BUISNESS DEVELOPMENT PROJECT

Project report submitted in partial fulfillment of the requirement for the degree of

BACHELOR OF TECHNOLOGY

IN

ELECTRONICS AND COMMUNICATION ENGINEERING

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DECLARATION

I hereby declare that the work reported in the B. Tech Project Report entitled **BUISNESS DEVELOPMENT PROJECT** submitted at **Jaypee University of Information Technology, Waknaghat, India** is an authentic record of my work carried out under the supervision of my Manager Sakeet Raina. I have not submitted this work elsewhere for any other degree or diploma.

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Date- 25 May 2020

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<u>ABSTRACT</u>

The organization Quality Tutorials Private Limited, brand name LIDO LEARNING is an educational-technology company revolutionizing ordinary classroom education through an unique online classes for every child in India. I was a Buisness Development Executive trainee at Noida under the crucial project of LiDO Larning.

Being a trainee, I was responsible to be part in devising the sales Strategy and also was responsible for carrying out 4 successfully closed sales and to generate a revenue of 2.26 lakhs to the company. The main role for which I was trained for were sales & Business Development responsibilies.

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5.1 Outcomes and conclusion	

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LIST OF ACRONYMS

                And

BDA   Buisness Development Associate

r/w   Read with

Cx   Customer

CBSE   Central Board for Secondary Education

CISCE: Council for the Indian School Certificate Examinations

ICSE: Indian certificate secondary education

IB   International Baccalaureate

NTSE.   National Talent Search Examination

NLSTSE   National Level Science Talent Search Exam

NTSE.   National Talent Search Examination

GOI   Government of India

CHAPTER 1

INTRODUCTION

Education is always an important concern. From the creation of platforms to understanding the methods of teaching is done to enhance and boost the interaction between teacher and students, educational startups have been shaking the industry since past few years. These education startups are redefining and shaping the classroom experience.

- One of these fields that have been benefited regularly and greatly from technological advancements is education sectors. There are still many things that are done in the traditional way in the educational field, but the impact of technology and advancement in IT field on this sector cannot be ignored.

There are many startups which have started a long time before that are creating new ways of educating. Also, colleges and universities are now facing a competition from startups that are delivering similar products in a more affordable and efficient way.MOOCS is a big example of advancement in technologies in education sector in India.

Education sector has seen a big inclination innovations recently.Digital classrooms too online courses, Internet Network has became a knowledge based accessible to everyone who wants to learn anything .Students are already [choosing](#) [online](#) [courses](#) above the traditional and old approach towards teaching from universities or even from the primary level as well of their choice which can help them study whenever and wherever they want to. This is the test for how the old approach towards the education system is being disrupted by the digital age. Education tech is not a replacement for teachers, though. It is a way to enhance education by helping teachers teach creatively and engage with students without the load they deal with traditionally. In today's date opening a startup is not easy when the market is already occupied by the different competitors .So le us have a look at our competitors.   education . it combines the knowledge gained from educational practices to theoretical knowledge, such knowledge may be derived from different vistas for example psychology of the person, skill of communication, sociology, law, computer sciences and artificial intelligence etc. it extends to various domains such

as computer based learning using technology like mobile phone, computer desktop, laptop etc. which aid the students in the process to learning. Video calls, live examples, recorded modules and other such tools help in the overall development of the student. Science and technology has entered every field of human life and has affected it immensely, but as far as education, way of learning and way of teaching is concerned the setup of teaching is a classroom is much the concept and technique that is followed in most part of the world. Though in recent times there has been use of electronic devices such as smart class modules in the classroom but still the main method of teaching remains being taught live by a teacher. Where some of the educationalist believe that there can be no end to this age old process of teaching; EduTech on the other hand has revolutionised the indigenous way of teaching.

The first instance in the history of EduTech was making copy of books which formed the backbone of education system, writing slates and black board which has been used for more that millennium now are also a part of its history. In the beginning of 20th century duplicating machines like mimeograph and gestetner stencil were used to produce short copies. It was in the middle of 1960's that Rechard.C.Atkinsan a psychology professor at the Stanford university for the first time used a computer to experiment teaching of arithmetic and spelling to students of elementary level in a school in California.

The first online course was offered for DOS and Commodore in the year 1986 by electronic university network by 2002 MIT had started providing free of cost online classes. According to the records of 2009 an average of 5.5 million students across the globe were taking at least one online class and the number seems to be increasing each day.

Education institution have now began to take advantage of the new medium provided by EduTech in the form of distance learning. Distance learning courses which us computer networking for the use of exchange of information and knowledge have now become common and have benefited masses. The Open University in Britain is among the first ones to revolutionise the use of internet to deliver courses and learning online. not only knowledge but web based training is also being imparted. As EduTech provides for means of assessing students, via online tests etc. has made this system much effective and successful.

Educational technology is growing and developing further each day according to the needs of the hour. With advancements in technology, EduTech now aims to make every student familiar with techniques which allow him to be enrolled and educated through tecgnology at its best.

BENEFITS

The foremost advantage of EduTech is that it provides the best of content which is well tested and checked. It helps the pupil to get best knowledge which is well refined and selected. This way it removes place for any inhibitions and doubts.

Through such technology education can be simplified according to the needs of every child and designed according to individual behaviour. This allows for effective individualization which otherwise is one big concern as in the ordinary set up it is difficult for one faculty to provide individual attention to all students.

Time-saving is one of the pros for the student is prevented from travelling, unnecessary workload. It saves time by providing student with the exact information that he or she desires, which can above all be availed at home without going to far of places.

There are varieties of courses and material offered via EduTech which can benefit students from different walks of life. It helps the non-full time students especially to complete their education or take bridge courses etc.

The material available in such manner can be easily accessible and used by a wider audience.

It has no hindrances be it topographical, linguistic or technological.

The use of educational applications has had a tremendous effect on the learning outcomes. According to various tests, the mobile based educational applications have led to reducing the gap between struggling and average students. the technology is such that it can be used by pupils from all ages, due to the advanced use and facilitated learning by means of relevant pictorial and video graphical means, it can be availed by pupils from all ages and backgrounds. The technology with respect to education has made it accessible to children as early as three and four year olds. There are specifically designed games and application for small children to provide healthy exercise to their brains which has yielded great results.The technological advancements have also been helpful

in providing skill based training to the students and teachers as well which helps to provide them with the required techniques and tricks to understand the needs of the students.

EduTech as the name refers is applying technology to advance education . it combines the knowledge gained from educational practices to theoretical knowledge, such knowledge may be derived from different vistas for example psychology of the person, skill of communication, sociology, law, computer sciences and artificial intelligence etc. it extends to various domains such as computer based learning using technology like mobile phone, computer desktop, laptop etc. which aid the students in the process to learning. Video calls, live examples, recorded modules and other such tools help in the overall development of the student. Science and technology has entered every field of human life and has affected it immensely, but as far as education, way of learning and way of teaching is concerned the setup of teaching is a classroom is much the concept and technique that is followed in most part of the world. Though in recent times there has been use of electronic devices such as smart class modules in the classroom but still the main method of teaching remains being taught live by a teacher. Where some of the educationalist believe that there can be no end to this age old process of teaching; EduTech on the other hand has revolutionised the indigenous way of teaching.

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Educational technology is growing and developing further each day according to the needs of the hour. With advancements in technology, EduTech now aims to make every student familiar with techniques which allow him to be enrolled and educated through tecgnology at its best.

