



Learning Solution for Leaders of the Future



The Gyanodaya Virtual University project galvanized the eLearning initiative of Aditya Birla Group with startling results.

OVERVIEW

CUSTOMER PROFILE

The Aditya Birla Group is one of India's largest business houses. A US \$24 billion corporation with a market cap of US \$31.5 billion this leading conglomerate has companies such as Grasim, Hindalco, Aditya Birla Nuvo (formerly Indian Rayon) and Ultra Tech Cement to name a few.

CHALLENGE

Taking Knowledge all the Way

With a workforce of 100,000 strong, the Aditya Birla Group spans 40 companies and has presence in 20 countries across the globe. The Group has about 10,000 managerial level employees who had to be trained on IT and soft skills. For the purpose of nurturing future leaders for the conglomerate, the residential management development institute Gyanodaya was set up at Navi Mumbai. The institute offers management development programs for senior managers for all Aditya Birla Group of Companies. The Group desired to have a global reach and not limit itself to training its employees only in Mumbai.

SOLUTION

An All Encompassing Solution

To enable all their managers, even those in remote locations to constantly evolve and enhance their intellect 24x7 Learning set up the Gyanodaya Virtual Campus. Based on 24x7 Learning's robust Learning Management System 24x7 LearnTrak, it helped manage formal, informal, online and offline learning. 24x7 Learning initially implemented a Distributed Architecture System with Centralized Database that was made available in six locations with increased number of user licenses.



SOLUTIONS

FEATURES

- The Group crossed the milestone of 3000 training man days in March, 2005
- More than 14,400 courses have been allocated
- With complete support from 24x7 Learning, the Group achieved average course completion rate of above 90% which is way above the international benchmark of 30-40% success rate for eLearning access on voluntary basis.
- Number of people who completed at least one course: 6867

Since bandwidth was a cause of concern for the Group, the team at Aditya Birla Group in coordination with 24x7 Learning developed a unique Learning Management plan for the entire organization. With a view of cutting down on huge investments that were required to build the infrastructure, they changed their eLearning model and opted for decentralized model for the organization. Gyanodaya Virtual Campus was initially replicated in 19 local servers with the database distributed on all the locations. Today it spans across 27 servers in locations across the globe.

RESULT

Galvanizing Results

The Gyanodaya Virtual University received widespread recognition and was adjudged as one of the Best IT Implementations for the year 2007 by PCQuest India's leading computer magazine. This initiative galvanized the eLearning initiative of Aditya Birla Group with startling results.