

## **M – Powering Distance Education: Distance education programmers starting mEducation by using SMS Gateway-Bulk sms service**

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Press release from: [ValueFirst Messaging](#)



A system and a process that connects learners to distributed learning resources other than attending courses in person, students may communicate at times of their own choosing by exchanging printed or electronic media, or through technology that allows them to communicate in real time. Distance education courses that require a physical on-site presence for any reason including the taking of examinations is considered to be a hybrid or blended course or program.

India has a large number of Distance education programmers in Undergraduate and Post-Graduate levels. The trend was started originally by private institutions that offered distance education at certificate and diploma level. By 1985 many of the larger Universities recognized the need and potential of distance education in a populous country like India and launched degree level programs through distance education. The trend caught up, and today many prestigious Indian Universities offer distance programs. Two such universities are;

Rajiv Gandhi University of Health Sciences, centered in Bangalore, India, is a unitary university set up in 1996 by the government of Karnataka, for the regulation and promotion of higher education in health sciences throughout the state of Karnataka. About 276 colleges throughout the state are placed under the Rajiv Gandhi University in order to establish uniform standards in academics and administration.

MGR Medical University, Chennai, India deals with all medical and paramedical degrees. Both of these and many private and public, non-profit and for-profit institutions offering courses and degree programs through distance education.

### Solution:

After a thorough examination & analysis of the requirements, ValueFirst (a global leader in "Enterprise Mobile Messaging Services") in collaboration with a technology partner proposed its best-in-class application ValueFirst Velocity. ValueFirst Velocity is an enterprise class SMS suite designed to create, process and transmit SMS in a complex database environment. It provides highly reliable automated mobile messaging platform.

ValueFirst application enabled the universities to send their critical messages on a Just-In-Time (JIT) basis onto the mobile phones of invigilators.

The mobile messaging suite in addition, offers complete automation of various communication processes such as College to Student communication, College to Parent communication etc at these universities.

### About ValueFirst:

ValueFirst empowers its customers to communicate between varied IT back-end systems and mobile phones using SMS Services. ValueFirst provides a unique, end-to-end, global carrier-grade mobile data service. Its mobile data service offering includes "plug and play" application licensing and hosting. Employing a partnership with Mobile operators and a clear focus on SMS mobile messaging, ValueFirst's Mobile Messaging Platform is capable of delivering SMS services to virtually any CDMA/GSM mobile handset. ValueFirst combines signalling information from the mobile world with innovative applications running concurrently on its own IT applications platform and thereby pave the way for mission-critical international messaging services.

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