1.2 COMPETETIORS IN THE MARKET:

Sr.no	Name	Features
1	Vedantu	- An Indian based online live tutoring founded in 2011 - Ensures a student gets the entire attention of a dedicated teacher and learns at his/her pace, monitored technologically for further improvement, anywhere- anytime learning, live audio-video connection between teacher & student at very low internet bandwidths, live session on mobile devices - Uses a virtual knowledge platform called WAVE (White board Audio Video environment. - It provides a option to the students to chose from available tutor of their choice.
2	Cuemath	- Is a platform for learning mathematics for pupils from Kindergarten to Grade 8, operating on a microfranchising model. - Founded in the year 2014. - helps to create passion for mathematics in students with the box – a set of manipulative that lets every student touch feel and construct every concept. - The program involves delivering home-based worksheets, games, comics and puzzles etc. to enable students in learning in effective manner.
3	ExtraMarks	Develop concentration, listening and creativity in the child, enhance

		imaging skills, idevelops speed in reaching and listening
4	MeritNation	An application ito provide online tution - holding good reputation and good results. Provide learning through experienced, trained and verified tutors.
5	Topper Learning	An educational technology application which provides guidance modules for CBSE Math and Science. - Provides modules for each chapter that can be downloaded for offline study as well. - Helps in improving learning with the help of Challenging games, and easy to study modules.
6	Khan Academy	An incredible set up to nurture students all over India. - An American-based organization created in 2008 bySalman khan, its creator. - This is a Non-profit organization with the aim to to provide education.

1.3. BOARDS

1.3.1. CBSE

• Stands for Central Board for Secondary Education is the educational board in India operational at the national level for both Public nad private schools and is manages by Government of India.

• CBSE follows a compact structure which makes the CBSE syllabus easier than that of other boards and comes in both English as well as Hindi curriculum

• CBSE follows grading system i.e. Continuous And Comprehensive Evaluation (CCE)

• JEE Main, NEET, IIT, AIPMT are based on the syllabus of CBSE Board. CBSE is followed till 10+2

• CBSE is widely spread in the country and is Recognition by all colleges in India.

• There are more than 200 schools in 28 foreign countries that are affiliated to CBSE.

1.3.2. ICSE

• Stands for Indian Certificate Secondary Examinations

• It conducts Indian certificate for secondary education.

• It was established in the year 1958.

• Students may find syllabus a bit cumbersome

• ICSE comes under CISCE, it is a non-governmental board of school education in India, till class 12.

• There are more than 2,100 schools affiliated to the board in and outside India.

1.1 <u>ABOUT LIDO:</u>

LiDO Learning is transforming old approach of teaching to advanced live small-grouped online classess.The foundation is started in April 2019 by second time educational-technologist entrepreneur Sahil Sheth .Lido handles students from Class 5th to 9th . Offering them a yearlong classes in Math and Science and newly introduced English classes through an combined online platform that is integerating uniqueness in interactive sessions with the tutors from across the globe.

The platform characterizes as an online live teaching platform for students including features like one to one sessions, playing games and quizzes also training tem to face the real competitive world outside..

Each session including a maximum number student to teacher ratio of six:one ensuring that every student receives proper guidance, feedback and doubt clearing session. Inside the live classroom platform, students are catergorised accordingly similar achievement levels ensuring the class experience can be personalized as per pace and content which ongoes with the syllabi covered in the class. With the advancement of analytics and tracking, Lido can create unique learning journeys for every student.On the Basis of the class performances, students are given customized homework, remedial advises, and challenges to push their limits.

Lido has pioneered gamification through way of Learning to earn Reward that ties learning outcomes with real world gifts.

FIVE KPI'S OF THE ORGANISATION:

- Expert teachers for guidance

   Lido's teachers invest among students' growth ensuring they excel in both inside and outside the classroom activities. All comes from the comfort zone of home.

- Live based tutions

   The state-of-the-art classroom with a maximum student to teacher ratio of one:six has writing board, live online quizzes with real time based results, and guidance with practice where students can learn among each other through discussions and practicising together .

- Unlimited personalized practice

   From tracking down the pattern of student learning we are able to customize the practice questions for daily work, give remedial help, and challenge students to push their limits.
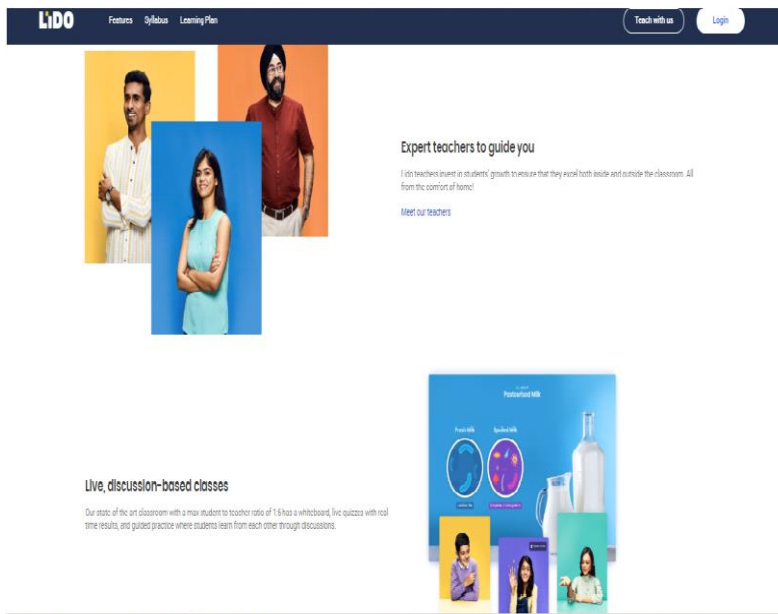
- Anytime Selflearning

Each and every class has a corresponding video libraries ,practice question bank summary and anchoring charts for downloading download so that students can revise and practice in their own pace and time.

- Tracking performance

Performance   charts   show   students   as   well   as   their   parents   the   strengths   and weaknesses across the different chapters and give them ideas of what to focus on next.
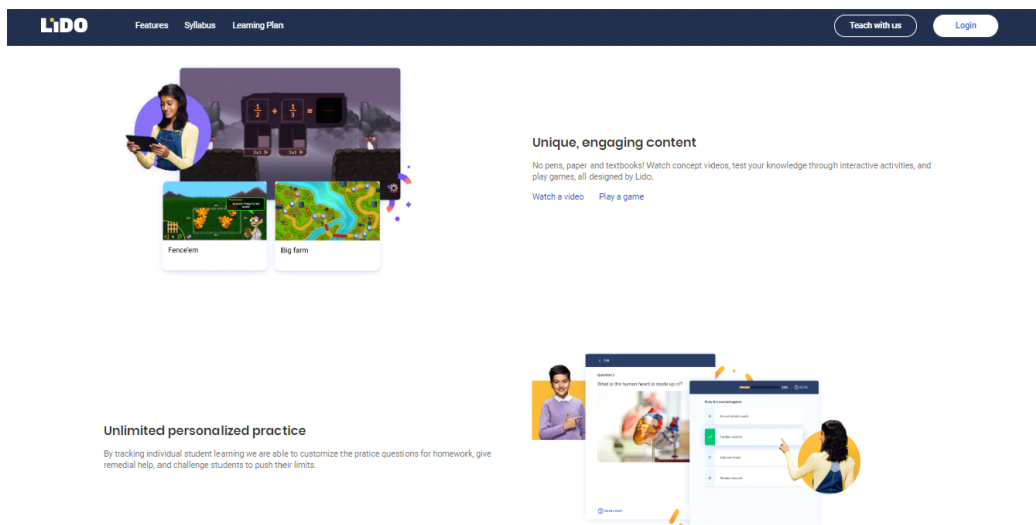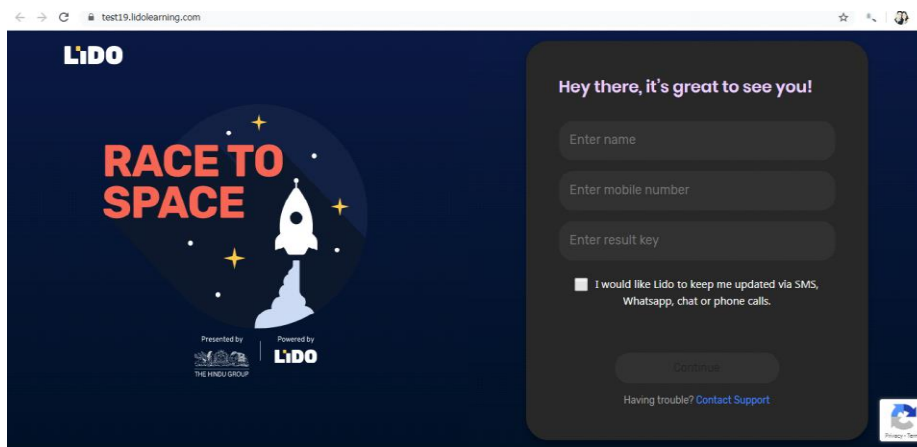
1.12 LEADS GENERATION:

- Every year the organization organizes an Olympiad all over India, named race 2 space.

