



NGMA[Hungama] Mobile Apps Club Proposal for Collaboration with College

About Hungama and NGMA

Hungama Digital Media Entertainment Pvt. Ltd. began its journey as an online promotions agency during the internet boom in the year 1999 with a team of just 4 inspired individuals, with dreams too big for the offline space. Today, it boasts of over 850 employees and offices located in New Delhi, Mumbai, Bengaluru, Chennai, Kolkata, Hyderabad, Dubai, Singapore and the USA.

It is now the largest aggregator, developer, publisher and distributor of Bollywood and South-Asian entertainment content in the world. With partnerships with over 350 content creators, across record labels, studios, broadcasters Hungama has licensed worldwide exclusive digital rights to over 4 million music and video titles.

Hungama serves content to consumers in 47 countries across mobile, internet, iptv services and has more than 150 partners across the world. Hungama has successfully managed more than 2000 mobile and digital campaigns for as many as 300 brands globally.

Next Generation Mobile Application (NGMA) is a project of Nenotech Marketing Pvt Ltd., powered by Hungama.com. NGMA, a venture powered by Hungama.com has started with a Mobile Application Developer community, carry out online Competitions, publish work for freelancers, provide launching platform to developer community with billing gateway (a path to Entrepreneurship) and start a Mobile application developer certification program for students and professionals to be named as **“Next Generation Mobile Application developer certified by Hungama”**

According to the study, created by Chetan Sharma Consulting, mobile app downloads should jump from 7 billion in 2009 to almost 50 billion in 2012. By this time, the market will be worth 17.5 billion dollars, the study predicts, despite the expected lower price of mobile apps, which should drop from the current average of 2 dollars per app to 1.5 dollars in 2012.

Convergence Space in Mobile Apps field

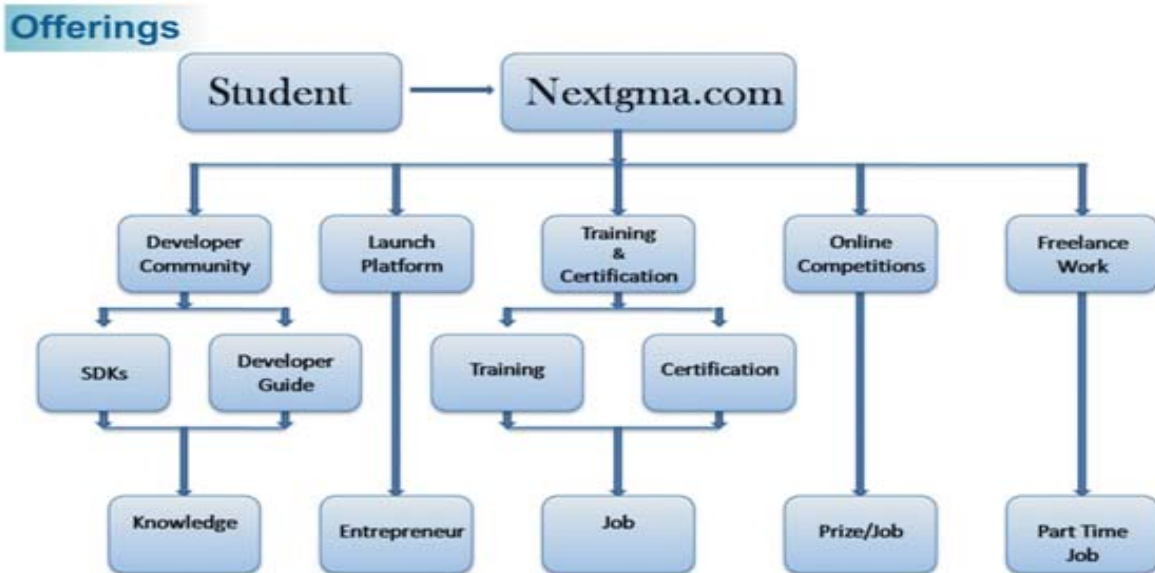
- OS based mobile applications
- Mobile Gaming
- WAP sites
- IVR

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What are we offering?

Our Objective is to make the people learn about Mobile application development and its usage. This will help them in adopting Mobile Apps and have exposure of 3G application development.

NGMA , a venture powered by Hungama is offering the following opportunities:



Key Features of the Offerings:

1. **Free Training & Certification:** This will include training on various technologies like J2ME, Android, Mobile Gaming etc. It will be imparted to the club members on Semester basis.
2. **Developers Community:** It will provide a platform for the people to explore the field of mobile application development. It will consist of knowledge base of technical information about development of mobile application including SDKs, Development resources, sample programs and many more. A discussion board is also provided to discuss and network with other developers and to resolve your problems.
3. **Launch Platform:** Will provide platform to the developers to bring and test their application and will also provide with a launch platform where an application can be launched in collaboration with Hungama and developer of the application on revenue sharing basis



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4. **Online competitions:** It challenges students to solve a real time problem using their critical thinking and technology skills. Use the latest technologies and developer forum and community to solve the problem and win cash prizes/ jobs
5. **Freelance work:** It will provide the developers with **Project Work, Part-time Jobs, Assignments** from Hungama and a chance to work on real time project and gain work **experience** along with cash inputs.

Collaboration Proposal with College

NGMA [Hungama] propose to collaborate with various Universities/ Colleges across India.

The basic idea of the collaboration is to

- Impart training on Mobile apps development and create awareness about the upcoming opportunities in this field among masses
- Explore the convergence space of Mobile application Development
- To carry out the POC for the ecosystem
- To generate and implement new ideas about 3G applications
- Develop new applications and launch it with Hungama on revenue sharing basis

The benefits that will be offered by Hungama to all the participants/members of club are as follows:

1. **Access to Mobile Test Lab** of Hungama offered by NGMA
2. **Launch Platform:** If you make a potential Mobile application which is viable to market, then Hungama will provide a platform to test and launch the application on Revenue sharing basis in the market with Hungama within Hours without any investment and you will be incubated by Hungama and NGMA.
3. **Online Competitions and Free Lance work:** It challenges students to solve a real time problem using their critical thinking and technology skills.

Use the latest technologies and developer forum and community to solve the problem and win cash prizes/ jobs



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4. **Developer Community:** A platform consisting of knowledge base of technical information about development of mobile application. It includes:
 - a. SDKs,
 - b. Development resources,
 - c. sample programs
 - d. and many more

5. **Participation at Conferences/ workshops** organized by Hungama, Nokia and other operators/clients of Hungama as per availability basis.

6. **Training:** Training will be imparted to the members on various mobile application development technologies from time to time. It will provide the members with the platform to start working in mobile apps development field.

Execution Strategy for a Mobile Apps Dev. Club

1. A group of 5 people will form a execution committee, responsible for smooth running and operations of the club
2. These people will be imparted with the training on some specific mobile application technology from the company's experts
3. These students, after receiving training will further pass on the knowledge to their club members via taking up their classes (1 class to be conducted in every 15 days)
4. This will train the members of the club in that specific technology and will make them able to participate in other activities like Competitions, Freelance work, Launch platform and they can actively participate in the discussion forum also.
5. This activity will be repeated in every semester.
6. Special sessions in between will also be organized by the company's experts.

Starting Technology: J2ME

Duration to learn J2ME: 2 Semester (1 year)

No of modules to be covered: 6

Pre – requisite: Java

If there are students who haven't studied java, then classes to learn java will also be executed in the club in the same process.



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Contact Us

If you like the Idea and would like to proceed further with collaboration process, please feel free to contact us.

Mr Kumar Garvit
kumar@nextgma.com
Ph: 9810570011

Website: www.nextgma.com