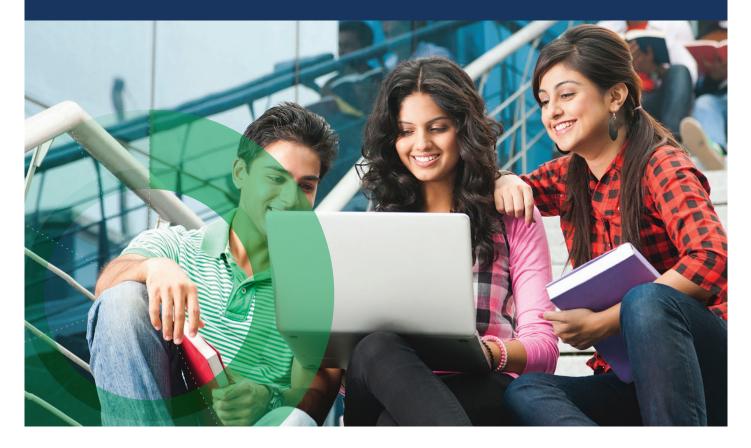CUSTOMER STORY

ICT Academy to skill students in analytics

Plugging the data analytics skills
shortage with Qlik Academic Program

LEAD WITH DATA™ Qlik Q

CUSTOMER STORY

"The educators found the Qlik Academic Program complemented their teaching. They're able to upgrade their knowledge in data analytics and are better prepared to mentor students."

Dr B. Anbuthambi, President, ICT Academy

Real tech skills for the real-world

Unlike many business sectors across the globe, India's IT sector has thrived during the COVID-19 pandemic. Businesses have been forced to embrace the use of emerging technologies such as data analytics as they accelerate a digital transformation journey sparked by government-led mandates for staff to work from home.

Whilst many job functions have shrunk over the last 12 months, demand for data scientists continues to surge. Research firm Deloitte found in 2020, for the second time in four years, the number of jobs posted by tech companies for analysis skills— including machine learning, data science, data engineering and visualization—surpassed traditional skills such as engineering, customer support, marketing and PR and administration.

Companies with a need for staff with analytic skills continue to demand fresh talent. Many have sought to strengthen partnerships with universities and industry collaborators to bring the best and most-relevant data and analytics students into the profession.

Solution Overview

Customer Name
ICT Academy

Industry
Public Sector

Geography
India

Function
HR, IT

Business Value Driver
Reimagined Processes

Challenges
- Produce data analysts with up-to-the-minute knowledge and hands-on experience
- Keep academics abreast of latest developments in data analytics
- Curate online material and access to the internet for reticent online learners

Solution
Offer students access to Qlik Academic Program via a classroom environment and online learning platform, with qualifications and community support

Benefits:
- Moves graduates away from 'generic' qualifications.
- Increases student job prospects through practical hands-on experience with professional software
- Provides regional and rural students the same opportunity to access up-to-date course content

Working with industry for real experience

Created by the Government of India in 2009 specifically to bridge the industry-academia skill gap, the not-for-profit entity ICT Academy aims to be a leading ICT knowledge center, providing consultancy and training through industry specific research. Its primary aim is to create a new generation of talent pool that is industry-ready.

"Today, we work with some 1,000-plus institutions across India, in 18 states. We support them in terms of faculty development, skill development in technology and industry-institute collaboration," says Dr B. Anbuthambi, President of the ICT Academy.

ICT Academy partners with technology companies to train teachers and graduating students in new technologies. At the forefront of its collaboration with industry is its association with Qlik, which kicked off towards the end of 2020.

The Qlik Academic Program focuses on up-skilling educators and students in data analytics. A recent study revealed that between the years 2021 to 2026, the Indian analytics industry will grow at a CAGR of 35.1%.

ICT Academy recognizes that offerings of the Qlik Academic Program are industry relevant, up-to-date and valuable for its partner institutions as they focus on relieving the country's shortage of students skilled in analytics.

Preparing students for technology's future

ICT Academy introduced the Qlik Academic Program at the end of 2020 – just as the COVID-19 pandemic was still spreading across the globe. Resulting lockdowns aimed at stifling the disease challenged the delivery of the program to the 1,500 enrolled students.

"Prior to the pandemic there was low adoption of online learning in India. Lockdowns forced students to adopt the habit of self-learning. The Qlik Academic Program was very adaptable and together with the effort of the institutions, students are now very comfortable with this mode of learning," says Dr Anbuthambi.

Qlik's data analytics curriculum features lecture notes, on-demand videos, handouts, activities and real-world, interactive business use cases. There is also a forum for professors and students to access resources, collaborate with others and share experiences. Additionally, a full-year access to Qlik Sense Business is provided, as well as hours of product training plus data literacy training.

"We're working towards ensuring that the program is unique and positioned properly, because at the end of the day, there are hundreds of resources available online," says Dr Anbuthambi.

Students can earn Qlik Sense Business Analyst and Data Architect Qualifications as well as certifications in data analytics and data literacy. They receive a printable certificate and a digital badge which can be a massive enhancement on their resume.

A responsibility to impart practical learning

Dr Anbuthambi says the mandate of the ICT Academy is to provide learning for employability across the country, including rural areas.

"India is a large nation; we have a huge responsibility to add value to students' knowledge and make them employable. The number of generic graduates produced in India is too large," says Dr Anbuthambi.

He says, "by working with organizations such as Qlik to support ICT Academy in its mission of creating employable students, ICT Academy ensures students are being taught the latest skills. They are then able to test their skills in the real world prior to graduation, ensuring a smooth transition to a fruitful working life."

The keys to success

1,500+ students signed up to the Qlik Academic Program during a COVID-19 disrupted year

60+ ICT Academy partner education institutions participate in the Qlik Academic Program across India

"When offering courses in collaboration with industry, we limit ourselves to only working with major technology companies. The companies we strongly believe are the ones who are developing the future generations of technology."

Dr. B. Anbuthambi, President, ICT Academy

About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik provides an end-to-end, real-time data integration and analytics cloud platform to close the gaps between data, insights and action. By transforming data into active intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

qlik.com