

## IIM-C, Director launched A-VIEW in WB & NE states

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Amrita University's e-learning platform, A-VIEW (Amrita Virtual Interactive E-Learning World) was launched for the higher educational institutions in West Bengal and North Eastern states on 18th January at Amrita Vidyalayam, Kolkata as part of Mata Amritanandamayi's Bharata Yatra 2013.

Prof. Shekhar Choudhary, Director, IIM Calcutta, officially launched A-VIEW in the presence of Shri Partha Chatterjee, Minister of Commerce and Industries, Government of West Bengal, Prof. C. S. Kumar, IIT Kharagpur and Prof. Arunasish Acharya, from Jadavpur University. Amrita University Vice Chancellor, Dr. Venkat Rangan and Jadavpur University, School of Education Technology Director, Prof. Samar Battacharya attended the event online through A-VIEW from Coimbatore and Kolkata respectively.



While launching A-VIEW for the North Eastern regions, Prof. Shekhar Choudhary stated "There's a huge shortage of good teachers in the higher education sector and A-VIEW can be effectively used for enhancing the knowledge and skill levels of teachers. A-VIEW helps in reducing the cost of training significantly, as the teachers can attend the training online from their institutions."

Prof. C. S. Kumar said, "A-VIEW enables a teacher to reach out to hundreds of teachers and students across the country. It is very user friendly"

Prof. Arunasish Acharya mentioned "A-VIEW is very cost effective when compared other video conferencing tools. Jadavpur and Amrita Universities will work together for enhancing the use of A-VIEW in West Bengal."

Prof. Kamal Bijlani, Director, Amrita E-Learning Research Lab said "A-VIEW has already been deployed at more than 2000 higher educational institutions across the country. This launch will help to promote A-VIEW in West Bengal and North Eastern states."

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