

Infocarer

Volume 1 Issue 1 March 2022

Bulletin

Message from Management

My Dear Infocarers, I am sure you are all curious to know how Infocareer, our company, was started. It was way back in 2005, when I returned from overseas with a wealth of IT experience, I started looking for a job. Time went by and not a single call for an interview came my way. I guess, one needs to have contacts in the industry or clout to even get an interview.

So, I decided to start a company. A friend of mine from Australia gave an order to start a project. This called for 20-30 people with over two years' experience. I was flooded with CVs but disappointed that most of them lacked credibility and transparency, when I spent hours reviewing them. This further induced me to do something For career growth of youngsters from campus to corporate. Actually, that moment was the birth of INFOCAREER

We conducted training for a batch but the students were only keen on getting a job rather than gaining knowledge and experience. I treated this as a flop. My PMP Certification and experience came handy and led me to think on starting quality training programs. This is the reason why we started getting into this training and subsequently we got accredited as Authorized Training Partner of Project Management Institute (PMI®), USA, followed by ISACA CMMI USA. After about four years, we looked at the way forward and knew that just training will not allow us to grow.

This lead us to get into product development.

This was how the new division of product development sprung up. Our internal question bank that was available through our trainings transformed into a product MyQHub, that was sought after by several of our customers. What you see today as **LeaF™**, metamorphosized over many years to become such a robust product. ➔ [Continued on page 2](#)



Chandrasekaran Avdivaragan

CEO & Founder Director

INFOCAREER

Message from Management

Our knowledge and experience in Project Management gave us an opportunity to offer Consulting Services to the industries. When the entire industry started moving towards Agile, we were the first few forerunners to provide modules on Agile Concept, Agile Training, Agile Transformation and Agile Implementation. By now, we were offering Training and Consulting, besides working on our product division. Infocareer started offering a variety of training programs to corporates such as Risk Management, Problem Solving and Decision Making, Better Communication, Better English, Technical Writing, Email Etiquette, etc.

Soon, we championed another product using the "Power of Togetherness" to bring out. [GroupNPay](#)® This product evolved over a decade and is attracting international attention from some prospective clients, today.

My earliest colleagues whom many of you still interact at Infocareer is of course Usha, Swaminathan and G Lakshmi Sekhar. After some time Ananth joined our company as a Director. Then Britto and Karthik came on-board, followed by Deva, who are all travelling with us, as OUR COMPANY continues to GROW, BIGGER and BOLDER

More in the next issue of this fantastic bulletin,



Our Proud PMP's





Our Mentoring division has achieved **100%** pass among participants who appeared for the exam since 1st April 2021 till today, 201 participants cleared the PMP® exam


How evolved?

It was way back in 2010, that on-line shopping or e-commerce sites, as they used to call them, were mushrooming in Indian space. Several brands had their own branded e-commerce websites to connect Customers to their Business, shall we call this B2C. Likewise, the Alibaba's and Indiamart's were at a nascent stage, trading its way into B2B space to expand commerce.

Our founder Chandra and the management team, envisaged a unique e-commerce proposition, taking into consideration, that small groups of friends can join a group and avail discounts from vendor, if they all meet at a common point. This was the birth of . Our senior and dedicated Infocarer, Winston Britto, was handed over the plan to build this giant platform. The Power of Togetherness, idea started taking shape. A logo was developed and branding was firmed up by registering with the Trade Mark Authority of India. Subsequently, after a long process the brand received a registration certificate.

Several associates, who were than involved with  worked in unison to launch

the e-commerce site well ahead of the times. An animation to educate the public on what  was compiled and incorporated in the web site. Several vendors registered and the marketing team took it to its height. The changing e-commerce environment with the entry of the Flipkart's and the Amazon's took the attention of the public.

Management then decided to change the philosophy of the product to form virtual groups instead of groups driven by friends, as stated earlier. The product continues to evolve and is going to make a comeback with a BANG, in the US market. Hush! Let's keep it quiet and work is happening to Launch this concept this year. Best wishes to Britto and team who is working diligently to take , to a new dimension.



DASM / DASSM 6o Certified (from Oct '20)

The DASM certification equips you to successfully lead agile teams, thereby future-proofing your career in a world in which agile is fast becoming the way.



Palm Leaves take a new Avatar, as ICLeaF™

Friends, we are in 2022, everything is floating in the cloud. What was tangible and could be felt on palm leaves, parchment scrolls, early paper to modern bleached pulp seems to be migrating rapidly to be presents as bits and bytes, somewhere in space. Can you imagine, the days, when people thronged libraries to search for reference material, running pillar to post in Madras, from Connemara Library, to British Council, to USIS, to Central Regional Library at Mount Road, etc., asking friends and family if they had reference material to better their knowledge in their respective subject. Imagine teachers using black boards, where their scribble with chalk used to vanish with the swipe of the duster in less than 20 minutes. Students used to scribble notes as the teachers taught. Golden words once uttered, if not captured in our heads or in the scribble, will be lost forever. Such were the times, until digitization of learning and training materials started taking place.

It did help a bit to digitize but millions of pages that were in print could not be put in the cloud for decades. The transformation from paper to bits and bytes began. Some businesses put together training programs with digital content that resided on in their systems or business environment. Scores of questions for several topics and levels just were on paper as books and quietly in one corner people were digitizing them, as the years rolled by.