  Race to Space is a premier aptitude based inter-school quiz competition that measures students conceptual understanding by benchmarking his performance at a national and regional level.

- The leads are received by the operations team.

1.2 TEAM MANAGEMENT

1.2.1 ROLE OF TEAM OPERATIONS

The Period of the Procedure is called the "Lead Generating Stage",which endeavors to investigate the foccussed market and make the arrangements as per the need of defined market. The company's attempt is to know the customer's concern by diving deep into the issues that cx is looking in their day-to-day life and what changes they have been searching for. We are at that point make some tests on few numbers of experiments and the ones which show most extreme number of matching ability are utilized on a bigger stage that is our foccussed market.

The second procedure procedure is the "Lead Capturing Stage" in this it endeavors to catch the group of onlookers who have visited the web site either by taking a look at the commercials on various educational programmes stage or through the referrals from the present cx. In this our basic aim is to attempt and influence them to understand the issue they are in, and what transforms we can offer them so to improve their circumstance much.

- The schools are categorised by the the operations team, on the basis of background of school,place where the school is situated, students performance from the school.

- The school is graded as- A+,A,B,B+,C.

- At this stage, the lead has been generated and sent to the sales team. The BDA'S get their leads from their managers in their salesforce account. So from now on the sales team takes the charge .

- After the sale is done,the operation team is responsible for completetion of the finanance and accounts procedure,which will be duiscussed later in the finance team.

- The role of team operations after the sal is done is-order punch in(the forma procedure t enter the data of the customer,where the sale is done),so that it is possible to deliver the service as soon as the sale is done.

1.2.2 SALES TEAM

- The benchmark is set by the academic advisors ,the students who fall above the benchmark are called on the registered mobile number, and the meeting session is scheduled with the parents and the child.

- Analysis is done prior to the meeting, on the problem solving behavior of child and hence is discussed in the meeting.

- If found suitable,the programme is introduced to the parents,and the sale is closed when the parents purchased one of the programs for their child.

- A sale is said to be a follow-up sale,when due to some reason like payment failure or network issued the sale is not able to done.

1.2.3 FINANCE TEAM

- When the deal is about to close,and the customer has to do the payment.we provide them three different EMI plans that are:

  - Zest

- Eduvanz

- Bajaj

1.2.3.1 ZEST:

Zest Money is a digital lending company that offers cardless EMI options to its users.   It is one of the fastest ways of paying using an EMI without having to carry a credit card. It is an entirely online process that is highly secure and user-friendly, and you can pay for your entire purchase with the EMI of your own choice. Zest money has zero pre-closure charges, and it has one of the highest approval rates when compared to other EMI options. Zest money has incorporated bank level security to ensure the safety of your account and information.

When the Cx is opting ZestMoney ,the down payment taken is the first installment   of the total fees and then money will automatically deducted from customer's bank account which is linked to the registered mobile number. The process is started as soon as he order s punched successfully.

1.2.3.2 EDUVANZ

Eduvanz is one of the largest student loan providers in India.it is non banking institution that provides zero percent interest.eduvanz is in the partnership with various educational institutions.

When the Cx is opting Eduvanz ,the down payment taken is 10% of the total fees and then money will automatically deducted from customer's bank account which is linked to the registered mobile number. The process is started as soon as he order s punched successfully.

1.2.3.3 BAJAJ

The Bajaj EMI Card is a unique product that helps to convert the purchases into easy EMIs with a simple swipe. It acts as a pre approval loan in wallet and can be used to buy any electronics, appliances, furniture, gym membership, clothes, flight and hotel bookings, etc.

When the Cx is opting Eduvanz ,the down payment taken is 10% of the total fees and then money will automatically deducted from customer's bank account which is linked to the registered mobile number. The process is started as soon as he order s punched successfully

1.3 <u>PRICING SHEET</u>

The following excel sheet is the new pricing sheet for the

academic year 2020-2021.

The classes of students corresponds to the number of years

the student has been enrolled,according to which the pricing

is done.

NEW PRICING SHEET 2020				
Only 1 Subject				
Class	Validity		With Tab	
	Batch till	No. of Months	Min	Max
5th	April 2021	12	38,000	48,000
5th-6th	April 2022	24	55,000	65,000
5th-6th-7th	April 2023	36	75,000	85,000
5th-6th-7th-8th	April 2024	48	95,000	105,000
5th-6th-7th-8th-9th	April 2025	60	115,000	125,000
5th-6th-7th-8th-9th-10th	Apirl 2026	72	135,000	145,000
2 Subjects				
Class	Validity		With Tab	
	Batch till	No. of Months	Min	Max
5th	April 2021	12	55,000	65,000
5th-6th	April 2022	24	85,000	95,000
5th-6th-7th	April 2023	36	115,000	125,000
5th-6th-7th-8th	April 2024	48	145,000	155,000
5th-6th-7th-8th-9th	April 2025	60	175,000	185,000
5th-6th-7th-8th-9th-10th	April 2026	72	205,000	215,000
*Next session will be starting from 15th March				
*For Sibling cases 10% discount is applicable				

1.2.4 Marketing Team

The objective of showing is to collaborate our business outcomes to the correct customer base. It's a straightforwarding idea however it could take on a billion distinct shades. The main role of marketing and sales team is to make product and services available in the online platform and also the advertising part. Following are some roles of the marketting team:

• Factors affecting socioeconomics to client base.

• Settling on choices with respect to the item.

 •Most searched querries on the site.

• Location of the customer.

• Search Engine Optimisation.

1.3 <u>SCHEDULER:</u>

<u>Training</u>:

Our joining came with our appointment letter which was for 11th of February, we were asked to be present at the Noida branch with our documents for the joining. On the first day we were addressed by Piyush Raj who helped us with filling up of the documents and creating a salary account after that we were briefed about the company and our job profile.

JOB PROFILE:

Employee: Arushi Verma, (BDA)

Sales and business development

Working as:Academic expert

 Tenure:6 months

After this we were divided into 2 groups and I was assigned to my trainer Arya Anand, our training phase was very helpful for all of us we were given complete knowledge of how to talk to the consumer and all this started with signing in to our tabs, making us the student and our trainer the teacher in the LiDO application – student dashboard.

We had to login into the application everyday where we were given theoretical knowledge and further it was explained by our trainer, he always emphasized on the talking points that we further used in our call.

We had to reach our office by 10:00 A.M sharp or we use to get LOP (leave of pay) for the day this bounded us in time our office timings were from 10:00 A.M to 7:00 P.M during the training time and all of us were encouraged to speak up and let go of the awkwardness in us. Our manager for this period was our trainer Arya Anand who accessed us in every field and encouraged us to do better.

It consisted of HOME, CLASSROOM, LIBRARY, REWARDS, and PERFORMANCE.

HOME: home section consisted of the daily assignments that we had to do after clicking on "I'm Ready" our assignments started and these were different as we progressed

CLASSROOM: Classroom consisted of the theoretical syllabus that we were given each day this was explained by our trainer to us and after the explanation part discussion was done on the topic we were asked for our queries and they were different sets of questions to answer.

