

## Brazil schools hooked to desi tablets

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Twenty-one schools in Brazil are using 700 educational tablets devised by IIT-Bombay and Bangalore-based EAFT Technologies.

The devices, embedded with math and science content provided by Indian e-learning institutions, aim to provide interactive training to under-privileged youth in growing economies, starting with Brazil.

Kartik Kilachand, co-founder of Magnus Gyan, a US-based technology company, collaborated with IIT to introduce the low-cost, high-quality educational tablets.

“With India leading in the development of low-cost devices, it was but natural to look at my home country,” Mumbai-born Kilachand told *Business Line*.

IIT is the technology partner, while EAFT is the manufacturing partner.

The latter has been selling its androids in the Indian marketplace.

“More than five years ago, low-cost devices were available from IIT-Jodhpur. Both IIT-Madras and IIT-Bombay were also working on tablets, but they were more application-driven,” said Kilachand, himself an alumnus of IIT-Bombay.

The content is provided by e-learning companies Next Education in Hyderabad and LearnHigh in Bangalore. Magnus Gyan partnered with AmaBrasil, a non-profit organisation, to launch its bundled educational tablet in that country.

### LOT OF NOISE

Why not India? “There is a lot of noise in the Indian market place right now. There are lots of players in the low-cost tablet market in India, though both Micromax and Karbon don't have their own technology — it's all Chinese.

“There is nothing present on our scale here. If we had to prove our model and get traction, it was necessary for us to go to a country that is very similar to India,” Kilachand explained.

He further compared Brazil to India during the early 1990s, when the economy was opened up. “It is an inward looking economy, opening out to the world.”

**Source:**

<http://www.thehindubusinessline.com/news/international/brazil-schools-hooked-to-desi-tablets/article5383761.ece>