# G-TEC - THE YOUTH OF FUTURE

G-TEC started with computer education during the constitution of world computer literacy mission in 2001 and later G-TEC Colleges for Advanced Studies as its division and now another division called GENSMART Academy that deals with CLP, Tactivities, Robotics and Career plus coaching etc. G-TEC completed 17 successful years in the month of Feb 2018. 17 years of meritorious operations opened to the golden future ahead makes the pride to announce that we trained 1.6 million students from 18 countries through its 580 training centers and everyone would be excited to be a G-Tecian for the future too.

G-TEC Group of Institutions is an ISO 9001: 2015 certified IT Training & education Provider controlling the international operations from the corporate office at Singapore have an eminent association with several international bodies including central/state Governments and Universities to provide their courses and certificates to the students as an add on value for making-up their future career that made G-TEC a worthy and valuable organization known to the educational world. G-TEC is always looking forward for the exceptionally superior and worth-full associations and certifications which would be beneficial to the students population around the world. G-TEC won the award for the Best Centre of IAB for 5 times through UK parliament (internationally accepted and controlled by the Qualification and Curriculum Authority of UK Government).

## G-TEC: A RETROSPECTION

When looked into the voyage of G-TEC Group of Institutions.

## Incubation stage (1994-2000)

The inspiration / motivations / triggers (Why, When, Where, How) behind setting up a computer training centers based in Calicut.Background, challenges, and how the opportunities were explored / created. What were the plans and strategies to establish? How investments were mobilized, and the networks / tie-ups were established.

### Activities Begins

ORGANISATION STRUCTURE

OPERATIONS MANAGEMENT

**People**

POLICY DEPLOYMENT

OPERATIONAL LEADERSHIP SKILLS

## Phase I , The Babyhood (2001-2007)

Evolution of the brand G-TEC (registration in 2001) ,Development of the franchisee model of business network.Major breakthrough – IT literacy campaign with Mathrubhumi. Conduct of Mathrubhumi Vigjnan and other schemes. (2003), VUE Affiliation, Gandhi Award of 2006-07 for the Excellence in the field of IT by Mahatma Gandhi Peace Foundation Certifications and accreditations of ISO and Growth and diversification phases (30 to 200 Centres' in Kerala in a span of 7 years).With IT Excellence Award for 2007 by Rajiv Gandhi Youth foundation.

## Phase II The Childhood (2008-2014)

Setting up corporate office at Singapore, Broader vision to become an MNC and Expansion to 17 states in India other than Kerala. Approval by the Govt.of Singapore(CPE). Expansion in Middle, North and East states of India and start functioning a Regional office at Delhi for North Indian states. Mr. Mehroof.I.Manalody, the Chairman & Managing Director G-TEC

### From CMD's Desk

I have immense pleasure to know that my team is again working on G- News for the benefit of Centers. It would be beneficial for all G-Tecians including students those involve in learning, teaching and other activities of G-TEC. Day today up-dations, innovations, motivational stories and tips, would make this article a good friend of IT aspires

Technical developments and the new introduced courses accordingly will certainly enhance the creativity while engaging themselves in the professional capacity with training & education.

G-TEC is moving to the most modern technology on the need of the era and I am sure, G-News would be the apt & effective media to reach them to our people.

I wish the Editors, board of directors of G- News and the entire team a grand success on this fabulous project.

**Mehroof .I.Manalody**
Chairman & Managing Director
G-TEC Group of Institutions

EDUCATION was honored at the awards ceremonies held in the prestigious surroundings of the House of Commons in UK Parliament in London for the international Excellence in IT Education. Affiliation from Certiport (U.S.A) for MICROSOFT Office Specialist, Internet And Computing Core Certification, MICROSOFT Certified Application Specialist Certification (MCAS) and ADOBE (ACA).Affiliation with KELTRON for Certificates required for PSC appointments according to the Govt. Notification. Introduction of PENCRAFT, ABACUS and GENSMART Academy and GCAS (G-TEC College for Advanced Studies).