LIBRARY: Library had some extra videos for us that we had to go through in our free time these had different situations in which we had to respond and at the end of the exercise our response was noted and submitted to our trainer for our assessment.
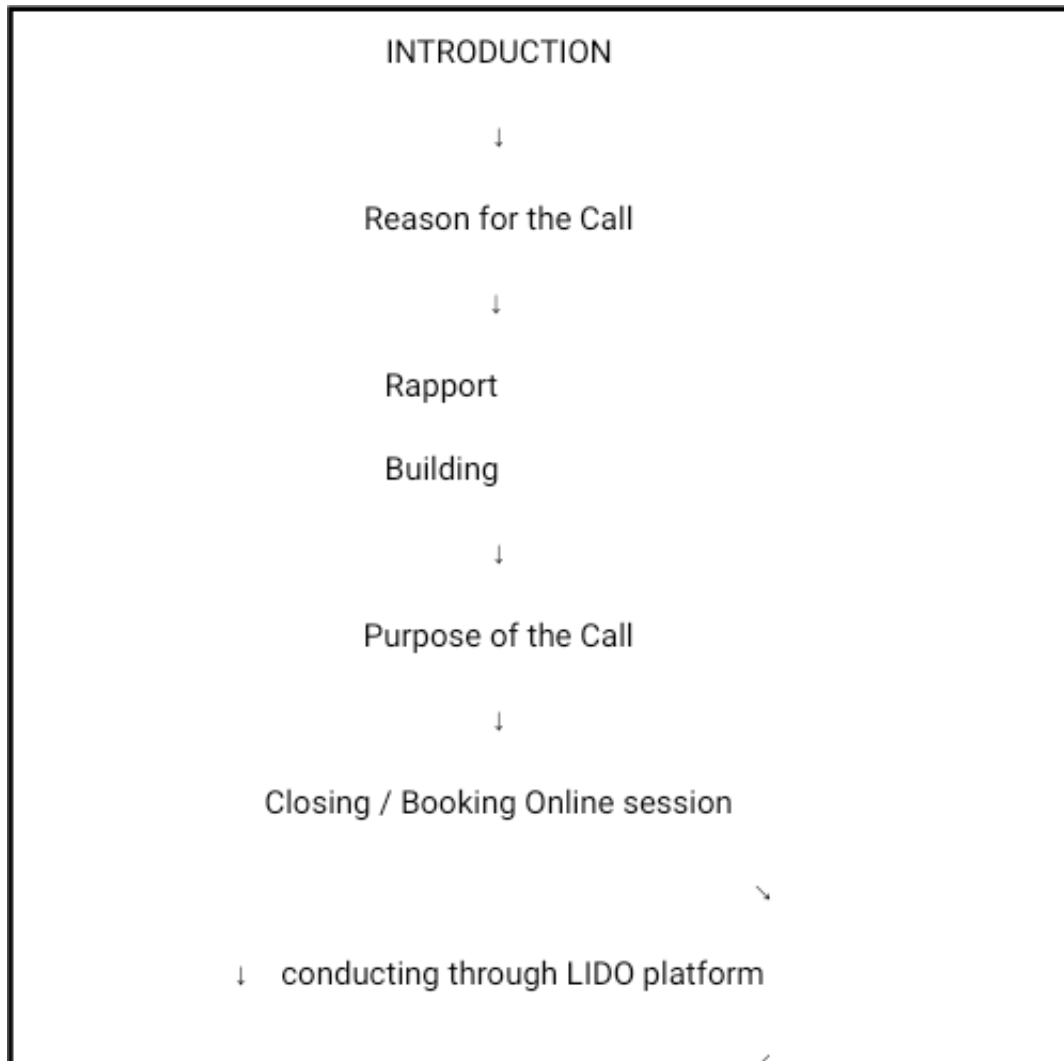
REWARDS: Rewards section was a part of the interface which was provided for the students using LiDO Experience which lured them to do their work.

PERFORMANCE: Performance section showed our assessment of the assignments given to us.

We were also given different quizzes which in MCQ format an we had to complete these after each day's work it tested our learning and grasping of the content given to us. As the days passes in training we were now practicing our conduction module,

and recording of call logs were submitted to the trainer to which he guided us how to improve and take hold of the customer over call.

The call must be of 15-25 minutes in which we have to build proper connection with the parent so that the meeting can be fixed, rapport building must be done effectively so that the parent's concern for the kid can be used for conversion of the lead at the end. The parent is always knows better about his kid and so he must be treated in that way and you should build trust as you are the one concerned for his child as he is and talk to him on his level as he has much more experience than you. Calling consisted of following points:

INTRODUCTION

↓

Reason for the Call

↓

Rapport

Building

↓

Purpose of the Call

↓

Closing / Booking Online session

↘

↓   conducting through LIDO platform

INTRODUCTION:

- The introduction would start of by referring to the surname of the parent rather than using the kid's name e.g. "Am I speaking with Mr. Gupta?" instead of, "is this the father of A, B, C?"
- Then the BDA would introduce his name and the organization he's calling from. (can mention Mumbai HO which adds gravity to the conversation)
- The parent should know that the discussion is about the child
- The parent should know that he / she is talking to the academic expert address the parent
- Introduce through the Olympiad and the marks obtained
- **Race to space**, collaboration with The Hindu
- Academic expert

REASON FOR CALL:

- "Sir, last academic year we conducted an Olympiad in ABC School, Aditya is studying in the same school in B standard. Is it appropriate (get a verification of all the details, if it is correct proceed forward, otherwise get it rectified by asking the parent and then proceed. After verifying the details come to the important part)."

Then the BDA should get into the reasons why the call was made

- We have conducted the Olympiad in the last academic year across India in 8000+ schools and we have curated the result in the month of February. We didn't want to disturb the flow of learning during the exams, now we are providing them a mentor who can understand the basic study pattern of the child.

Rapport building is where the BDA will start engaging the parent regarding the child's academics and his study patterns

- In rapport building the BDA would require certain points to talk about which are categorized as TALKING POINTS
- Talking points are certain areas where the BDA can gather subsequent information regarding:
  - Childs overall growth
  - Attention provided in tuition and class
  - Concept clarification
  - Every student is good in his way and can do better if given guidance
  - Coping up with extra co-curriculum activities
  - Better understanding leading to better results
  - Saving his time by relieving his time spend in tuitions
  - Basic Concepts of the child
  - If good in studies what are the measures that may help to improve his growth
  - attention provided by the parents
  - The kid - favorite subjects, Olympiads that were written, self-study patterns
  - Understanding the dynamics of the household, e.g. profession of the parent, who takes care of the child's studies, who else helps the child
  - Benefits of writing national level Olympiads
  - Parent's mindset regarding their view on the importance of education, ideology of self-study, e-learning, etc.

- Rapport building is primarily where the caller is not speaking much but the customer is talking back with his/her won concern
- Rapport building is critical to ensure that the call is not disconnected
- Talking points are not directive questions - this will scare customers who will not want to reveal these answers - > customer will develop trust issues
- Through rapport building, the BDA will also work on NEED GENERATION for personalized learning, however he/she will not discuss any product or ed-tech in the picture

PURPOSE OF THE CALL:

- This section introduces to the parent the upcoming online conduction
- Since this is an initiative taken by the government of INDIA, that everyone should stay at home and fulfil basic necessities from home therefore LIDO learning has also taken an initiative to teach children while they are at home itself.
- In order to do this seamlessly, the BDA can refer back to the Olympiad discussion, discuss the child's results, and based on that, can vouch for an online academic guidance session.
- At no point in the pitch should the BDA mention "counselling" or refer to the conduction as a "a counselling session"

SESSION PITCHING:

- Session pitching must be done in a way that the parent feels the importance of the session and thinks of it as a necessity -> this is to ensure the session is booked and reduce cancellations
  - BDA must relate to rapport building in order to link back to the need generation piece of the section
  - Ideally, the BDA should discuss that the session will be comprised of 3 parts:
    - The approach - i.e. what is the child's study pattern?
    - The problem - i.e. despite the child's study pattern, why is it that he/she is still facing issues in math / science?
    - The solution - i.e. Lido Learning / online classes
- There are three things that the BDA can explain while pitching

the session: WHY

  - As a part of the government's initiative towards the kids' learning and not let any pandemic affect the child's learning
  - HOW (typically clubbed with the "Where")

- This is the "where" + "what" of the session -> what exactly will be happening in the session / what can the customer expect from the counselor?

WHERE

- This session will be done online wherein a link will be shared with the parent so that as to explain where the kid needs improvement and also provide suggestive measures so as to create a suitable environment for the kid to learn from home.

