



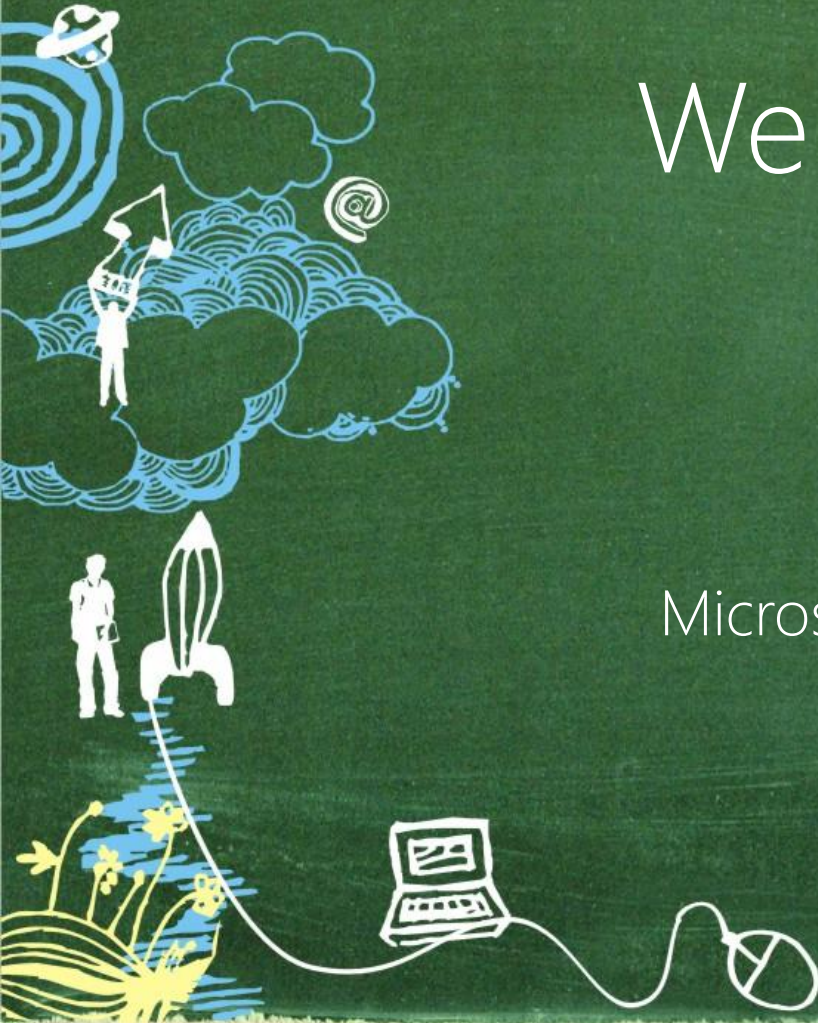
Microsoft **Student Partners**

[Now's your time
to shine.]

Orientation

Welcome Aboard!

Microsoft India Academic Team



Microsoft in Higher Technical Education

Empowering Students. Enhancing Careers



We at Microsoft believe in partnering with the education community to help students and educators fully realize their potential by giving them the tools, means and opportunities to

- Learn
- Grow
- Experience
- Achieve



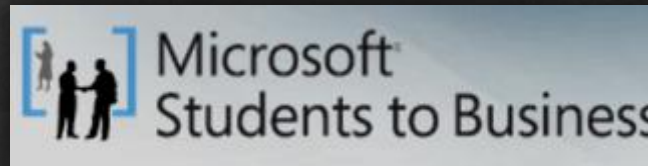
Microsoft for Students



Free access to software at www.dreamspark.com



Compete & win national & international recognition at www.imaginecup.com



Get projects/internships from Microsoft Partners at www.s2bprogram.com/india



Microsoft for Educators



- Helping faculty share and learn
- Get access to tools and resources
- Technology training
- Global connections

