCL Arabia Limited Egypt in Cairo for propagation of IT education and MKCL's other programs in Egypt

Employment Generation

- 25,000 youth in the state got direct high-tech employment and self-employment opportunities in this network with decent and stable income at their own native places without migrating to Mumbai, Pune or nearby cities.
- 1,00,000 youth in the state got indirect job opportunities in this network at their own native places

Contact Information

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