CLOSING:

At the time of closing, the BDA should take note of all the necessary information required.

1. Mother's and Father's name
2. Email id
3. Alternate Number
4. Time Slot to be given of the same day
5. Address to visit the child

After getting the relevant information, the BDA should not disconnect the call. Instead, the BDA should use the time at the end to continue building a personal connect with the parent by:

- Flattering the customer / discussing the key highlights of the conversation
- Disconnecting immediately after leads to a perception that this was a transactional sales and marketing call as opposed to a personalized academic guidance session
- Until the parent insists do not project the product
- Make the parent feel responsible for their child
- Look for the weakness and hit the points that will help in your favor

CONDUCTION FLOW:

We were grouped in pair of two and we practiced calling with each other for our initial phases and call recording was submitted to our trainer for improvement, for practice we acted both as

Parent as well as BDA, after the review of recording we had to work on the points that we lagged in. Calling is focused to make sure booking is done as now conduction comes into play, and conduction must be proper for the lead is to be converted further and it may flip, conduction is referred to the meeting where we have a conversation with the parents regarding the kid, his academic performance and his future goals. Following are the conduction requirement for a BDA

- Using the Tutor Platform as Online conduction Platform
- Online Platform Requirement
  o Student Result
  o Videos
  o Student dashboard
  o Parent dashboard
  o Live Class
  o Knowledge graph
  o Testimonials
- Training employees on boarding the lead
- Training employees to become a Tutor and take the live class
- Jio Sims to the BDAs for internet

INTRODUCTION (5-10MIN):

- The first 5-10 minutes of the session are intended to be a fact-finding mission about the financial situation of the family
- The BDA should ask a few questions regarding the house / locality that the family lives in. They should also enquire about how long the family has been living at that house
- General questions that can be posed in the introduction are:
  o What is your profession, and how is the work going?
  o Who takes care of the child's studies? (To understand who looks after the academics of the child)

INTERACTION (5-10 MIN):

- The BDA should aim to ask general questions that put the child at ease while trying to

    Gauge the parents' overall level of engagement / involvement in the child's life

- The BDA should ask about the child's hobbies and activities
- Most children in India fall into one of three groups
  - Playground kids
    - These kids typically do not come from wealthy families or their parents aren't particularly invested or engaged in their lives
    - These customers typically cannot make multi-year purchases
  - Swimming classes / cricket coaching kids
    - These customers can make multi-year purchases
  - Computer / video games kids
    - These customers can make multi-year purchases
    - By enquiring about the child's hobbies, the BDA is able to break the ice between them and the child, enabling the child to be comfortable in the session.

ACADEMICS (5-10 MIN):

- After making the child comfortable, the BDA should showcase and discuss about the results which is done by sharing the screen which contains the hypsographic view of the Olympiad results which should act as the base for discussing the child's approach towards studies
- These questions typically include:

- o   What is your favorite subject in school?
- o   Why is this subject your favorite? Is it because you score well in the subject, or is it because of the teacher who teaches you?
- o   What is your least favorite subject in school and why?
- These questions allow the BDA to understand the how the child makes decisions

- One of the primary purposes of this portion of the conduction is for the BDA to lead the discussion to the subject that the BDA is comfortable with for the need creation for a better way to learn and also the urgency regarding the pandemic can be addressed in order to create the requirement for smooth learning with no pit stops.

APPROACH (5-10MIN):

- The BDA should probe the child on their approach to studying- Most children will say that their approach to studying consists of the following:
  - Reading the chapter in the textbook
  - Checking examples of the concepts they've learned
  - Doing exercises to practice the concepts
  - Asking for external help where needed
- This is not something for the BDA to correct immediately; rather, the goal is to understand the problem completely, not to solve it immediately
- Let the parent interact much more with the advisor and discuss more about the child's study pattern in order to plug in gaps wherein the advisor can sell the idea of e learning to the parent and get an approval for the same.

IDENTIFYING THE PROBLEM OR THE AREA OF IMPROVEMENT (10-15MIN):

- This is where the BDA explains to the child and the parents the need to understand the issues / gaps in their learning, as well as where the child requires improvement
- Depending upon the session and the child, the problem areas will differ, so the BDA should be very careful while listing down the areas of improvement
- The major points of concern in the child will be:
  - Regularity in studies. (Frequency in his study timings, completion of his regular work with the concept clearance)

- The approach with which the child is studying
- Is he able to manage time along with his schools, co-curricular activities?
- Interaction with the teacher in school (class participation, discipline, introvert etc.)

SOLUTION (20-30MIN) - (LIVE DEMO):

A product video is introduced at this point helping the child and the parent understand the requirement for a practical based approach learning. This is the part where the BDA gives the

Parent an idea by explaining them about the crux of the entire lido approach and then by showing the live class, helping the parent in understanding the learning ideology and explaining the parent as to how he will be able to track the progress of his kid by introducing the parent to the parent dashboard.

1.Inputs to the organization:

Now was the third phase of our training and the last one for our training whatever was being taught to us was now to be implemented on field, we were given our Identity Cards, Visiting Cards. Our working hours were now changed to 10:00A.M - 8:00P.M. And now we were handed over different managers. The manager allotted to me was Mr. Harjeet Singh who further improvised my calling and guided me for my conduction and everything I needed to know to perform better in the organization.

We were given mixed B&C Grade leads at this time and our call recordings was to be submitted to our respective managers of further improvement. We followed a tight schedule for the whole week i.e.

S.No	DAYS	WORK
1.	TUESDAY WEDNESDAY THURSDAY	BOOKING LEADS VIA CALLS
2.	FRIDAY	BOOKING/CONDUCTION IN PERSON
3.	SATURDAY SUNDAY	CONDUCTION IN THE PERSON

Table 4.1

(Weekly schedule)

S.No	TIME	No. Of Bookings
1.	10:00 – 12:00	1
2.	12:30 – 2:30	3
3.	3:30 – 6:30	2
4.	7:00 - 10:00	2

Table 4.2 (Daily target)

The actual scenario for field was very different but we gradually learned interaction with people was vast in itself as I was placed in Delhi and people from different states were settled here and different group of people have different mentality, cultures and belief that we had to keep in mind. Things that were gained by shadow experience, talking points, illustrations, were utilized in this week we addressed ourselves as senior academic expert for children 5-8th in which we guided them for their future and made them realize the problems that needed to be rectified in them and how LiDO could help them improving knowledge and reducing the cramming if they follow it. Moreover encourage children for their future and how they can achieve it. My scheduler for Friday, Saturday and Sunday was as follows.

Our work timings at Friday, Saturday and Sunday was from 8.30:00 A.M to 9:00-11:00 P.M. We also recorded our sessions which were further submitted to our HR for our performance BDA is provided with a cab ride whenever he/she is out for conduction.

Friday, Saturday did not add any sale to my profile but kept the mistakes in mind with proper illustrations and talking points and how to react if different situations, many session being cancelled and adding buffer to them for the scheduler my 2 days ended.

The training part of the job we needed to bring up at least one sale and then we would be promoted to the main course job profile.

Third week started under another manager Mr. Vikas Singh Rana and accounts here was managed by Ms. Sara Khan. Here our schedule was a little different the manager had a team of 12 BDA's and the Team ranking when I joined was 5th for the week, various meetings use to be held for calling, booking and conduction here we had booking target of 8 for each day so that all the slots for week days get filled. And we needed to have buffer for every session booked so that if due to any reason the session gets cancelled we can move on to another one without wasting time or delay.

S.No	DAYS	WORK
1.	TUESDAY WEDNESDAY	BOOKING LEADS VIA CALL
2.	THURSDAY FRIDAY	BOOKING (till 2:00P.M) / CONDUCTION (3:00P.M - 9:00P.M)
3.	SATURDAY SUNDAY	CONDUCTION IN PERSON (field work)

Table 4.3

(Weekly schedule)

S.No	TIME	No. Of Bookings
1.	10:00 – 12:00	2
2.	12:30 – 2:30	2
3.	3:30 – 6:30	2
4.	7:00 - 10:00	2

Table 4.4

(Daily target)

Here we were provided with both A and B grade leads and updating of the booking count was compulsory on hourly basis for the entire week. Once the session is booked conversion of lead to opportunity is compulsory, after that Google form was to be filled putting in all the information about the lead in it and submit it to the manager.

