

**Background**

The long, hot months of April, May & June are when children and parents look for creative ways to spend the summer. The agenda varies from learning new skills to expanding one's horizons and of course, having some fun.

**The Challenges**

robo.in—the developers of ROBOCAMP™—had a world-class Robotics education program to offer to students. They were looking for a platform and a partner that would enable them to offer ROBOCAMP™ to a large number of students across India simultaneously.

**The Solution**

robo.in partnered with Reliance World. As per the agreement, Reliance World provided a training platform for robo.in to offer ROBOCAMP™ to students in over 100 Reliance World stores covering major cities and towns. Reliance World also provided robo.in with marketing, sales, infrastructure and administrative support.

**The Outcome**

In the summer of 2010, 1246 children across India attended ROBOCAMP™ in the comfortable environs of Reliance World.

For the children who attended ROBOCAMP™, it was an amazing experience filled with scientific exploration, learning and fun. The parents were more than happy that their wards were learning and having fun at the same time. And for robo.in, it was the biggest and best ROBOCAMP™ that they ever conducted

# Providing Students With a Platform and an Opportunity to Get Introduced to The Wonderful World of Robotics



- ▶ 192 batches of ROBOCAMP™ conducted in 3 months
- ▶ 1246 students attend ROBOCAMP™ across 66 locations in 24 cities
- ▶ 470 in ROBOCAMP™ Junior and 776 in ROBOCAMP™ Senior

**What is ROBOCAMP™**

Researched and developed at SINE, IIT Bombay, ROBOCAMP™ is a 6-day certified course that teaches students in classes IV-XII to build and program robots using hardware and software.

ROBOCAMP™ is designed to demonstrate theories of Science and Mathematics, nurture scientific exploration and ignite an interest in Robotics technology. Robotics, being a multi-disciplinary field, gives participants the advantage of working on all their favourite technical topics on a common platform. Participants learn the principles of robotics and then apply them in hands-on robot building sessions. ROBOCAMP™ is recognised and certified by the Indian Innovators Association (IIA).

There are separate batches for juniors and seniors. ROBOCAMP™ Junior is for students in classes IV to VI and ROBOCAMP™ Senior is for students in classes VII to XII.

Participants of ROBOCAMP™ Junior are provided with an ergonomically designed robotic kit called ROBONAUT™. The kit consists of electrical and mechanical building blocks and necessary tools to construct robots. The participants learn basic concepts of Physics and Electricity, designing of various mechanical structures, proper usage of tools and much more. By the end of the course, they build a remote controlled robot.

Participants of ROBOCAMP™ Senior are provided with the i-PITARA™ kit, consisting of a reprogrammable unit, multiple sensors, mechanical construction blocks and necessary tools.

They learn how to build and program robots using CiMPLE—an interactive, visual programming software specially designed for kids. They also learn advanced concepts of physics & electricity, programming & logic building, problem solving approaches and much more. By the end of the course, they are able to build robots that follow lines, avoid

### About Reliance World

*Reliance World is a nationwide chain of retail stores managed by Reliance Webstore Limited—a Reliance Anil Dhirubhai Ambani Group company. The stores are designed to give the customer a delightful experience of the digital world of information, communication, entertainment and utility services.*

*Besides offering the products and services of Reliance Communications, Reliance World showcases all retail offerings of the Group's brands, including Reliance Big TV DTH and Big Flix Video Rentals. The stores also offer a wide range of interesting and innovative products & services, beyond the Group's brands.*

*All Reliance World stores are connected to Reliance's countrywide optic fibre network. The Broadband Centre at Reliance World leverages this broadband network to offer High-Speed Internet Surfing, Online Gaming, Video Conferencing, Digital Electronic News Gathering, Digital Services, eLearning, Ready-to-use Offices and many more services.*

*Currently, there are 235 Reliance World stores across 104 cities in India and the network continues to expand to more locations & cities.*

*For more information on Reliance World, visit [www.relianceworld.in](http://www.relianceworld.in)*

### About robo.in

*robo.in is a division of ThinkLABS, incubated at SINE, IIT Bombay. Established by IIT Bombay alumni, robo.in has made a remarkable inception by exposing school children to the wonderful world of robotics. robo.in has a young and dynamic team dedicated to create and deliver world-class robotics education program for school students. Within a year of its launch, robo.in has reached out to more than 1800 students and worked with more than 14 schools.*

*With the R&D lab at IIT Bombay, robo.in has been fortunate to be mentored by elite faculty, research personnel and technologists from IIT and the industry. It has a strong advisory board which includes several eminent personalities.*

*For more information on robo.in visit [www.robo.in](http://www.robo.in)*



obstacles in its path, follow light and the like.

### The Opportunity

Given its numerous benefits, ROBOCAMP™ is very attractive and interesting for students and parents alike. On one hand, is a captive audience for ROBOCAMP™ and on the other is the mission and vision of robo.in. It aims to lay a strong foundation for the technical development of our country by developing an active interest among students in robotics. robo.in was also exploring avenues that would enable it to take ROBOCAMP™ to a greater number of students in a short span of time.

### The Partnership

With the objective of attracting a greater number of students, robo.in partnered with Reliance World—a world-class nationwide chain of retail stores known for offering its customers a delightful experience of the digital world of information, communication, entertainment and utility services.

