(Edoofa – Education For All)

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

in

Computer Science and Engineering

By

(Akanksha Sharma (151252))

Under the supervision of

(Mr. Angad Singh, CEO, Edoofa)

to

Department of Computer Science & Engineering and Information Technology

Jaypee University of Information Technology Waknaghat, Solan-173234, Himachal Pradesh

Candidate's Declaration

I hereby declare that the work presented in this report entitled **" Edoofa – Education For All"** in partial fulfillment of the requirements for the award of the degree of **Bachelor of Technology** in **Computer Science Engineering** submitted in the department of Computer Science & Engineering and Information Technology**,** Jaypee University of Information Technology Waknaghat is an authentic record of my own work carried out over a period from February 2018 to May 2018 under the supervision of **Mr. Angad Singh** (CEO , Edoofa).

The matter embodied in the report has not been submitted for the award of any other degree or diploma.

(Student Signature)

Akanksha Sharma, 151252

This is to certify that the above statement made by the candidate is true to the best of my knowledge.

Angad Singh,

CEO ,

Edoofa

Dated:17-05-2019

INTERNSHIP CERTIFICATE

Edoofa

This is to certify that Ms. <u>Akanksha Sharma</u> a student of <u>Jaypee University of Information Technology</u> has successfully completed <u>4</u> month's long internship from the month of <u>Feb 2019 to May 2019</u> at Anhad Edutrain Solutions Pvt. Ltd.

During the period of <u>her</u> internship, <u>she</u> was found punctual, hard working and inquisitive. We wish success in <u>her</u> life.

For Anhad Edutrain Solutions Pvt. Ltd.

Director

Angad Singh
Founder & CEO

Anhad Edutrain Solutions Pvt.Ltd.
201, Chimes Tower, Sec-28, DLF City – IV, Gurgaon, Haryana - 122022

ACKNOWLEDGMENT

I take utmost privilege to get this opportunity to convey my deep gratitude to all those who helped and guided me during the course of my Industrial training at Edoofa. Firstly, I would like to extend my profound regards to our director, Sir Angad Singh, for providing me his valuable time and his guidance during this training.

I would also like to extend my thanks to all the employees of Anhad Edutrain Solutions(P) Ltd. who really helped me in understanding all the procedures and activities of the platform from time to time.

Akanksha Sharma

151252

17/05/2019

(IV)

TABLE OF CONTENTS

LIST OF ABBREVIATIONS

- SEELS   Students of Edoofa Earning and Learning to Success
- SLC   SEELS learning centre
- EWYL   Earn While You Learn
- KAM   Key Accounts Manager

(VI)

LIST OF FIGURES

(VII)

ABSTRACT

Edoofa (Education for All) has been a result of various researches done on the education system, the job opportunities , problems of unemployment, the affordability of higher education etc that by the founders of the organization primarily for the continent of Africa specifically for Nigeria, Ghana, Zimbabwe, Ethiopia and South Asia primarily for Bhutan. Let us first talk about the general problem that has been existing across all the countries in the world. In almost all the countries, there are only 20% of the students who are aware of the opportunities that they have, who work really hard for getting into one of the premier institutes of the country to get a better quality higher education and who are able to actually get admission into these institutions. Now let us talk about the rest of the 80% students. There are few of them who want to get a good quality higher education, however, they have to spend such large amounts for their higher education and donot get an equal return in their careers, on investment that they have made during their higher education. The market that Edoofa focuses on, is mainly the African continent where the education system is not yet probed a lot. There are many students who want to receive the higher education that leads them to an employable career, however they donot get the chance. Edoofa aims at provding the opportunity to such students who are passionate and hardworking to for pursuing higher education that is affordable as well as helps them to lead to an employable career.

As a management trainee at Edoofa, the responsibility that was given to me included 4 different phases. Generation of Leads, by working on Facebook advertisements, Capture of Leads with the help of social media and marketing, Maintenance of Leads on intercom and with the help of Campaigns through Email and the most important phase, being the Conversion of Leads through platforms on social media like Whatsapp and the calls. The roles that I was being trained to gain expertise on, were Sales, Business Deveopment, marketing and Human Resources Management.