## Phase III
## Teen age (2014- 17)
## Challenges and Opportunities

Kerala PSC Approved G-TEC DIFA and Tally Certificates directly for PSC appointment. A GREAT ACHIEVEMENT EVER IN G-TEC. Accredited with SAP (Germany) for providing LMS course and SAP consultant Courses at G-TEC centres. Brand Icon 2016 of Times of India (times Group) to CMD by the Finance Minister Mr. Thomas Isaac for the excellence in the education sector on 29-07-2016.

IAB honoured various awards in the 17th Anniversary celebration for the outstanding G-TEC students and G-TEC centers who performed exceedingly well in IAB Courses and

certifications. Chairman and Managing Director of G-TEC Group of Institutions Mr. Mehroof.I.Manalody was awarded FELLOWSHIP of IAB on the auspicious occasion of G-TEC 17th Anniversary by the IAB President Mr. Fabian Hamilton. A beautiful association with Tally India that no other one can dream even.

## Phase IV
## YOUTH (2018 and ahead).

Expansions in Middle East countries and Africa& Bangladesh. New areas of training were identified as digital Marketing, machine learning and Artificial intelligence, Ethical Hacking, IOT (internet of things), Security systems.
How to establish an IT University? How to execute the plans to set up corporate centres at USA, UK, & Australia?
How can the "Educate India" (the Central/State Government Certification) campaign (the most innovative programme) in collaboration with NSDC (National Skill Development Corporation) be implemented are the future plans.

**S. Thulaseedharan Pillai**
AGM - Operations

Launching Tally GCCVAT courses for career aspirants in Gulf/Middle East with Mr. Rakesh Menon, Functional Head. Tally Education Global along with Mr. Razik Hameed (Chartered Accountant) in the presence of G-TEC CMD Mr. Mehroof Manalody & team



Launching GEM-ELSP with Mr. Saji Kumar, Kerala Chairman-CII in the presence of Mr. Mehroof Manalody and Team.



Launching G-TEC My Choice-My Future with Mr. R.G. Vishnu, Executive Director- RG Group in the presence of Mr. Mehroof Manalody and Team.

G-TEC COMPUTER EDUCATION
www.gteceducation.com

GCAS COLLEGE FOR ADVANCED STUDIES
www.gteccollege.com

G-TEC GENSMART ACADEMY
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# DIGITAL MARKETING

Historically, marketing has been a major evolutionary force since ancient times. Roman gladiators were paid to wear advertisements on their battle garb, and marketplace sellers from India and China relied on conversation strategies to sell their items. Although nothing has changed in terms of the need to reach the right buyer with the right messaging, technology is responsible not only for the ways buyers receive and engage with companies, but how brands and marketers feed consumers the right content that empowers their ability to make a purchasing decision.

Digital Marketing is the term used for the promotions that are carried out on the web. The term Digital Marketing is self-explanatory. It suggests a shift in the traditional methods of marketing. There is a broad Digital Marketing scope at present as the digital media is the new media that works with the help of internet and has proved to be the fastest medium of mass communication.

Digital Marketing has several smaller divisions that work in different directions yet contributing to the overall growth of the firm. It leverages a Digital Marketing campaign for the purpose of making sales, brand awareness, establishing a new venture, etc. Basically, Digital Marketing is an Umbrella term which is also known as a data driven marketing and operates over the digital platform i.e the internet for the introduction and promotion of various goods and services.

## What is the Scope of Digital Marketing in India?

Digital Marketing industry is booming not just in India but all parts of the world. The year 2016 took the industry by surprise with over 1.5 lakh job opportunities in the Digital Marketing domain. Well, the following was a bigger surprise when only the first quarter of 2017 marked for 8 lakh job opportunities. What is kept for 2018 ? Should be nothing less than 2X of 2017, LET US SEE..