microsoft.com/education/facultyconnection/IN/



Microsoft for Institutions

msdn academic alliance

Get access to latest software

<http://msdn.microsoft.com/hi-in/academic/default.aspx>

Microsoft®
Live@edu

Collaboration & communication

<http://get.liveatedu.com>

Microsoft® IT Academy Program

<http://microsoftitacademy.com>

Microsoft



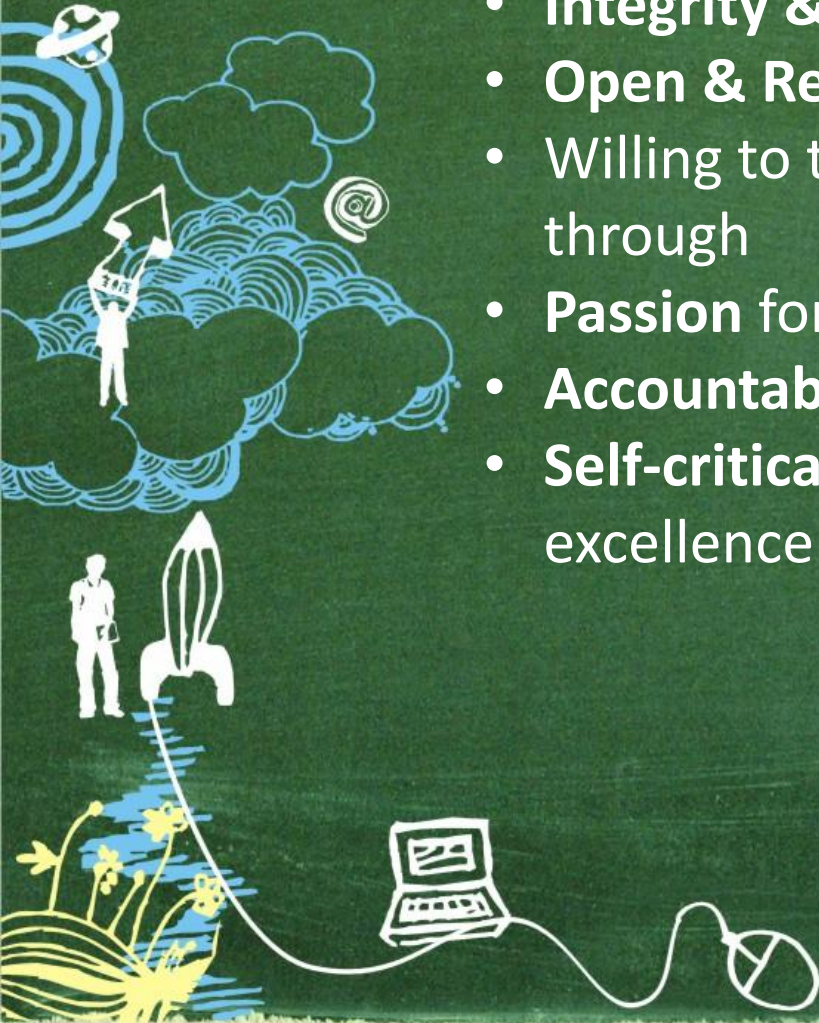


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Microsoft Values

- **Integrity & Honesty**
- **Open & Respectful**
- Willing to take on **Big Challenges** & see them through
- **Passion** for customers, partners & technology
- **Accountable** for commitments, results and quality
- **Self-critical**, questioning & committed to personal excellence and self improvement





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2009-2010 Review

- Windows 7 Launch parties & Windows 7 Touch demo volunteers
- Launch of partnerships with YuvaUnstoppable & LeadCap
- MSP Summit in Bangalore (Jan)
 - MSR's TechVista
 - CRT's Internship Test
- Some former MSPs have even become FTEs
- Marketing internships with SMSG
- MSP Open Days (Jan & Feb)
 - 6 Cities (Bangalore, Chennai, Hyderabad, Kolkata, Mumbai, NCR)
- SQL School Hands-On Labs in Hyderabad (Feb)
- TechEd 2010 in Bangalore (Apr)
 - Coimbatore MSPs presented on stage
- Meet the Exec sessions
 - Moorthy Uppaluri (GM, DPE India) in Bangalore (Apr)
 - Craig Mundie (Chief Research and Strategy Officer, Microsoft Corporation) in New Delhi (May)





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Microsoft DreamSpark™ gatra
DREAM TODAY. CREATE TOMORROW

100 Cities / 100 Days = 50K students @ Events

The collage features four photographs: a group of students holding a banner, a group of students posing together, a large audience of students in a hall, and a group of students standing in front of a banner.

v2.0 from Feb 2011-May 2011



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MSP Selection

It's not a **competition**, it's a **selection**!!

Over 5700 applicants & over 400 new MSPs selected!

Based on a combination of factors:

- Performance of candidates in various rounds.
- Relative performance of a candidate in relation to other candidates from the same college, city, region etc.
- Number of existing MSPs from a particular college, city, region etc.
- Current Year of Course
- Nature of Course
- Academic performance
- References





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Online Assets

- Free DreamSpark Access Key!
- Access to www.microsoftstudentpartners.com
 - Connect with other MSPs
 - Get Resources
 - Submit Activities
- Personalized email address: alias@msptechrep.com
- Free Business Productivity Online Services (BPOS) access
 - Exchange Online
 - SharePoint Online
 - Office Communications Online
 - Office LiveMeeting





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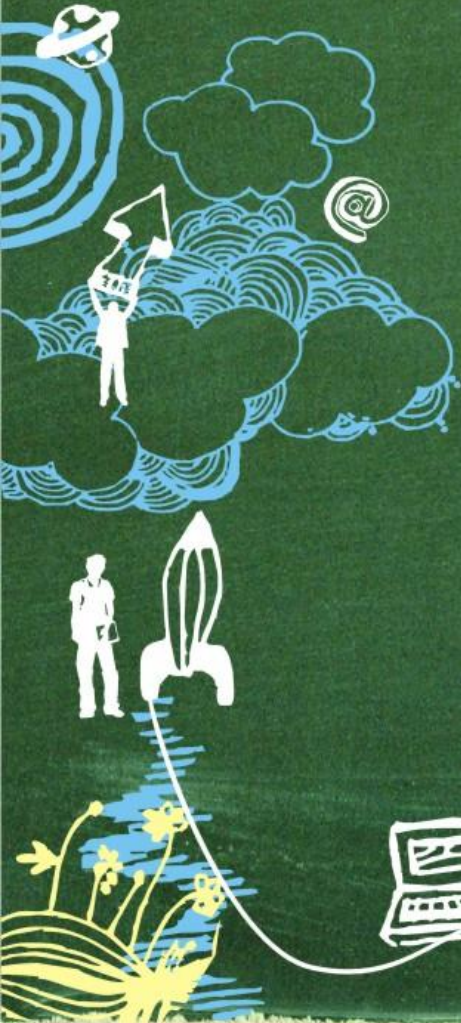
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Tech Sessions