Chapter – 1

Introduction

Nowadays, the most common problems that students are facing every year are where they can get a quality higher education, how they can afford the extremely high cost of the institutions, how they can prepare for their professional career ahead and how to get the required exposure and skills for their career. Basically, the main motive of the students is that they do not want to get tricked into. Across the world, the countries where majorly the students are facing these problems are Ghana, Nigeria, Euthopia, Bhutan, Kenya and Zimbabwe. The reason why countries like Ghana, Nigeria, Euthopia , Bhutan, Kenya and Zimbabwe are not able to provide the students of their region with the required education system is because of some reasons and patterns identified. A few of them are mentioned below:

- Corruption involved – The seats in the Universities are provided to the ones who pay more amount of money rather than awarding the seats on merit.
- Delay in the courses of the Universities because of the strikes that take place.
- Courses that are being taught are very limited and focused on only the theoretical knowledge that hinder the students to get prepared for the professional career.
- Dead end courses and the courses that have no job or research oriented opportunities are taught in the Universities. Fish Keeping, aquaculture are some of the examples.

Bhutan majorly faces the problem of unemployment after the students complete their higher education courses. Bhutan provides a free education for the students till they are in secondary school. After they are done with it, there are very few colleges funded by government that provide good education that also leads to an employable career. As a result of the limited seats, the students who are unable to get the admission, start doing menial jobs or drop out or they start with their higher education in the Universities that are not properly equipped. The remaining students who want to get a good and better quality higher education move abroad. As a result of this, over millions of students from all these countries move across the globe for getting an international degree.

Now, the most attractive and preferred country for higher education all across the globe is the United States of America (USA). The students are spending millions of dollars to pursue higher education to get an international degree in USA and a large chunk of them do so by taking loans for their higher education. This is the reason why there are over millions of students borrowers for outstanding loans in the last few years. 75% of the students who are studying in USA have an outstanding loan If we take a rough estimate. Looking at the total sum of this loan, it is approximately between $902 Billion and $1 Trillion. Apart from USA, the things are not even better in other countries likewise. The expenses of higher education including the expenses of accommodation and other basic expenses in the countries such as AUSTRALIA, GERMANY, CHINA, UK are at such a higher rate that it has become out of the limits of the students to bear with this cost. Now, If we want to have a rough estimate, the cost of higher education in these countries is anything between $8500 to $21000 per year and apart from this, the students have to bear the cost of around $6000 to $10000 for an year for the living expenses. This cost is impossible to bear for a large chunk of students, to be specific, for the majority of them.

Now, this is where Edoofa takes a front seat. Calling Edoofa as a Meta University or a parallel University would be perfect since it only has a strong presence in the Universities and colleges but does not own its infrastructure or the faculty. Edoofa provides the dedicated and hard working students with the opportunity to get access to a good quality, affordable higher education in India that helps them to lead to an employable career. Generally, the students who work for part time jobs while pursuing their higher education are only able to get involved in menial jobs like washing dishes, working at a restaurant, delivering the items, or serving at the restaurants etc. Doing these jobs only helps them to earn some money, however, they are not able to acquire the skills that are required for their professional careers ahead. However, Edoofa helps the students to acquire these skills suchas digital marketing, content writing, people management, etc that help the students to get prepared for their careers without doing any menial jobs that are of no use for their careers.