The partnership provided robo.in, with an opportunity and a platform to offer its world-class robotics education program—ROBOCAMP™—to several participants across India simultaneously.

Reliance World, with its pan-India presence, best-of-breed physical and IT infrastructure, high-speed broadband Internet connectivity, became a perfect launch pad for robo.in to roll out ROBOCAMP™ easily and quickly in several cities at the same time.

### Pre-launch preparations

Reliance World provided robo.in with end-to-end marketing, sales, infrastructure and administrative support. Right from advertising the program in various media—including social media like Facebook and Twitter—to tele-calling prospective students, Reliance World leveraged every possible opportunity to promote ROBOCAMP™.

Designated staff from various Reliance World stores underwent comprehensive training on all aspects of ROBOCAMP™, so as to be able to handle enquiries that came in from people walking into the store as well as parents who were calling to know more about ROBOCAMP™. Staff at the Reliance Call Centre was also trained on the product.

A few days before the launch of ROBOCAMP™, the licensed software and multi-media based learning content provided by ThinkLABS—the parent company of robo.in—were installed by Reliance World on its state-of-the-art PCs. A test-run was conducted to ensure smooth execution. In short, Reliance World ensured complete preparedness for the successful launch of ROBOCAMP™ at its stores.

### While the batches were in progress

## ROBOCAMP™ — a complete Robotics Camp developed by robo.in and offered at Reliance World

On the first day of each batch of ROBOCAMP™, the trainer introduced the students to the world of robotics and then explained to them the modules of the program as they would unfold. The students took to robotics like fish to water, and before long they were connecting motor to mechanical parts, writing algorithms, applying the properties of light and infra red sensors to build robots.

All through, Reliance World ensured impeccable administrative and infrastructural support. The students were made to feel comfortable within the store's lounge area which had transformed into an intensive learning zone.

By the end of the 6-day ROBOCAMP™, the participants had built their own robots and learnt how to control its movements. On the last day, an informal competition was conducted among the participants to gauge the extent of their learning and understanding of robotics. Participants of the junior batch were required to programme their robots to play a game of football while the seniors configured their robots to sumo wrestle. The trainer prepared the game field and adjudged the winners. The participants are also awarded their certificate on the last day.

At the end of the camp, junior and senior participants took home the robot that they built along with the robotic kit. They were also eligible to enter the National Robotics Competition (TRICKS) to be held at IIT Bombay. The champion will win a trip to NASA\*.

### Key Features and Benefits

Following are some of the key features and benefits of partnering with Reliance World

#### Features

- ▶ Unique retail format that attracts different types of audience.  
Pan-India presence; over 220
- ▶ Reliance World stores across 100+ large and small cities and towns across India.
- ▶ Over 80% customers belong to SEC A & B groups.
- ▶ Ready-to-use IT and telecom infrastructure.
- ▶ Fully-trained staff
- ▶ Marketing, Sales and PR support.
- ▶ Strong presence in the education domain with programs and events targeted at school and college students.

#### Features

- ▶ Enables you to optimize customer touch points.
- ▶ Gives you an opportunity to take your product/service to a nationwide audience.
- ▶ Gives you access to an audience with a high disposable income.
- ▶ Enables you to get started easily and go to market faster.
- ▶ Ensures best-in-class customer service and customer experience.
- ▶ Allows you to concentrate single-mindedly on your product.
- ▶ Enables you to leverage on the education equity established over the years.

## ROBOCAMP™ —

a complete Robotics Camp developed by robo.in and offered at Reliance World

### The Outcome

1246 students participated in ROBOCAMP™ across India; 470 in ROBOCAMP™ Junior and 776 in ROBOCAMP™ Senior. The first batch of ROBOCAMP™ was held at Reliance World in Brigade Road, Bengaluru on 12th April, 2010. It was a batch for seniors.

Thereafter, over a span of 3 months, multiple batches of ROBOCAMP™ were held in Reliance World stores in Ahmedabad, Bengaluru, Baroda, Bhopal, Bhubaneswar, Chandigarh, Chennai, Coimbatore, Delhi, Hyderabad, Indore, Jaipur, Kochi, Kolkata, Ludhiana, Mumbai, Nagpur, Nasik, Pune, Rajkot, Solapur, Surat, Trichy and Trivandrum.

The last batch of ROBOCAMP™ concluded on 26th June, 2010 at Reliance World in Vasant Vihar, New Delhi. A total of 192 batches of ROBOCAMP™—89 Junior and 103 Senior—were held at 66 different Reliance World stores in 24 cities across India.

The objective of robo.in had been achieved. By partnering with Reliance World, they were able to successfully launch and conduct ROBOCAMP™ in 24 Indian cities at one go and offer participants a well-equipped and comfortable environment for learning.

### In Conclusion

Reliance World provided robo.in with technical & physical infrastructure, people resources, sales & marketing support and an environment that was conducive to offer its Robotics program to students.

It also proved to be a successful launch pad for robo.in to take its ROBOCAMP™ to thousands of students across India, thereby helping young minds develop invaluable skills such as problem-solving, logical reasoning, critical thinking and creativity—skills highly-desirable for students who will succeed in the future.

Companies looking at leveraging an existing infrastructure and pan-India presence to launch a product or service that would integrate easily with digital technology would find synergy in partnering with Reliance World.

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\*Conditions apply