The surveys conducted by several forums have predicted this number to grow with Digitalisation in the nation. Our Prime Minister has been actively promoting the idea of Digital India. PM Modi's digital India campaign gained massive popularity. The initiative of Government of India is aimed at providing easy services to its natives. Now imagine when a nation's government is promoting the digital interaction, what do you think will be the Digital Marketing scope in that nation.
The Digital Marketing industry is at its peak at the moment due to many reasons, take a look at some of them:

*It is the newest thing in town:* Hasn't the internet driven all of us crazy? well, it sure has. There was a time when a new serial on the TV used to be the hot topic whereas today, the online posts or a new music video on YouTube grabs our attention. What is this? this is a shift in the choice and preferences. Digital media is gaining mass attention because of the fresh air it has got with itself. It's like living in a new era. We are experiencing a revolution, while we are shifting from the traditional to the Digital media.

*It is flexible:* Since the entire work is to be done on the internet, there is no restriction of the place

*It is easy:* Accessing the digital media is no rocket science. It is a piece of cake. This is purely because it is designed in such a user-friendly manner that its primary objective is to ease the operations for human beings, the reason why our mobile phones are now called smartphones.

*Eco- friendly*

*Fastest Reach:* Today, you post anything online and it gets trending within a few hours. This is because the number of users of the digital media are touching heights with each passing day.

*Influential:* The man kind is used to being influenced by whatever is trending the most. The virtual media has not fallen short of influencing the masses of its own new style. The social media occupying the most space has infused itself so well in the lives of the users that it is like the early morning newspaper that is a must.

**Job Opportunities:** The massive user engagement calls for more and more job opportunities. The employment sector has seen a major share of jobs generated by the Digital Marketing Industry. The statistics show that the total number of job opportunities in the Digital Marketing industry to cross 10 lakh + job 2018. The career scope in Digital Marketing seems attractive to masses and that is the reason why many professionals are learning this course to enter the industry.

**High engagement:** It is true that the traditional media are being completely overshadowed by the internet- led Digital Marketing due to high engagement factors. The brands and companies have begun to give extra emphasis to the ad campaigns run on the internet over television ads. The revolution is here!

**Small investments and big Returns:** Digital Marketing ad campaigns ask for a very little amount of investments as compared to television and print ads. The high ROI is attractive enough to draw the attention of the marketers and advertisers.

**Measure immediate results:** An advertiser running a social media campaign can easily measure the performance of the campaign in real time without waiting for long intervals. The leads generated and online purchases are a direct measure of the performance of the campaign.

## The Scope of Digital Marketing Jobs in India
A screenshot of Digital Marketing Jobs in Naukri. It shows 16,000+ jobs.

It is quite obvious that the high demand in this field is the result of the growing industry. The industry is at a boom which is why there are plenty of job opportunities and new companies starting up.

The current market status of Digital Marketing shows that the industry is at its peak and is here to stay for the obvious reasons. The Digital Marketing platform gives the opportunity to one and all to be a part of it since it is just the beginning. the digital era has just begun.

# Artificial Intelligence Will Take a Leap Forward, without Human Data

2017 was the year that AlphaGo Zero taught itself the game of Go and within 40 days became better than any human or artificial player ever existed. It did so without any human data as input and purely played against itself. As a result, it taught itself strategies and moves no human has ever thought of and arguably progressed the evolution of the game of Go exponentially in a very short time frame. This achievement marks a significant milestone in the development of artificial intelligence.

In 2018, this will only continue and we will see more examples of artificial intelligence that will behave in unexpected ways, as it already did so this year. In 2017, for example, AI developers from Google built algorithms that had to compete for scarce resources, resulting in increasingly advanced strategies to beat the component. Google Brain developed algorithms that created new encryption methods, unlike any seen before, to protect information from other neural networks. Finally, Facebook had to shut down two algorithms that created its own secret language, unsolicited and used advanced strategies to get what it wanted. If one thing becomes clear from these developments, it is that artificial intelligence will be fundamentally different to human intelligence.

With the AI arms race in full swing, governments and organizations are increasing their investments in the development of ever more intelligent AI. In September 2017, Putin said that "whoever becomes the leader in this sphere will become the ruler of the world", signaling that Russia will intensify its AI activities. On the other side of the world, China aims to outsmart the USA in AI, with Europe unfortunately nowhere to be seen. The AI arms race seriously scares well-known entrepreneurs such as Elon Musk and Stephen Hawking and a solution for the existential threat of AI is still far away.