- These are typically 1 hour long & with a minimum of 50 attendees.
- Conducted by MSPs in a small area (like a class-room) with a projector

Following proof is required for **all the tech sessions** that you conduct:

- **3 photographs** showing you as the presenter and the audience in the same frame.
- **Excel workbook of attendees** containing Student name, College name, Email ID, Gender & expected year of course completion
- **Letter from a faculty-member** with their contact information & designation stating that you have conducted the session with Topic, Date, Duration & Location.



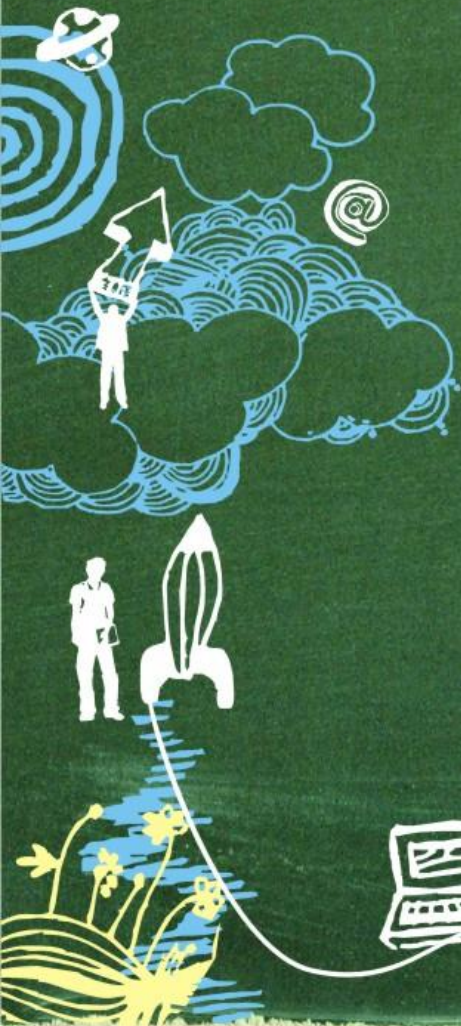


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Activity Points

- **Priority Tech Sessions (60 points)**
 - Cloud Computing (Azure)
 - Windows Phone 7 (Silverlight, XNA)
 - Web Tech (ASP.NET, WebMatrix)
 - Client Tech (Windows 7 App Dev, IE9)
- **Tech Sessions (40 points)**
 - Office 2010 (including Office Web Apps)
 - Visual Studio 2010
 - Windows Server 2008 R2
 - SQL Server 2008 R2
 - Robotics Studio
 - Expression Studio
- **Hands-On Labs (80 points)**
- **Microsoft Academic Programs session (20 points)**
- **Microsoft Miscellaneous Products session (20 points)**
- **YuvaMSP Digital Literacy session (20 points)**
 - Minimum of 15 under-privileged school students for 1 hour
 - Should not be more than 2 hours on the same day
 - Up to 8 hours per month can be submitted