- For week 3 zero sales were done by place where I visited for conduction included Noida, Mayur Vihar Gautam Budh Nagar, Ghaziabad, Faridabad, Noida city center, Dadri, Greater Noida etc.

- Week 4 I booked a session for Karol Bagh, New Delhi lead name RUPAM KAMMAKAR son of Mr. PRITHVI and Mrs. SHARMISTHA. Here I took the session and closed it for RS.40000/- providing him with the online classes for mathematics which was scheduled for Monday, Wednesday and Friday. The sale was punched under me.
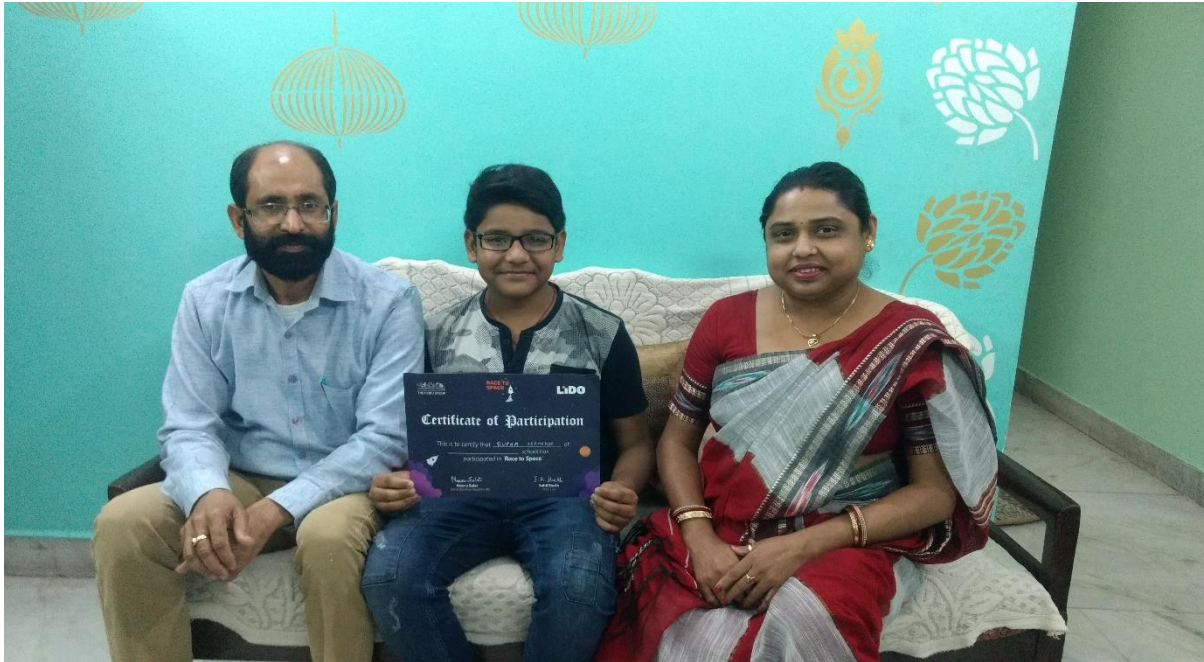
(Jai Verma with parents)

Sunday, 15th March, 2020. I went on a session the Lead name was RUPAM KAMMAKAR son of Mr. PRITHVI and Mrs. SHARMISTHA student of class 6. 1st session was closed, my accounts team was handled by my manager and as I went further for my next session for the day no new session were converted as the sessions got cancelled and other were not interested.

Financer used was ZEST and sale was done for 1 subject MATHS, amounting to Rs.40000 /- with DP of Rs.4000/- and monthly EMI of Rs.3000/- was initiated.

☐ Next month the leads provided in this week were difficult to book sessions as COVID-19 was spreading its legs in India and people did not entertain meeting with anyone Friday and Saturday there was zero revenue by me, Sunday Lead RAHUL KUMAR was closed by me for Rs35000/- single subject- MATHS. Payment mode for DP was cash and the program was financed by zest having DP of Rs3500/- and monthly EMI of Rs2625/- was closed.

Next month was a new experience as now I was shifted to a new Manager Mr. Alok Singh, he helped the team to grow and every query was taken up by him he himself took care of the accounts section here. Leads provided to us were A and B grade in this week.

Due to the spread of COVID-19 many of the employees moved back to their respective home towns as we were at the heart of spread of the infection So we were directed to work from home, all of us got our ameyo login ID's through which we had to make calls and these calls were recorded as well as monitored, the aim now was to convert the sale.

Covid 3 Months Curriculum Fee	
Class	Curriculum Fee
5th , 6th , 7th or 8th	12,000
9th	13000

*Non-refundable
*Payment Mode : payu , bajaj or razorpay only

(New pricing sheet in WFH model)

Complete 90 minutes of calling for each day with 6 session that had to be booked till the end

of the day.

The calling pitch was altered a little and the sessions were now held on video calls by the means of Zoom app, Skype, hangout, MS Teams, Google meet, etc.

The curriculum fee was also altered keeping the situation in mind, as the schools were also providing online education to the children, but due the signal issues some of us could not continue as we were in interior district of Uttar Pradesh. We were on trial basis for some days to check the productivity of the work force and as per the guidance by the GOI the private firms needed to work with 15% of the work force so some of the employees were made inactive, working on these days was the new challenge that we had to face. Continuous guidance with our manager,

meetings were now held on zoom and the problems were also discussed on the same.

New pricing sheet was introduced for the work from home model.

NEW PRICING SHEET 2020 - COVID19				
Only 1 Subject				
Class	Validity		Without Tab	
	Batch till	No. of Months	Min	Max
5th	April 2021	12	20,000	30,000
5th-6th	April 2022	24	40,000	50,000
5th-6th-7th	April 2023	36	60,000	70,000
5th-6th-7th-8th	April 2024	48	80,000	90,000
5th-6th-7th-8th-9th	April 2025	60	100,000	110,000
5th-6th-7th-8th-9th-10th	Apirl 2026	72	120,000	130,000
2 Subjects				
Class	Validity		Without Tab	
	Batch till	No. of Months	Min	Max
5th	April 2021	12	38,000	48,000
5th-6th	April 2022	24	58,000	68,000
5th-6th-7th	April 2023	36	78,000	88,000
5th-6th-7th-8th	April 2024	48	98,000	108,000
5th-6th-7th-8th-9th	April 2025	60	118,000	128,000
5th-6th-7th-8th-9th-10th	April 2026	72	138,000	148,000
3 Subjects				
Class	Validity		Without Tab	
	Batch till	No. of Months	Min	Max
5th	April 2021	12	55,000	65,000
5th-6th	April 2022	24	85,000	95,000
5th-6th-7th	April 2023	36	115,000	125,000
5th-6th-7th-8th	April 2024	48	145,000	155,000
5th-6th-7th-8th-9th	April 2025	60	175,000	185,000
5th-6th-7th-8th-9th-10th	April 2026	72	205,000	215,000

* English Classes will be starting in the month of June

*Sibling discount = 10%

CHAPTER 2

LITERATURE SURVEY

2.1 "The Effectiveness of E-Learning: An Explorative and Integrative Review of the Definitions, Methodologies and Factors that Promote e-Learning Effectiveness Kata Foundation, Sønderborg, Denmark & 2 ResearchLAB: IT and Learning Design, at Denmark University,Aalborg"

From this paper I have learned that approximately 1/3rd of the literature study were coded. From these, as many as 20 different ways to depict the effectiveness have been identified. This definition is listed with the most commonly used definition at the top. This is because a set of definitions is often used to investigate the effectiveness of an e-Learning solution; for example, several papers use both 'learning outcome' and 'satisfaction' as definitions for effectiveness The number of papers in this list would of course change if the remaining abstracts were coded, but the author's find that the most common definitions are expected to stay relatively stable, as they have not significantly changed in recently reviewed abstracts.