The combination of an AI arms race and developments where artificial intelligence can be trained without human data will likely result in massive steps forward in 2018. As AI becomes smarter, more money will flow into it. However, ordinary organizations, as well as small and medium enterprises, are likely to miss out, as the power of AI will consolidate among just a few players and countries.

## GST TRANSFORMATION FORMS
### TRANS-2 In GST Portal

Transition Form 2 or TRANS-2 is filed by those registered taxpayers who are eligible to avail the credit in Electronic Cash Ledger with respect to eligible duties and taxes earlier paid on the inputs under the pre-GST regime. If the taxpayer does not have the invoice or any other document as an evidence of the tax paid, then he needs to declare the same in TRANS-1 followed by the filing of GST TRANS-2.

# G NEWS
The voice of G-TEC

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# e-learning – Its time to remove 'e'

## " We Learn the most important things in our lives outside our Classrooms"

Case 1: Ryan Murphy, father of a sick girl who underwent Bone Marrow surgery was not allowed to leave his home to avoid chances of infection for two years. His passion towards technology and updates took him to a very famous e-learning platform where he trained himself on his passion areas during his free time. This helped him get over his tough time while he still could keep his skills up-to-date. Past three years, he secured a beautiful job which matched his passion while his daughter recovered her health. Extracted from a TED talk by Daphne Koller, CEO of Courseera way back in 2012.
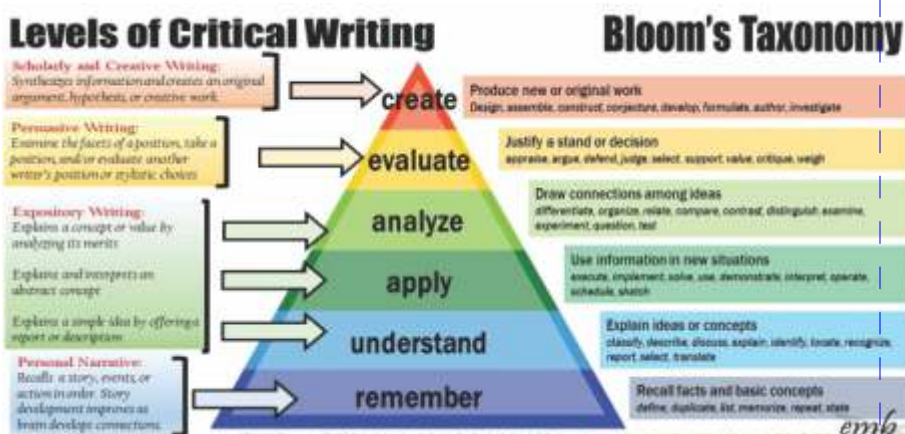
Case 2: Banks and other lenders together disbursed around Rs 20,000 Crores (2000 Million INR) in education loans FY17, up from around Rs 17,000 crore a year ago, while total outstanding grew 1.6 per cent to Rs 81,600 Crores in India. (Ref: Economic Times). The rising cost of training and education in conventional method rose to 559% since last 20 years when gasoline and stationery kept it comparative decency. While this is still growing 15% every annum, the question rises whether this is worth the time, effort and money for its end users and the nation in whole. McKinsey , Times of India, The Hindu, India Today and many more continue to report that the average employability percentage is below 20% among our graduates and way below 10% in Engineering due to lack of RIGHT skills.

Reading the story together, the role and relevance of a holistic learning approach is very much essential for us to strive through this age CONNECTED EVERYTHING. e-learning or online courses commonly referred to as MOOC (Massive Open Online Courses) is fast changing the face of education as an industry across the globe. While conventional classroom learning still remains the prominent mode of learning in developing countries, 'Chalk and Talk' is giving its way to self owned and self paced screens along with classroom training in developed countries. In India alone 3,00,000 odd schools are using technology to deliver the content effectively which is a good sign in itself. 'Back pack ' will soon be replaced by 'Techpack' as quoted in an NDTV discussions recently. E-learning, or learning with the help of Internet and an enabler (computer or mobile) is helping even the tier2 and 3 cities to raise their bars.