Edoofa helps the students by making sure that the issue of exyremely high costs of higher education never comes across their minds. While the cost of higher education in India for an international student is around $6000 to $8000 per year, however, the cost of higher education for the students who come to study with Edoofa Scholarship Program is around $2000 to $3000 per year that includes the remaining cost of tuition fees after scholarship, food and accommodation expenses and other basic University expenses as well. Hence, Edoofa offers a scholarship of 50-100% on tuition fees in India.
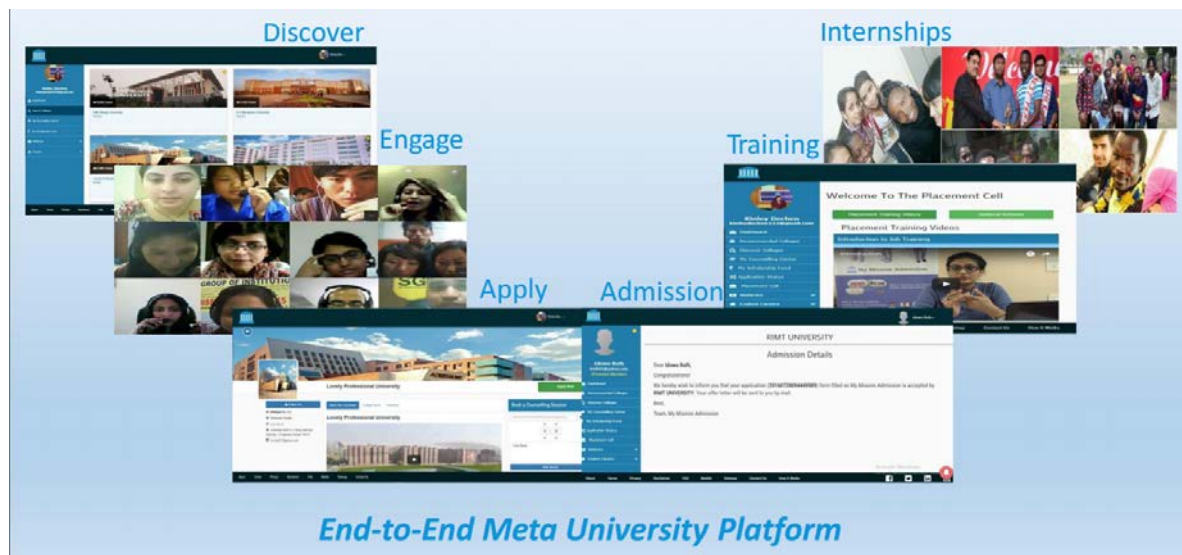
Figure 1. Overview of the Product

Chapter-2

Literature Survey

Quantitative Data Analysis through Microsoft Excel

Qauantitative data is the data that is represented using number form. Statistical analysis can be done with the help of quantitative data and it also provides us with a much higher accuracy level. Using this type of analysis, computation of a numeric variable is done and it can even help in the computation of statistical formulae that are widely distributed.

Microsoft Excel consistes of a variety of tools that are utilized for analysis of data.

Few of the main useful tools are as follows:

- Charts
- Tool Pack for data analysis
- Pivot Tables
- Statistical functions

How to set up the data for an analysis:

- In a suitable format, importing of data. It can be done with the help of an online survey form.
- Manually entering the data.

1. Column Header allocation
   An informative header should be given to each of the columns. It can be easier to interpret while the input of data is going on or at the time of receiving the output.

2. Distinct ID allocation for every case.
   A distinct identifier that is numerical can be allocated to each of the cases.

Data Entering:

- Data is imported.
- Data is managed.

Data Preparation:

After data entering, it can be prepared for moving ahead with the analysis. The recording variables and the summated scores for calculation are used for this process. To take an example, the functions for getting the summated scales are SUM, AVERAGE etc.

Marketing and Techniques to make it effective:

The main motive of marketing stands with connecting the value of the business with the accurate and right customer. Although, it seems to be quite a simpler statement, it can turn out to be in different shaded when one delves deeper into it.

- What statistics form your customer base?
- Where do they reside?
- Where do they spend time while they are online?
- Do they look out for the products that are in your business?
- Who are the ones from whom they take advice while considering for your product?

Facebook Advertisements

This permits you to keep your target on a particular audience categorized on the basis of their interests, gender, age, online interaction, location and so many other aspects.

The easiest thing is to create a Facebook advertisement for your product. All you require is an attractice headline, an image, a link and a description copy.

Running and testing the sets of the ads has been made so much easier by the Facebook Ads Manager. This helps you to gain profitability without gaining any expertise on technicality.

1. **GMB (Google My Business)**

   The most effective things one can move ahead with the business is ranking the listing of Google My Business (GMB). It collaborates all the distinct platforms of Google into a single place and these consist of Google Reviews, Google Insights, Google Maps profile, Google Plus profile, Google Analytics data access and many more.

2. **Content Marketing**

   Let's define what content marketing is. When you form and distribute something that is valuable , pertinent and compatible enough to get a properly-defined target audience and lead to a beneficial action of the customer, it is referred to as customer marketing.

   It is different from that of paid advertising. It has a larger focus on the results that are long-term rather than the ones that are short term. Initially, the pay-off might be low, but a business can only be carried by the long term results that include consistent and sustainable growth in the target audience, the customers and the leads.

   Most of the people think that content marketing can only include blog posts. However,there is a lot more to this. It consists of videos, online courses offered, and the other mediums that can be used to make the information reach the audience.