2.2 "The role of e-learning, the advantages and disadvantages of its adoption in education, Valentina Arkorful Institution: College of Distance Education, University of Cape Coast, Ghana"

From the above paper published by valentina Arkorful, I came to know about different advantages of e –learning. The adaptation of e-learning in education, for lower educational institutions has several benefits.Studies have shown that e-learning is considered among the best methods of education. Several studies and authors have provided benefits and advantages derived from the adoption of e-learning technology into schools and coees. Some studies gave poisitives of e-learning as its ability to be focussed on the needs of individual learners. For example Marc an educationalist reviewed on e-learning strategies for delivering knowledge basic in digital age noted that one of the advantages of e-learning in education is to be focussed on the needs of individual learners as an important factor in the process of education rather than on the instructor, or educational institution needs. Some of the advantages that the adoption of e-learning education, obtained from review of literature.

CHAPTER 3

FLOW CHART

```
┌─────────────────────┐
│ GETTING  LEADS      │
│ FROM                │
│ OPERATIONS          │
└─────────────────────┘
           │
           ▼
┌─────────────────────┐
│   CATEGORISING      │
│   TO GROUP OF       │
│   LEADS             │
└─────────────────────┘
           │
           ▼
┌─────────────────────┐
│  LEADS  SENT TO     │
│  SALES TEAM         │
│  THROUGH            │
│  SALESFORCE         │
└─────────────────────┘
           │
           ▼
┌─────────────────────┐
│  POISITIVE LEADS    │
│  ARE CONVERTED TO   │
│  SALES              │
└─────────────────────┘
```

CHAPTER 4

PROJECT DESIGN AND DESCRIPTION

Software used:

- LIDO PLATFORM
- PLUTUS
- SALESFORCE

- ## SOFTWARE DESCRIPTION :

- ## LIDO PLATFORM

LIDO Learning - This education App is the platform made for school going students with 12 million registered users upti now. This app offers comprehensive understanding and learning programs in Math,Science and newly started English for students between classes 5th-9th.

The app has built the live online classes from India's best teachers including the Founder and CEO, Sahil Seth. LIDO'S 2000+ Resource&Development team has developed the app in house and used the art technology for visualization. The team commits to make learning resources more engaging and effective. App also personalized learning based on each student's pace and style of learning. Also the latest version of LiDO app offers 'Live Online Classes' from India's best teachers. Students also have the chance to choose their preferred topic and can book their free online classes.

Lido's live sessions with the mentors help you understand each science and math concept in-depth and clarify doubts in online classrooms. Watch curated videos, solve gamified content and more with your friends and explore a new and exciting world of learning. Come explore how studying can be just as exciting as play.

FRONT PAGE: where he classes are scheduled respective of the timings matched with the students and the teacher. Also, child has the opportunity to change hs or her teacher in case he /she is no satisfied with the way of teaching of the assigned teacher.
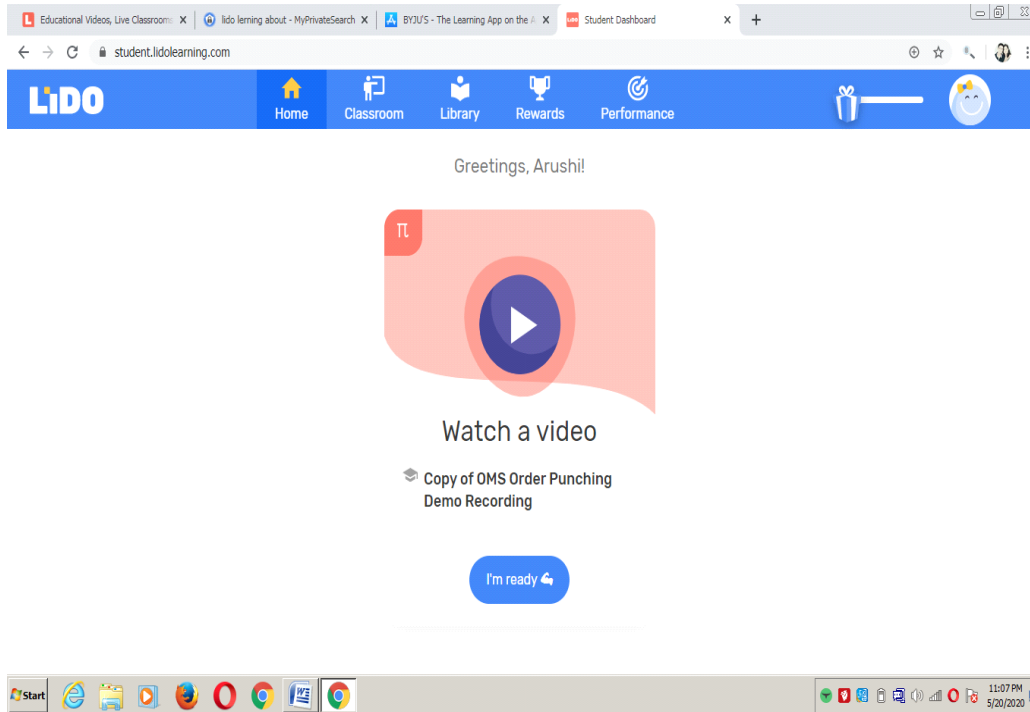
4.1.2 PLUTUS

This domain is specially introduced in our organisation,in the times of pandemic.So that we can connect to the customers(Cx),through online platform.

The platform provides the facility of video conferencing,also through plutus it is possible to show customers, LiDO platform as well as show all the services provided by the organsation.

To login the Cx has to register with mobile number provided and then it reflects back into the business development executive's salesforce account.The session can start after 30 minutes of the registration process.

Plutus is the dynamic platform which is used by buisness professionals nowadays to attend the meeting sessions with the customers, especially the parents and students in our case.
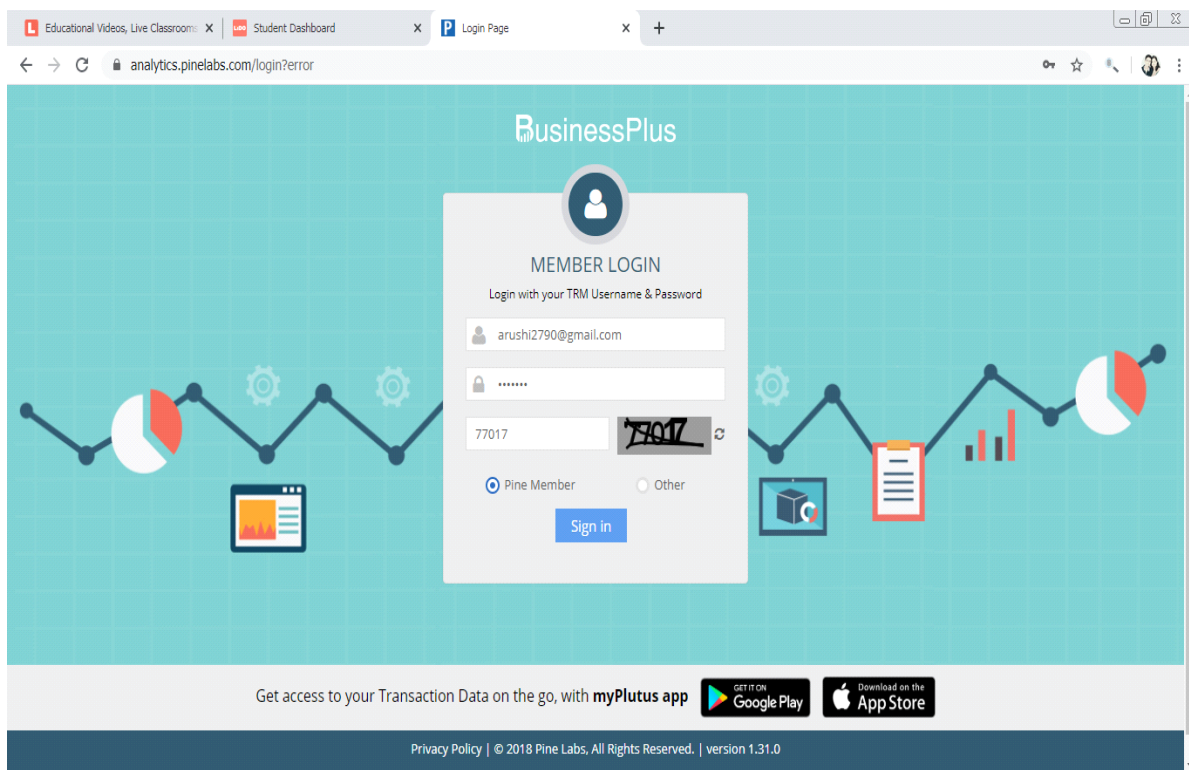
- # **SALESFORCE**

Salesforce is a cloud-based software company headquartered in California. It provides customer relationship management (CRM) service and also sells a complementary suite of enterprise applications focused on customer service, marketing automation, analytics, and application development.