In a recent school visit at Cochin, Kerala (India), a Principal quoted to me that 'Google is the biggest enemy of our teachers now'. I was astonished at the same time happy to hear this since everyone at some point of time would have wished to ask a TOUGH question to their teachers . Why should we only keep answering . Seeing beyond it, the future teachers would be certainly out of their comfort zone pushing themselves to teach tomorrow's technology today and answering the right questions from their students. One of the famous school syllabus based learning app just cross 40 Lakh subscribers which lifts the students above an average teacher without question. Teachers, it is time to take out your real mastery now. Our tomorrow's class room would be something like this:

a. Teacher would Declare the topic for the next day.
b. Students refer the latest contents globally and gets different views on it
c. Students discuss and debate on topic
d. Teacher scaffolds and take meaningful interventions
e. Students take a virtual trip on to Industry/real life scenario .
f. Students step into a virtual lab and gets their hands on the topics.
g. Students go through a gamified interface, tests various scenarios and explore further.
h. Conclude their learning and start thinking on how they can make the existing scenario better.

Ultimately taking every student to the real goal of learning – 'Creation' as rightly positioned in Blooms Taxonomy of learning is what is envisioned. Yes, Tomorrow is BRIGHT.



Growing beyond schools, e-learning has completely conquered the supplementary learning market at both job seeker and career enhancer level and even to a level that companies are now hiring suitable candidates from online course providers based on candidate performance. Coursera and Udacity have reported to have partnered with 350+ employers across globe on this understanding. Value Addition in its right sense and spirit !!! These and other online course providers widely succeeded because it lended the most meaningful features to its subscribers including global networking opportunity, availability of best trainers and industry experts, turn around and response time shortening to seconds, career progression graphs, personalized learning and International certification. The best feature in many e-learning platform is its ability to understand and correct its own its mistakes by assessing the the performance of students ( which rarely happens in the other context).

While our Academia see e-learning as a competitor, corporate have stretched both their hands and heart to e-learning. Affordability was one aspect which even pushed Corporates to try and catch up the trend. As per e-logiclearning.com Corporate e-learning has grown by a staggering 900% in the last 16 years. Corporates have reported to have 42% increase in their revenue through e-learning which is quite promising.

### What makes e-learning so special?

**Availability of the BEST Trainers** -. 'A Good Teacher' is a rare asset of any school/institution and leveraging their services beyond time and geography is something that only technology can afford.

**Best certification in their place:** All premium institutes have their own e-learning branches which give most wanted modular trainings with their certification. For many students getting such a renowned certification would be a Dream come TRUE.
Hearing from the Horse's mouth – Most often what our academics lack is that BRIDGE that links to industry. Going blind on them is the biggest stupidity that any institution could do. Through e-learning platforms global trends are straightly delivered without information leakage. They are mostly work place focused too.

**Repetition and Inclusion:** Do you remember, how we sat in back benches trying to understand the question that our teacher shot on us, while the front seaters busted it off in no time?!! E-learning gives everyone equal chance and give students opportunity to play back the classes until they understand it without THAT rude looks !!!

**Personalized Learning experience:** Personalization of contents and assignments based on student performance enhances their confidence on the subject. Students are free to move across courses without guilt and restrictions which has given wide acceptance to it.

**Variety:** Learning on anything, right from Hairstyle to astronomy, from cooking to music, from language to logistics, the world of e-learning is so vast and wide to choose from.
**Inclusion of latest technology in learning:** From personalization and gamification to virtual/Augmented reality, e-learning employs all possible technology to make learning fun and engaging.



People who have experience in e-learning would have their own thousands of reasons to add to this.
Recognition and Validity of e-learning and its certification
The primary intent of e-learning is to leverage best content and trainers to maximum audience. Though the whole world is after e-learning, a small group of people who live in islands of their own are still reluctant to accept this fact and recognize this. In India UGC have asked Universities to adopt technology, while they still do not recognize online graduation or post graduation programs.

