

From: Medha info@medha.org.in
Subject: Medha Update - January 2012
Date: January 18, 2012 at 1:00 PM
To: Chris Turillo cturillo@medha.org.in

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Dear Christopher,

Greetings from a chilly but rapidly warming Lucknow. First off, we would like to wish you a happy and healthy belated New Year. 2012 is a big year for Medha as we prepare to pilot our program with 300 students in two colleges across Eastern UP. We are currently working to finalize our curriculum, develop a marketing strategy for educational institutions and students, secure partnerships with colleges, and begin the admissions process.

To help us execute this ambitious plan, **we hired three core team members** in the last quarter. Mani and Sarita are primarily focused on curriculum design and development, while Saif will be heading up the marketing function. We are also in the process of training a volunteer, Vinay, who we hope will take over the accounting and administrative functions soon. We invite you to read more about our expanding team on our newly created team page - www.medha.org.in/team.

In addition, since we last updated you...

- we have initiated **partnership relationships** with two new employers Procter & Gamble and Vodafone, industry associations FICCI and RAI, and technology providers IBM and Microsoft. Each bring unique opportunities to Medha and its graduates, and we look forward to building these relationships in the year to come.
- we have started to build a relationship with the **National Skills Development Corporation** (www.nsdindia.org), and hope to partner with them more formally on our pilot this year.
- we launched our **website** in November, and thank all of you for the feedback. We look forward to keeping you updated on our progress and the latest happenings at Medha.

latest happenings at medha.

- we are seeking assistance from a group of **Chicago Booth volunteers** to work with us on a market research study on the growing "missing middle" market. The "missing middle" commonly refers to the over 40 million students a year that drop out of high school (intermediate level) to enter the labor market.

We look forward to your continued feedback and thank you again for your support and encouragement,

Byomkesh Mishra & Chris Turillo



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