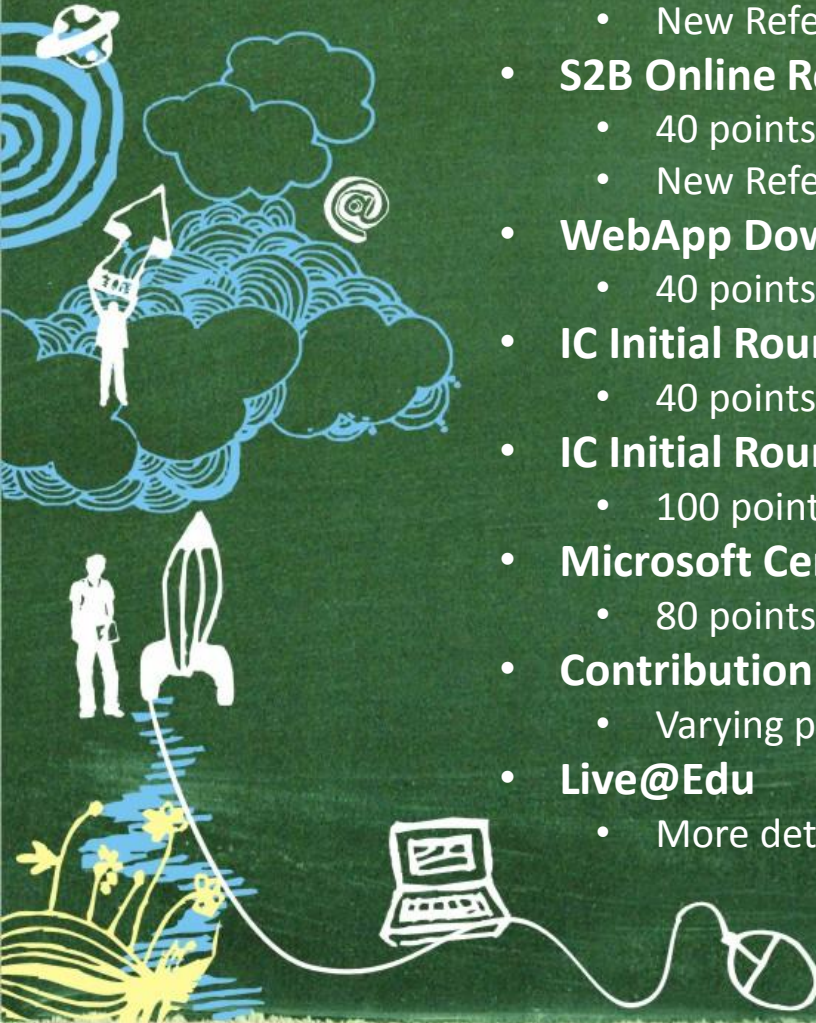


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Activity Points

- **IC Online Referrals**
 - 40 points per blocks of 40 upto a max of 400 points
 - New Referral Code process will be announced before end of Nov 2010
- **S2B Online Referrals**
 - 40 points per blocks of 40 upto a max of 400 points
 - New Referral Code process will be announced before end of Nov 2010
- **WebApp Download Referrals**
 - 40 points per blocks of 40 downloads upto a max of 400 points
- **IC Initial Round Submission in SD, ED, GD or DM**
 - 40 points. Only once per MSP
- **IC Initial Round Qualification**
 - 100 points for EACH category (except IT Challenge)
- **Microsoft Certifications**
 - 80 points upto a max of 400 points
- **Contribution to Special Activities**
 - Varying points (Max 100 per activity. Get prior permission from us)
- **Live@Edu**
 - More details will be provided before end of Nov 2010





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WebApp Downloads

Encourage other students to download these free tools & get rewarded.

- Publish links on Social Media like Facebook, Twitter, Orkut etc.
- Announce shortened links during Presentations, on Posters etc.
- **Don't send bulk email.**

http://www.microsoft.com/web/gallery/?wt.mc_id=soc-in-wag-msp-UID

For existing MSPs:

UID should be replaced by the **alias** part of your student-partners.com account.
e.g. For xyz@student-partners.com it would become

http://www.microsoft.com/web/gallery/?wt.mc_id=soc-in-wag-msp-xyz

For new MSPs:

UID should be replaced by an assigned **Referral Code** that we provide.

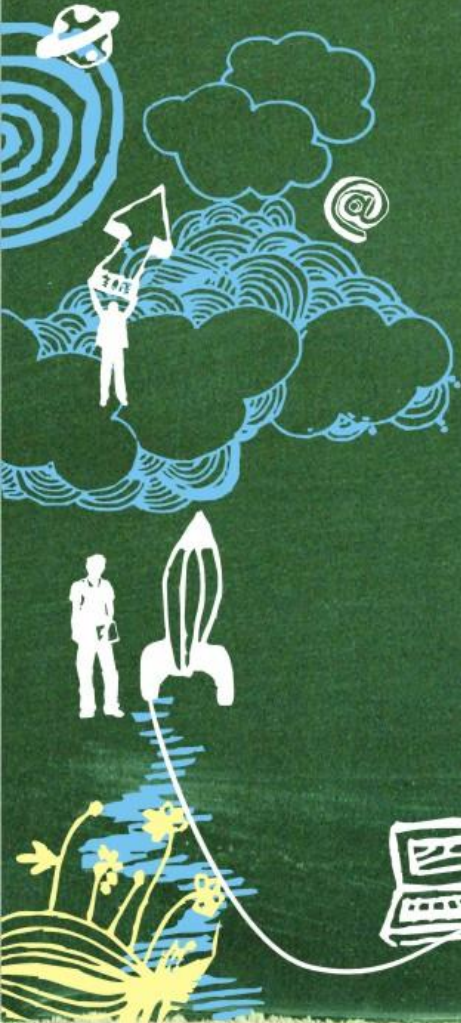
e.g. http://www.microsoft.com/web/gallery/?wt.mc_id=soc-in-wag-msp-M001

URL Shorteners (e.g. <http://bit.ly>) can then be used

- Get 40 MSP Activity points per block of 40 downloads (Max of 400 points)
- Monthly report will be published starting from Nov 2010

Bonus: 8 GB USB drives for >= 80 downloads by 31st March 2011

Your time starts NOW!