3. **E- Mail Marketing.**

   It is assumed that not all the people who will visit the website will buy our product from us at that very instance. One can collect the contact information for capturing for further marketing and If you want to sell in the most effective manner, "Lead nurturing" cannot go wrong in this. For the interaction and communication with the leads, the most effective medium is the email.

Lead magnet is the first thing where the funnels for email marketing begin. This is the exchange between you and your customer for their email address and something significant related to the product. The options here can be something like a free download, membership of the website, free coupon, free trial of the sevice, etc.

These are the most siginificant benefits of email marketing:

- The cost is relatively low.
- You are able to reach globally.
- Automation becomes easy.
- Segmentation becomes easy.
- Interaction can be quick.
- Setting up and running is quite easy.
- Tracking and Optimization becomes easy.

Significance of Customer Satisfaction

The measure of how efficiently the products provided by a company are able to reach the expectations of the customer is what referes to as Customer Satisfaction.

It is really important since this acts as a tool for the businessmen to show how effective their business is and how they can improve upon the business.

Reasons that support the fact that customer satisfaction is necessary..

- It shows whether the customer will get back to you and repurchase your product or not.
- It makes your product distinct than the others.
- There is a reduction in the churning of customers.
- Value that you give to the customer increases.
- It helps to reduce the negative reviews and comments.
- It is much beneficial to make sure that the already existing customers are retained rather than trying to get new customers.

4. Management of the blog of the company and content marketing

You can form, publish and issue the content online to the audience with the help of the marketing program known as content marketing. The main motive here is to attract more and more new potential audience and customers.

The content marketing consists of these important elements – blogs, audio visual content, networking on social media, e-books and other content assets such as webinars. In order to explain the proceedings, some situations have been represents.

Now when a customer has no idea about what the product is about and what it deals with, blog management comes into play. It explains about what it it, how it can help him, how it can help him to find the answers to the problems being faced.

Facebook adoption as the strategy for internet marketing (Journal on an international conference based on management of information and technology, 2016):

In the time where access to web based life is a piece of our every day exercises, advertisers need to stay aware of the quick pace of progress or hazard being obsolete. A similar thing as in the media distributing industry, the fast development of Open media System has empowered everybody to get to diary/digital books for nothing, yet the vast majority of the diaries/E-books have not yet been built up an advertising framework. In this paper creator has talked about how distributers could receive web advertising techniques through web-based social networking in the diary distributing industry.

At last we can infer that the appropriation of Facebook as web advertising system for diary/E-book production advancement has positive effect in expanding the guest traffic of the diary site and expanding brand mindfulness and client commitment in the diary Facebook fan page. The confinement of this examination is that the writers just utilize the optional information from Stat Counter and Facebook knowledge for breaking down the effect of the internet based life appropriation. The future research must investigate client fulfillment and accumulate the client assumption regarding the quality and recurrence of the substance partook in the diary Facebook fan page.

Chapter 3

System Development

Our training was mainly focused around understanding different types of markets by having an analytical and research based approach alongside managed advertisements , campaigns and leads that were generated using tools such as facebook power editor, investment in african markets by optimizing the cost per leads, changing and tweaking the pitch according to target market, enhancing consumer satisfaction to increases business, conservation rates increase by 18% in the duration of 60 days, analysis of web traffic using tools such as google analytics and facebook pixel, various types of marketing including email marketing to catch up on leads along with marketing of the content and management of the blog.

There are basically two types of students when it comes to pursuing higher education. From the pool of 100% the top 15-20% students can be classified as those who have a road map for their future and have a clear vision about the colleges they are gonna land in and pursue their higher degrees. The rest are those who have average marks and don't have a definitive vision for their future and are often confused when it comes to higher studies.

 This confusion and chaos often leads them to getting misguided easily and often fall in traps laid out by private agents which are sponsored by particular group of individuals. These students are easily manipulated in choosing colleges of the agent's choice and often end up paying more and getting low quality education and almost no exposure of the industry. The list of problems do not end here as the student is then worried about the completion of courses on time along with other problems which combine to form a vicious circle that is often unescapable. Now, Edoofa ensures that the student faces no problems of higher education and learning the skills to prepare for their professional career ahead and hence, guides the students and stays with them for the rest of the duration of the courses as well.

Difference between Edoofa and an agent

The majority of our work was surrounded around understanding how edoofa compares against education agents and also make the students understand this difference along with the process to inculcate trust in them.