Mass examinations had its own challenged of keeping the secrecy of the question papers, printing them in secure printing presses and keeping them in safes, to hold the same from thievery. Corporates who wanted to train and assess their employees in large scale looked

around for alternate solution as things were digitizing. Infocareer gave birth to MyQHub, a question bank, tailored to customers for their specific requirements, where their employees could sit at the computers on-site and take mass exams. Several requirements poured in from customers, which lead to continuous development of MyQHub to a robust, user-friendly Learning and Assessment Framework, named ICLeaF.

ICLeaF is a platform, available as an Enterprise version and Software-as-a-Service (SaaS) version for small to large customers to quickly put their Learning content of all forms, be it Audio, Video, Documents, Images, etc., tied up if required with a provision to upload question for Knowledge assessment by any institution. These efforts are headed by a dedicated techy Karthic Chakravarthy, who has been with Infocareer for a long time. He has a team of individuals, working day in and out to capture and convert unique customer requirements into this platform. A skill assessment module is currently in Beta phase and can be used by Human Resources divisions of any company to produce Competencygram of their employees, if the attributes/entities for assessment are plugged into this platform.

ICLeaF is presently being used in India and will soon be launched internationally in USA, Southeast Asia and Africa. We are working closely with a company to bring in Virtual training/class room integrated into ICLeaF. **Watch out for NEWS in our next issue!**

Welcome to Our New Infocarers



Pravin Kumar J

Digital Marketing Executive

He has completed diploma in Digital Marketing at Loyola LIBA and has recently joined our company as the Digital Marketing executive. He will be handling Digital Marketing on social media.



Siva S

ICLEAF Tech. Support Trainer

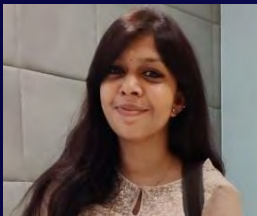
He has completed B.E in Computer Science and will be Supporting ICLeaf's team.



Raja Saravanan

Product Manager

Raja has completed MBA in National Institute of Business Management. He is a highly accomplished professional, leveraging of over 12 years of extensive experience in Business Development, Marketing and People Management and he will be our Products Sale Manager heading this Sale team.



Niveditha J

Finance Executive

She has completed B.com in Corporate Secretaryship and pursuing CA. 3rd year articleship. She will be handling Financial activities in our company.

Geetha

Digital Marketing Strategy Consultant



She has completed Master Diploma in Digital Marketing at 'web d school' Geetha has around 8+ years of experience in content writing, social media, online advertising and copywriting with a documented record of success in increasing online presence and brand awareness. She will be the managing as head of Digital Marketing team.



Mentoring Training Calendar

March'22

PMP Training

Online WeekEnd Evening (Sat & Sun) 04.30 PM - 08.30 PM IST 05th Mar'22 - 03rd April'22	Online WeekDay Morning (Mon - Fri) 06.30 AM - 09.00 AM IST 15th Mar'22 - 07th Apr'22	Online WeekEnd Morning (Sat & Sun) 08.30 AM - 12.30 PM IST 12th Mar'22 - 10th April'22	In-Person Session (Sat only) 08.30 AM - 06.30 PM IST 12th Mar'22-09th Apr'22
Online WeekDay Evening (Mon - Fri) 07.00 PM - 09.30 PM IST 16th Mar'22 - 08th Apr'22	Online WeekEnd Evening (Sat & Sun) 04.30 PM - 08.30 PM IST 19th Mar'22 - 17th April'22	Online WeekEnd Morning (Sat & Sun) 08.30 AM - 12.30 PM IST 26th Mar'22 - 24th April'22	

PMP Assure Orientation

Online Saturday 01.30 PM - 02.30 PM IST 05th Mar'22	Online Saturday 01.30 PM - 02.30 PM IST 12th Mar'22	Online Saturday 01.30 PM - 02.30 PM IST 19th Mar'22	Online Saturday 01.30 PM - 02.30 PM IST 26th Mar'22
--	--	--	--

PMP Hackathon Orientation

Online Sunday 01.30 PM - 02.30 PM IST 06th Mar'22	Online Sunday 01.30 PM - 02.30 PM IST 13th Mar'22	Online Sunday 01.30 PM - 02.30 PM IST 20th Mar'22	Online Sunday 01.30 PM - 02.30 PM IST 27th Mar'22
--	--	--	--

MSP Training

Online WeekEnd Evening (Sat & Sun) 04.30 PM - 08.30 PM IST 12th & 13th Mar'22
--

ACP Training

Online Sunday 01.30 PM - 02.30 PM IST 06th Mar'22
--

Our next few ISSUES, will cover about our **MENTORING, CONSULTING and TechAgile**

Look out for Good News



SPL Sri Ram NIVAS, 3rd Floor, No.38, Venkata Krishna Road, Mandaveli, Chennai, India – 600028.

Bulletin Team

Infocarer (for Private Circulation Only)

Chandrasekaran A
Advisor

Krishna Routhu
Editor

Job daniel / Geetha
Editorial

Rajesh
Content support

Thamina & Hari Prasad
Creatives