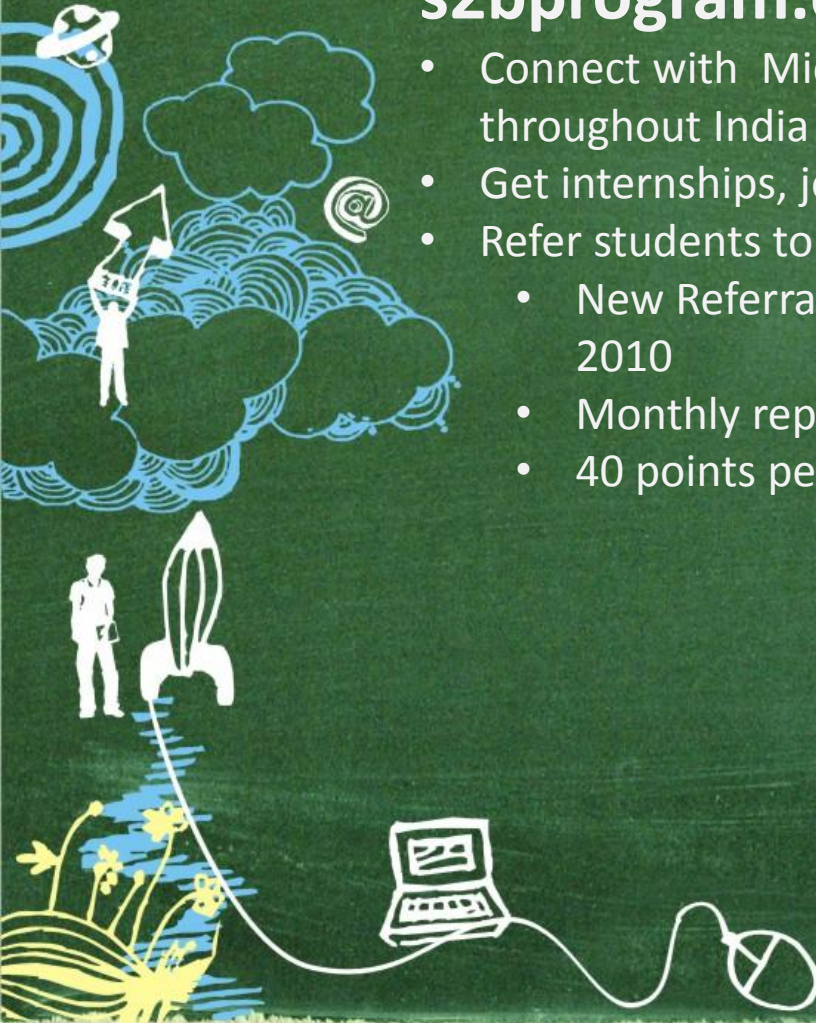
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Students2Business

s2bprogram.com/india

- Connect with Microsoft partners, customers and organizations throughout India
- Get internships, jobs, live projects, part time projects
- Refer students to register on S2B portal.
 - New Referral Code process will be announced before end of Nov 2010
 - Monthly report will be published.
 - 40 points per blocks of 40 upto a max of 400 points





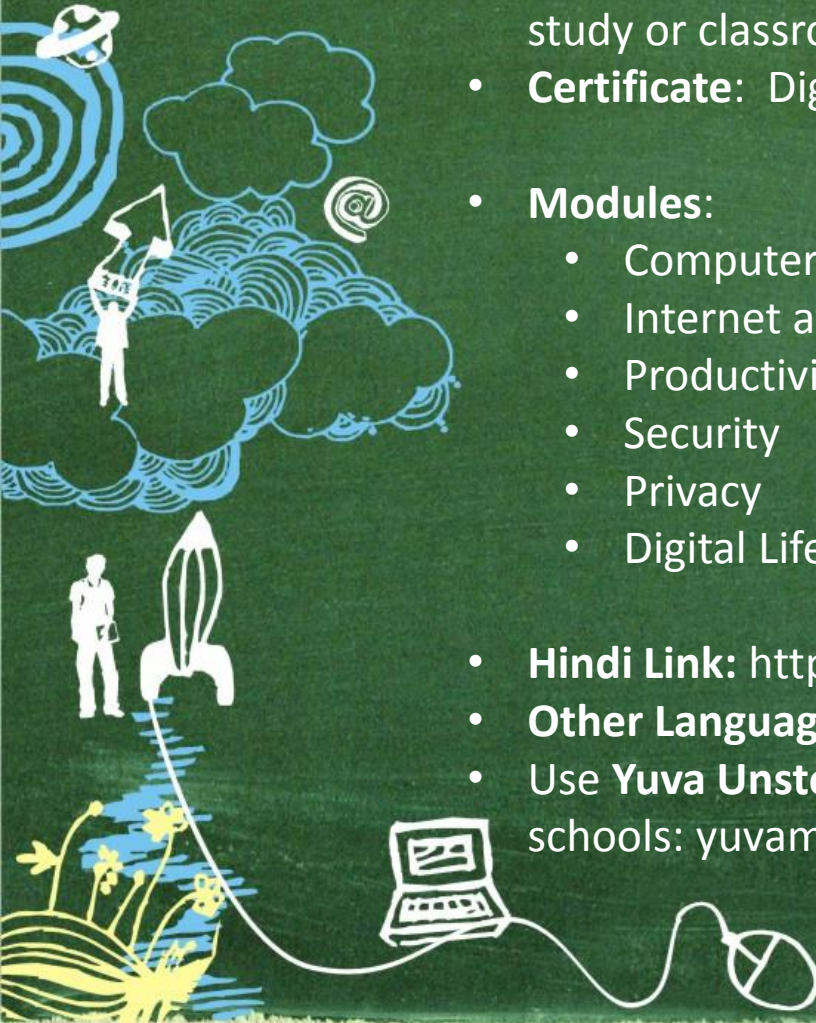
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Digital Literacy