The main problem with the education agents is that they are in this business to maximize their profits and this leads to exploitation of students along with subpar quality of counselling.these are not the only problems which faced by students, then there's the issue of biased recommendations and the extra cost involved, lack of ethics and morals also contribute to the problem.
This all results in loss of the student by not acquiring skills necessary for the growth and the worst part is that they also have lost their investment.

The program at the edoofa can be defined as "parallel university" which provides a impeccable experience.edoofa provides a counselling channels which are transparent and well analysed. The students financial situation is taken into consideration and the resultant approach is modified according to the individual student keeping in mind affordability, exposure in the industry easy access along with proper inclusion of knowledge and skills that are required by students which are required for employability. The authenticity of our platform is ensured by the broad community of the students which are one of the strongholds of our company.
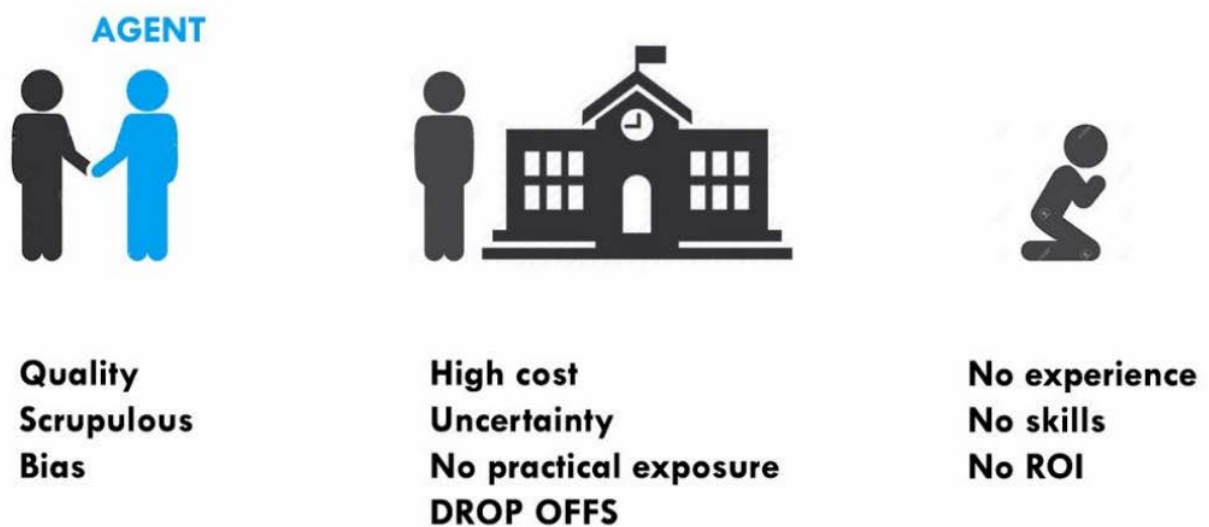
Figure 2. General Situation

| 20% Students | → | These have the access to all the counseling and guidance |
| 80% Students | → | This is the target of Edoofa |
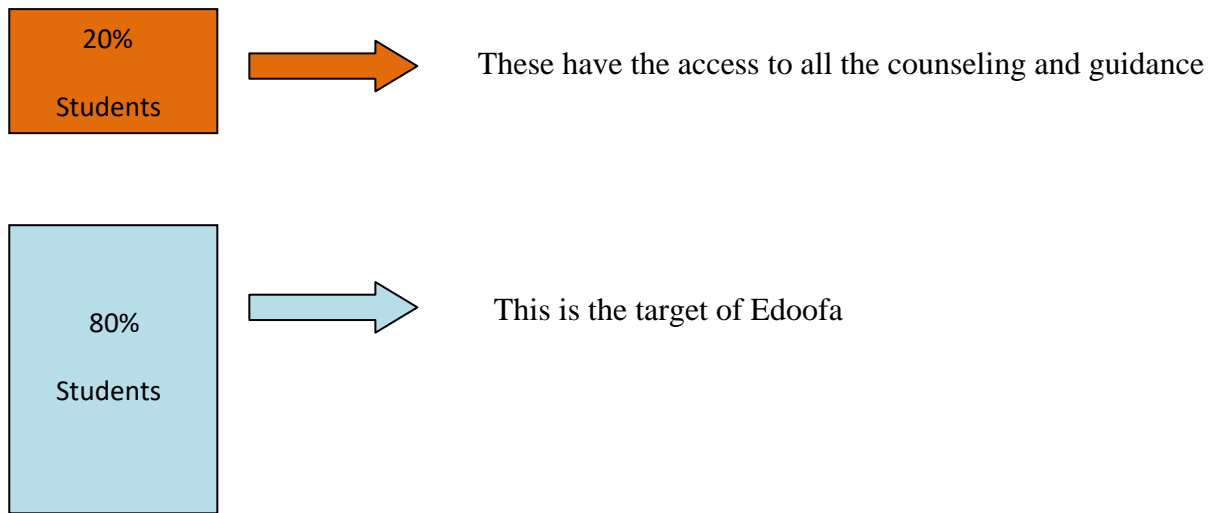
Figure3. Audience at Target