So Online Graduation and Post Graduation are not pursued by many unless they are looking for a global exposure. Few e-learning companies have found a mid-way out of this and introduced ICT enabled distance learning courses of many universities. Very recently the most reputed Central University, Aligarh Muslim University launched their ICT enabled platform for distance learning students apart from many state Universities including Tamil Nadu Open University, Acharya Nagarjuna University etc which is giving hope to less privileged students. Education must be free in all sense and it must reach to maximum aspirants irrespective of their economic, social and demographic factors.
Almost all premium institutes in India including IIMs, IITs, IISc, BITS Pilani delivers their online programs both in online live mode and recorded mode. Many of them depend on external vendors for mobilization of students and for secure platforms. They deliver their certificates which clearly marks it as online classrooms. The programs are restricted to PG Diplomas or Management Development programs apart from short term modular ones.
About Courses, mode of delivery and Fee:
There are courses on any topic under and over SUN online. Most online course providers do not charge for recorded online courses and fee is charged at the time of certification which is kept optional. There are Instructor Led Live Online training (ILT) which are charged based on the credibility of Universities and Trainers. At most times there would be assignments and peer evaluation to it too. These are calendered events and registered students would gain access to classrooms. Recorded sessions are normally provided for students who miss the classes.
Online courses are normally charged between 10-99 USD by Leaders in this sectors and at 30%-40% of this cost by High performers and Niche players in the sector.
Few world renowned online course providers are Courseera, Lynda.com, Udemy, Khan Academy, Code Academy, Udacity, Alison, Treehouse etc.
Going Forward:
E-learning as an industry is worth $182 billion in 2017 and is expected to grow to $ 240 billion in next five years. 67% of people now use mobile devices to access learning. M-learning or mobile learning is predicted to be a $37.6 billion market by 2020. With an annual growth of 25.2% globally, LMS market is expected to reach $7 billion this year, 2018. The only question is WHERE ARE WE?

**Deepak Padiyath**
CEO for G-TEC Gensmart Academy and VP for G-TEC EDUCATION.

## G-TEC CENTRE INAUGURATION AT DOHA
### QATAR

**AFFILIATE PARTNER**

SAUDI ARABIA & JORDAN          BAHRAIN

### Raman Young Science Innovator Award 2018

**SIDDHARTH K GOPAL**
( GENSMART TRIVANDRUM )
Won Silver Medal and Cash Award
(JUNIOR LEVEL)

**OUR FINALISTS**

**ACHALDAS C**
PUZHATHI CENTRAL UP SCHOOL
KANNUR

**THEERTDHA VARMA**
GURUKULAM PUBLIC SCHOOL
THRISSUR

**M MUGHUL JAGANTH**
KG INTERNATIONAL SCHOOL
COIMBATORE

**ALI HASSAN RAHEES**
SENIOR - GARDEN VALLEY SCHOOL
KOTTAKAL

**GENSMART ACADEMY**

# G-TEC JOB FAIRS

**TALLY GST TOPPERS**
APRIL 2018

85% FIRST
**RASAL RASHEED**
Certificate ID: 55807593
G-TEC MUVATTUPUZHA
ERNAKULAM DISTRICT

83% SECOND
**ASHAMOL K.K.**
Certificate ID: 5083741XX
G-TEC MUVATTUPUZHA
ERNAKULAM DISTRICT

72% THIRD
**SREEJITH A**
Certificate ID: 982070021
G-TEC NATTIKA
THRISSUR DISTRICT

**TALLY ACE TOPPERS**
APRIL 2018

92% FIRST
**JESSIM HUSSAIN**
G-TEC PERUMBAVOOR
ERNAKULAM DISTRICT

90% SECOND
**SNEHA NARAYANAN**
G-TEC PERUMBAVOOR
ERNAKULAM DISTRICT

88% THIRD
**BASIL M.P**
Certificate ID: 9892750XX
G-TEC PERUMBAVOOR
ERNAKULAM DISTRICT

**SHEMEENA SAJEEV**
Certificate ID: 8956750XX
G-TEC PERUMBAVOOR
ERNAKULAM DISTRICT

## GENIUS INTERCOLLEGIATE QUIZ PROGRAM

## G-TEC SPORTS & GAMES 2018