A Two part program:

- **Online e-learning:** Curriculum for digital literacy training in a self study or classroom environment
- **Certificate:** Digital Literacy Certificate of completion of the program
- **Modules:**
 - Computer Basics
 - Internet and Web
 - Productivity
 - Security
 - Privacy
 - Digital Lifestyle
- **Hindi Link:** <http://computershiksha.com>
- **Other Languages:** <http://bit.ly/microsoftdigitalliteracy>
- Use **Yuva Unstoppable** to help you find beneficiaries like NGOs & schools: yuvamp@yuvaunstoppable.org





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Probation

- Probation Period: 12 Oct 2010 till **28 Jan** 2011
- Activities:
 - 3 Priority Tech sessions (any combination)
AND
 - 1 WP7 App OR 1 Azure App

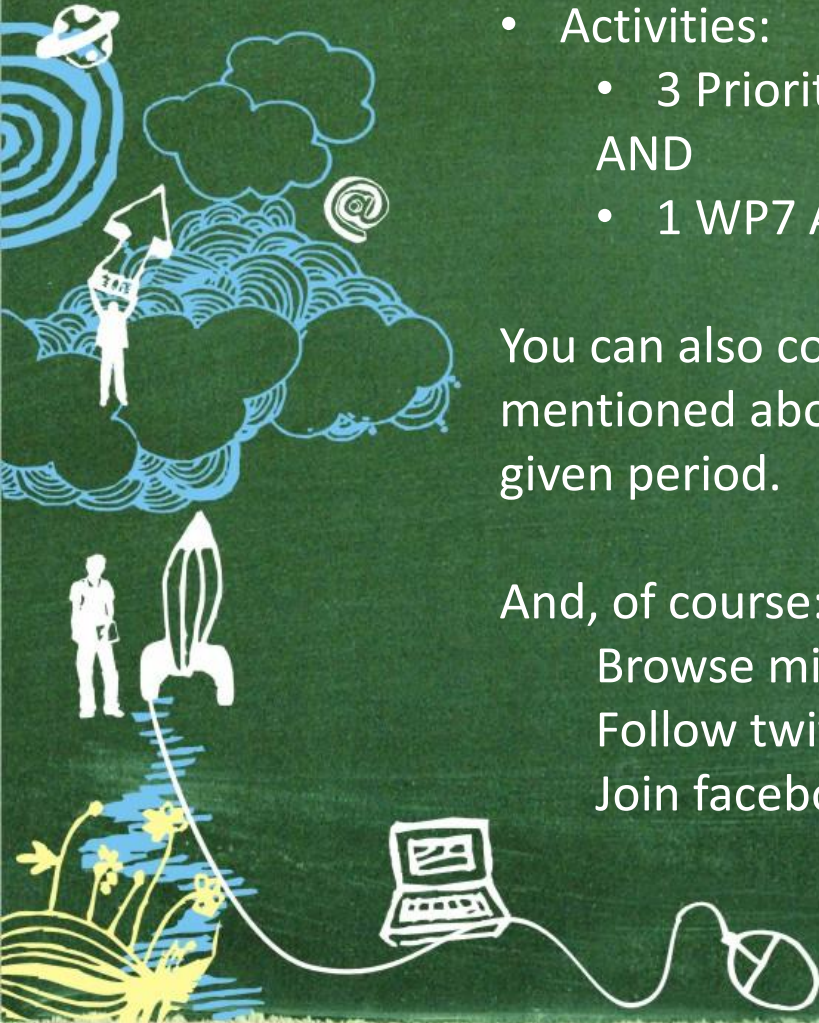
You can also conduct a variety of other activities, but the ones mentioned above are mandatory to clear the probation in the given period.

And, of course:

