

MyDuniya enters Education Vertical with its sms applications

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Bangalore, 31 July 2008: MyDuniya Networks Private Limited, a leading provider of convenience SMS applications for consumers and pioneers in 'Beyond Voice' applications for the mobile consumers, today announced its successful entry into the education vertical for its SMS application services. The new vertical will empower educational institutions both schools and colleges with innovative and improvised ways of dealing with their communication requirement with students and parents. With MyDuniya's mobile as a channel of communication, one can now reduce the strain on their resources and effectively manage their administration. This innovative service harmonises the power of the web and reach of the mobile phones to "mobilise" data or information and reach out to the parents. Parents, students, teachers all can now get closely and effectively connected and keep a tab of the happenings in the institutions.

Speaking on this announcement K.Ganapathy Subramanian, Founder & CEO MyDuniya said, "In this mobile pervasive world, the services will not only speed up the process of communication but would also deliver efficiency and also addresses the digital divide! The benefits of this technology would revolutionize the very way of communications by the institutions". He further added "Looking at India's billion plus population, where the young form around 40% of the population, it has become imperative to devise new ways of staying connected. So even if the phone lines are clogged, one needn't get perturbed, as the information you require is only an SMS away".

With over 1.2 million schools & about 20,000 colleges, commotion in the announcement of admissions, the looming uncertainty over the exam schedules & timings, sudden changes in schedules, upcoming events, or holidays, logjams are likely to occur. This can be overcome by sending personalized contextual information to all the concerned people. MyDuniya's simple tool allows interacting with students and staff through mobile phones making sure all communication is simple to carry out and effective when executed. New credit courses, setting a generic response for frequently asked questions, emergency alerts, payment status, attendance reports are just few of the many services that this platform offers for quick deployment. Special and innovative requirement like dynamic bus location tracking etc are also in demand.

The highlights of this program include web based Admin control, Multi-user Access, customized sender identification, multiple keyword and action and integration with existing applications.

MyDuniya's prestigious clients in this vertical include, The Indiranagar Cambridge School, Manipal Education, Institute of Business Management & technology (IBMT) NSRCELL of IIM, Bangalore etc who use these services for a wide variety of internal communication requirements.

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About MyDuniya

MyDuniya was founded in 2006 with a vision to empower consumers and enterprises to communicate beyond voice. MyDuniya provides convenience SMS applications for consumers and enable enterprises to interact with their customers. The company was founded by K.Ganapathy Subramanian who has been part of the innovation industry as a VC for over fourteen years and Mr. Jagdish Kini, Founding Partner of Enterprise5C a management consulting firm.

[You can find this press release here](#)