Graphic ERA University Launches B. Tech Programs in association with IBM to Nurture Talents to Meet Today's Industry Demands

New Software Lab to provide world class software education to undergraduate students

Dehradun, May 14, 2014: IBM (NYSE: IBM) has collaborated with Graphic ERA University (GEU), Dehradun to launch undergraduate programs in computer science engineering. With this collaboration under IBM Career Education Program, GEU will launch two new programs with specialization in cloud and mobile applications using IBM software and technology, in an effort to provide students with best of the skills that are highly demanded in today's marketplace.

According to the NASSCOM (National Association of Software & Services Companies) HR survey, recruiters are looking for skills in mobility, social media, cloud and big data, and the top five tech skills in demand are data scientists, cloud/virtualization, mobile apps, platform engineering and user experience.

Prof. (Dr.) Kamal Ghanshala, President, Graphic ERA University commented, "Cloud computing and mobile applications are currently seen as the major driving forces in terms of technology worldwide. Our experienced faculty and IBM experts will bring in the expertise in designing and delivering the curriculum that would help our students not only in enhancing employment opportunities but also opening new avenues for pursuing research and higher education from renowned universities across the world."

As part of the association, GEU will setup an **IBM Software Lab for Emerging Technologies** where IBM will conduct various faculty development programs and provide relevant IBM Software for educational purposes. IBM will help develop an innovative curriculum for the programs that will be jointly delivered by IBM subject matter experts from its software labs and university faculty.

Through this initiative, students will undergo experiential learning modules along with innovative curriculum jointly developed and taught by IBM and the University, while working on projects that emanate from real-world business scenarios

"IBM's long term strategy in India is to drive the development of the information technology and service managmenet that is in line with the country's development agenda. We are pleased to partner with Graphic ERA University, yet another partner who will help us blend technical and problem-solving skills that are necessary to prepare students for careers driven by new technologies like cloud and big data and analytics," says **Mr. Karthik Padmanabhan, Country Leader, Ecosystem Development, IBM India / South Asia.**

About IBM Career Education Program:

IBM Career Education Program is a comprehensive software education program designed by IT professionals, for graduates and experienced professionals to accelerate their skills and knowledge so that they succeed in this dynamic industry. Keeping the '**learner'** as the focal point, the program curriculum brings together the latest software content, real-world industry experience, hands-on lab courses and best practices, all into a single unique education program, to prepare students to be readily acceptable in the IT industry and by leading IT companies.

About Graphic ERA University

Graphic Era University (GEU) is a fast growing university, with a sprawling campus spread over 32 acres of serene and salubrious expanse in Dehradun, Uttarakhand, India. GEU currently offers 40 undergraduate and postgraduate courses across disciplines like engineering and technology, management, allied sciences, humanities and social sciences, and hospitality to more than 8000 students. University has dynamic and well-qualified faculty members with Ph.D. degree from IITs, NITs, other reputed foreign universities like NUS, Singapore, Purdue University, USA, University of Illinois at Urbana-Champaign, Hokkaido University, Japan. GEU has more than 700 research publications in the reputed international journals/conferences along with research funding of Rs. 419.94 lakhs from agencies like DST, DRDO, ISRO, BARC, UCOST, USBD etc. University has signed MoUs with various foreign universities like California State University, San Bernardino, California (CSUSB), USA, University of Worcester, UK, Sheffield Hallem, University UK, Polytech Nantes, the Graduate School of Engineering of the University of Nantes, France, UFA State Petroleum Technological University Bashkortostan, Russia etc. Collaborative agreements include exchange of faculty, students, pedagogical information, joint research etc.

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