For every BDA(Buisness Development Associate) a handle is provided by the organisation that is username@lidolearning.com,which is also used to login into the salesforce account.

Once logging to the account all the details are reflected in the account.following are the details shown in BDA's account-
- Leads assigned
- Changing lead's status into-
    - Poisitive
    - Qualified
    - DNP
    - Disqualified
    - Home conduction Booked

- Converting poisitive and home conduction leads to opportunities.

- Once the opportunity s created,and the sale is booked –all the detais of the student and the parents are filled in the salsforce account ,this proess is called order PUNCH-IN.

- The next step is done by the team operations-to verify all the details filled and to check the finance background and the address detais.
- Once the order punched is successful and all the details are verified the operation manager,the sale is said to be booked.
- After the sale is done it will get reflected to the salesforce account and will be updated to the performance monthly chart if individual's account.
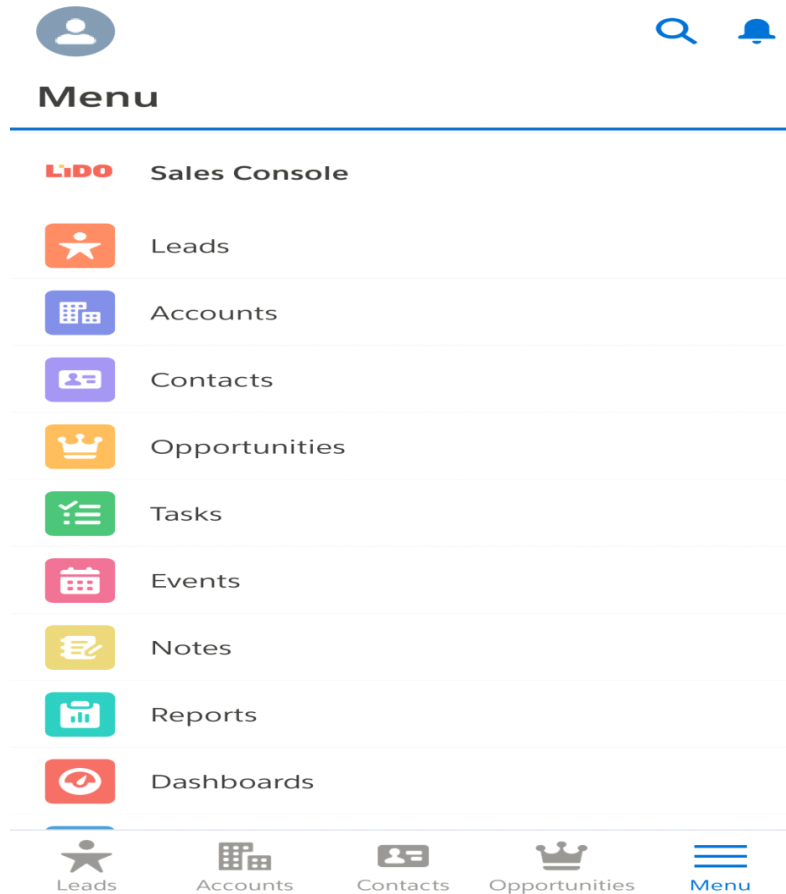
4.2 <u>Refund and cancellation policy:</u>

A student/ parent may apply for a refund **only** within the trial period of I5 (fifteen) days which shall commence from the date of attending the first class.

 From the 16th day onwards, the student/parent will not be eligible for a refund of the course fee + device and sim.

The decision of the Company regarding the eligibility of a student/parent to claim a refund pursuant to the said period of 15 (fifteen) days shall be final and binding. The Company will issue refunds at the earliest to those cases which are eligible for a refund, to the account through which the payment was made except in cases where the customers have paid by cash, to the account whose details shall be provided by such customers

 The Company reserves the right to withdraw any of its products without prior notice. In such an event, the customer would be offered an option to opt for an alternate product/course or a refund of the amount paid to the account through which the

payment was made except in cases where the customers have paid by cash, to the account whose details shall be provided by such customers.

If at any point of time, the government further increases/revises tax rate, the extra amount of taxes will be borne by the customers from the date of enforcement of such act by the government.

CHAPTER 5

OUTCOMES AND CONCLUSION

The analysis of the data or in our case revenue generated by an individual plays an important role because this will give the knowledge regarding lead's conversions(by lead conversion it means how much the lead from positive or qualified state is converted to sale booked category) and how to more optimize the obtained revenue/results. Sales is all about how much you are generating revenue to the organization. Now a success is calculated or defined in a manner of conversion of "1 in 10 generated leads" and the benchline is set by the company with analysis of current and previous data. Many parameters like "lead generation, the frequency of leads which are pitched and the leads have been sent to the sessions and the foremost is that how many are converted and that's how these parameters helps us in the analysis of our performance and growth of metrics of every individual combining to the performance of the whole team. Now, after 4 months it was analyzed through the help of quantitative data available in the form of excel sheet that out of 72 leads generated in a month, almost 36 were pitched and 18 were taken the session and 1-2 on an average basis were the lead conversion and that helped us to reach on result driven and find out the business matrix. Now, there were 30 different stages which gives an individual a chance to grow every day and look us for her performance and also to analyze the performance of certain set of customers so as to reach the optimization as soon as possible. Starting with the very initial stage is the stage of-

1. Zero Response – Leads Contacted aren't able to revert back on the particular day from Day 0 to Day 2. After the Day 2 they are called dead. So according to analysis only 2-3% of the leads very on Zero Response.

2. Pre-Counseling – Very initial stage of counseling where the student gets himself/herself introduced and Counselors generally tell them about the process of Edoofa. And it has been seen that very few students at pre-counseling left the counseling so on an average of 1-2% leads remain on the stage of pre-counseling.

3. Documents – Now at this stage, academic Counselors ask students about their documents. Now this stage on an average act as lead filtration since many students were not found eligible according to the financial conditions and most of them aren't able to show their documents because of any other reasons. So, results have shown that almost 20% of the leads get filtered after this stage.

4. Course Finalized – At this stage students get a sense of belief that they would be having a sense of achievement but sometimes very few students get along with the flow that they want the course which won't provide them the actual value and return of investment they would be making in terms of education. So, on an average of 1% students get filtered here.

REFERENCES:

Although, in business development and sales department we need not research more like any other departments. But yes to know more about the competition in the market and what is best suited for the customer's satisfaction here are the references which I followed:

1.www.lidolearning.com/learningplan

2. www.theindianwire.com/startups/top-edtech-startups-india

3. www.startuptalky.com/top-edtech-startups-india

PLAGIARISM REPORT:

arusheee

ORIGINALITY REPORT

10%	**8**%	**0**%	**9**%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	www.acc.ntu.edu.tw Internet Source	1%
2	www.archive.org Internet Source	1%
3	Submitted to University of Leicester Student Paper	1%
4	magazine.startus.cc Internet Source	1%
5	www.yumpu.com Internet Source	1%
6	Submitted to Ayrshire Regional College Student Paper	1%
7	Submitted to Jaypee University of Information Technology Student Paper	<1%
8	www.ncjrs.gov Internet Source	<1%
9	Submitted to North Eastern Regional Institute of	