

For Immediate Release

Bharti Resources Learning Centre opens in Vishakhapatnam

- Conducts various M.B.A., B.B.A. & Diploma programmes
- Offers specialised programmes to help candidates exploit full employment potential
- Aims to become the most preferred talent provider for key sectors

Location, Month, date 2007: Bharti Resources, a wholly owned subsidiary of Bharti Enterprises, today announced the opening of a Bharti Resources Learning Centre in Vishakhapatnam. The Learning Centre will offer various programmes in some of the key sectors including Telecom, Retail, Insurance and Financial services, which are among the fastest growing sectors in the Indian economy.

With the opening of this Learning Centre, students and career aspirants in Vishakhapatnam would get easy access to employment related knowledge and skills most relevant to specific domains. With the help of Learning Centres, Bharti Resources aims to be the most preferred talent provider especially in the frontlines sales and service domains leveraging its core competency in delivering custom content and deploying world-class delivery methodologies.

Speaking on the occasion, Mr. Sanjeev Duggal, CEO & Executive Director, Bharti Resources said “There is an acute shortage of skilled manpower in India in general and this gap is even more pronounced in the case of domain specific skills and competencies required by employers across different sectors. Such specialised programmes will enable students to exploit the full employment potential the booming Indian economy has to offer.”

Bharti Resources has entered into a collaboration with Annamalai University for offering several Degree and Diploma programmes under distance learning mode. These programmes, conducted at the Learning Centres, are designed to help students acquire technical skills sets & develop a holistic personality. These include:

M.B.A. Business Applications, M.B.A. Communications, M.B.A. Retail Management, B.B.A. Business Applications, Diploma in Telecom, Diploma in Sales Management, Diploma in Insurance and Diploma in Banking and Finance. The M.B.A. programmes shall be of 2 years duration, the B.B.A. programme of 3 years duration and the Diploma programmes of 1 year duration.

Kamini Prasad, Vice President, Bharti Resources added “The Learning Centre’s endeavor is to provide placement assistance to its deserving candidates at Bharti Airtel Services, Bharti Resources and other leading corporates upon successful completion of the programmes”.

Bharti Resources has already set up such Learning Centres at key cities like Delhi, Faridabad, Gurgaon, Jaipur, Chandigarh, Ludhiana, Lucknow, Kanpur, Gorakhpur, Allahabad, Bhopal, Pune, Nagpur, Aurangabad, Ahmedabad, Goa, Kolkata, Siliguri, Bhubaneswar, Cuttack, Berhampore, Patna, Ranchi, Hyderabad, Secunderabad, Tirupathi, Chennai, Trichy, Coimbatore, Bangalore, Calicut and drawn aggressive expansion plans”.

About Bharti Resources.

Bharti Resources, a wholly owned subsidiary of Bharti Enterprises, is a premier end-to-end learning and development solutions organization that specialises in the customer experience arena. It provides learning solutions for all segments that impact business performance through enhanced employee productivity, customer profitability and effective talent transformation.

Bharti Resources has set up Bharti Resources Learning Centers, to provide higher order employability skills and bridge the existing talent gap. Apart from setting up Learning Centres, it has launched vertical specific programmes targeted at meeting the requirements of skilled manpower in many sectors of the industry. With the help of Learning Centers, Bharti Resources aims to be the most preferred talent provider especially in the frontlines sales and service domains leveraging its core competency in delivering custom content and deploying world-class delivery methodologies. It endeavors to create Bharti Resources Certification as a national standard for employment in telecom, retail and financial sector.

About Annamalai University

Annamalai University is a 78 year old, premier, unitary and residential teaching university.

Annamalai University today is spread over an extensive campus of about one thousand acres and has the Faculties of Arts, Science, Indian Languages, Engineering and Technology, Education, Fine Arts, Agriculture, Medicine and Dentistry and, in all, they comprise 48 Departments of Study.

The Directorate of Distance Education, Annamalai University, established in 1979 offers three hundred and eighty one different programmes of study under the Regular Stream. It is credited with the largest enrolment in India. National Assessment and Accreditation Council has accredited Annamalai University.

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