Browse microsoft.com/india/student

Follow twitter.com/msindiastudent

Join facebook.com/microsoftindiastudent



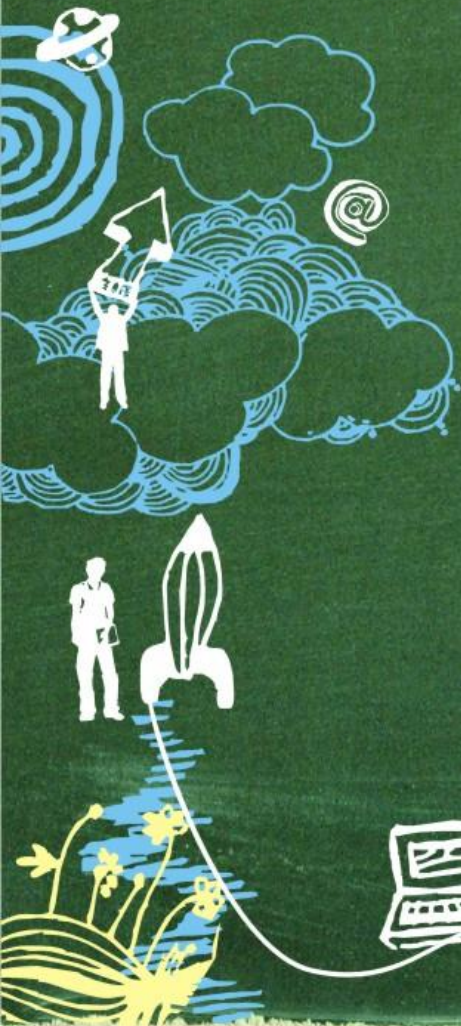


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Myths & Facts

Myth	Fact
I will get my Welcome Letter immediately after selection	Welcome Letter will be emailed before 12 th Nov 2010, if you submitted all required information on time.
I will get my ID-card & Welcome Kit at the MSP Open Day	Only after successful completion of probation. Dispatches in Feb/Mar 2011
I have to find session content on my own	We will provide Tech resources to help you "Get Started"
I will get points for activities conducted before my selection as MSP	NO. Only activities conducted after 12 th Oct will be considered
I am the only one who has to conduct activities in my college/city	Team-work. Build a vibrant Student Tech Club (STC) within your college. Collaborate with other MSPs.





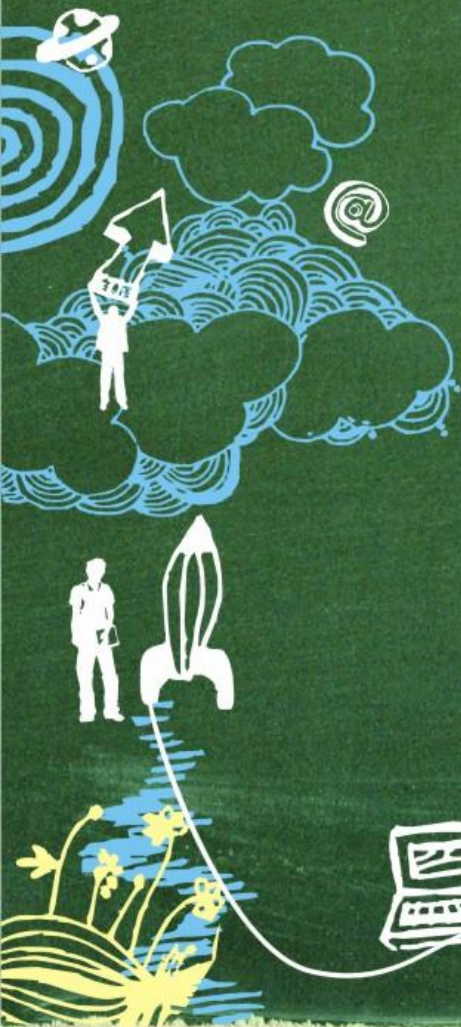
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Myths and Facts

<continued>

Myths	Facts
I cannot do activities in other colleges	You can. -Proper channels -Prior Permission -Coordinate with the MSP in that college (if any) -Activities in colleges which do not have MSP
If 2 MSPs do an activity together, we both get full points.	NO. Points will be divided based on each MSP's contribution.
I can conduct multiple sessions in 1 day.	Requirements: - Not more than 3 different topics in 1 day. - Not same topic in same college more than 3 times a month. - Min. 50 attendees - Min. 1 hr
I can charge students for attending my events.	NO.





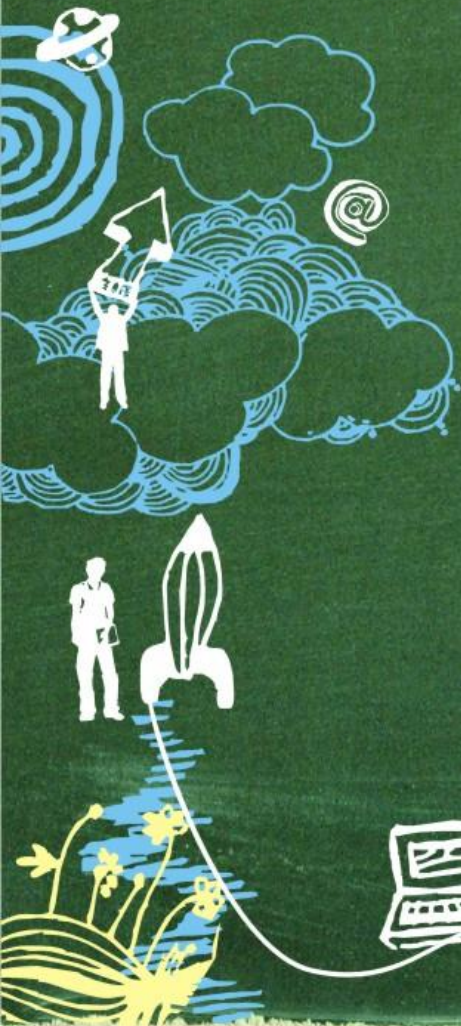
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Myths and Facts

<continued>

Myths	Facts
I can use Microsoft logo for my events	NO. Microsoft corporate logo cannot be used arbitrarily. Use MSP logo and take prior permission
Just deploying Live@Edu will fetch me points	Active LiveIDs are what matter for Live@Edu- not number of accounts created.
I will remain an MSP till I finish college.	NO. You are an MSP only for 1 year- with your performance under constant supervision. If you maintain tolerable activity levels, your MSP status will be renewed in the next academic year. Inactive MSPs are given adequate warning before they are removed.





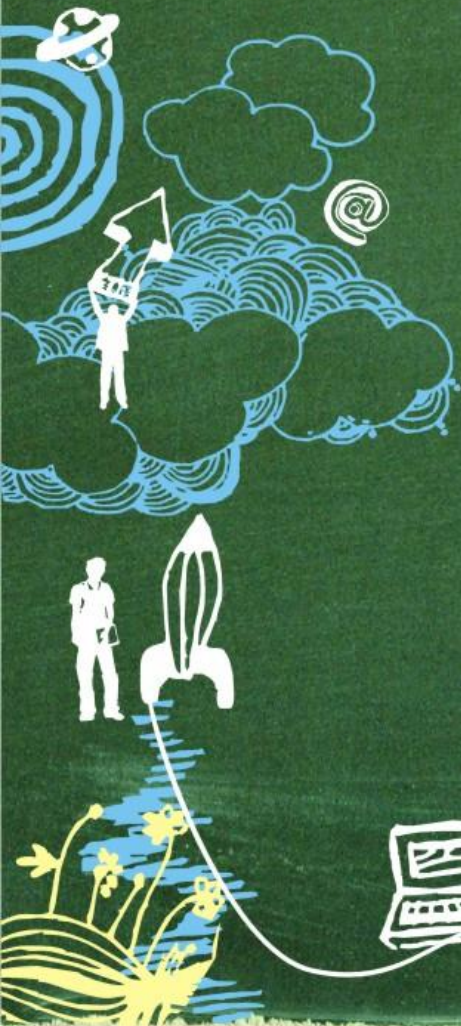
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Myths and Facts

<continued>

Myths	Facts
New MSPs will get access to the MSP India WLG.	NO. MSP India WLG will be retired in a few months and new Forums on the new MSP portal will replace it.
My activities will get approved as soon as I submit them on the MSP Portal	NO. Activities are processed on a monthly basis. So don't be worried if your activity is not processed for 4 weeks.
My emails to studpart@microsoft.com or newmsp@microsoft.com will be replied to within 24 hours if I put URGENT in the subject line and resend the same email 5 times in 10 minutes.	NO. Most Emails typically get responded to within 3 to 5 working days.



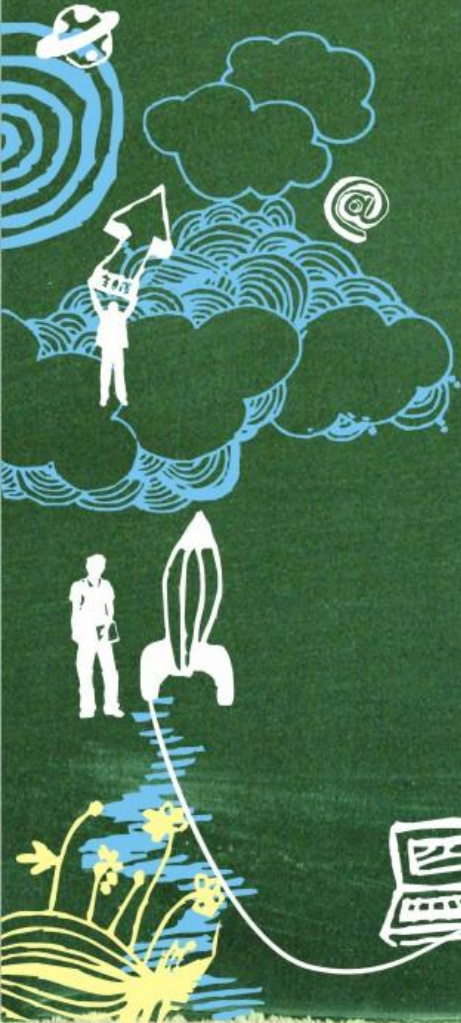


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Facts to FAQs

- What do you mean by “Year”?
 - Typically 1st July till 30th June
 - How will I get to know senior MSPs from my city/region?
 - Direct contact in Open Days
 - Public Profile Info on new portal by Dec 2010
 - Forums on new MSP Portal by Jan 2011
 - Who do I contact if I need help?
 - Till 31st March 2011:
New MSPs should write to newmsp@microsoft.com
Old MSPs should write to studpart@microsoft.com
 - After 31st March 2011:
All MSPs should write to studpart@microsoft.com
 - What do you suggest I do from now till late-Nov 2010?
 - Learn WP7 from channel9.msdn.com/Learn/Courses/WP7TrainingKit
 - Build WP7 App based on AppHub guidelines
- OR
- Learn Azure from channel9.msdn.com/Learn/Courses/Azure
 - Build Azure App





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Thank You!!