The focus of edoofa is at providing quality products related to educational solution. The edoofa model revolves around self financing to help students cut down the financial aspect of the higher education and simultaneously increasing employability via explicit engagement between the concerned parties which include academicians , industry and universities apart from the students.

EDOOFA

Career counselling
Transparency
Authenticity

Affordable
Industrial Exposure
Edoofa training

Knowledge
Skill
Attitude

Figure 4. EDOOFA Vision

After the inception of edoofa the students have an alternative now, so instead of going to any baied agent students approach edoofa which provided them with expert counselling and guidance system which ensures employability by kinking the courses that are the main contributing factors in their growth. The factors like their personal preferences and background are also kept in mind during the process of counselling along with the transparent approach. Also edoofa is all about choice and flexibility which is clearly depicted by the wide range of courses provided while maintaining the quality of the products which is ensured by the quality control at edoofa. It makes the higher education more accessible and affordable while at the same time ensuring that the students are exposed to industry as well for overall development of the students.

Training and Internships/Jobs with the Earn While You Learn Program (EWYL)

The main purpose of training and internship department with EWYL is to ensure that the students are well trained and are capable of getting internships and jobs. The students gets 3 month free job training course for preparing them for their professional careers after they have come to India. Now this is a very rare opportunity that makes Edoofa really different from other scholarship programs as it helps them not only to pursue their higher education, but also helps them to prepare for their careers ahead by helping them to acquire a proper skills set required for the rofessional careers.

When the students are told about this opportunity, the first question that comes to their mind is whether they will have to go out to do the jobs or what is the kind of job that they will be doing and whether they will gain any kind of income through it. Since the students are coming to India on a student visa, so they are not allowed to work for part time and earn money. Hence, it doesnot allow you to earn income, however, it helps you to acquire skills for your career and earn credits that can help them to reduce the cost of their yearly fees. Coming to the question of where the students wil be doing these jobs and internships, the students can do the work online while they will be present at the University campus only.

India stands second in the number of users of internet all over the world. Also, the internet acess to the citizens of the country has been increased by 70% in the last 16 years. Freelance industry is the major cause of this rise. India stands second in the number of professionals in the field of freelancing after US and has one of the greatest markets where the companies from foreign

countries and their owners aim on outsourcing of their work. This is where the opportunities for interships and part time projects and tasks come for the students.

With the help of freelancing, the students pursuing their higher education can take up some part time internships and earn money while making an investment of 3-4 hours in a day.
Now this program is only for the students who have the will and dedication to work and ensure to put in all the efforts that they can to acquire skills using this opportunity and also earn scholarship credits to reduce the cost of their tuition fees. If a student will work really hard, he or she can even earn credits equivalent to around $110 per month to use it to reduce the cost of their yearly fees. It is upon the student whether he or she wants to work for it or just waste time while hanging out with friends and not doing anything productive.

Every day of the week, the whole sales team counsels over 200 students and tehr are generally two kinds of students that we find:
1.The skilled students - There are some types of students who are really good at content writing, management skills, marketing, or programming or designing something. These students can easily take up projects and tasks allotted to them and earn credits by working. There are different tasks and internship programs available for acquiring different skills such as marketing, programming, people management, photos and video editing etc.

2. Unskilled students - The students who are not skilled donot need to worry about how they will learn to work. There are a lot of opportunities for them as well. Initially, they van start with working for simple tasks like entering data in the lists, managing facebook and instagram pages of the companies, editing of a document, conducting surveys, tickets booking, etc.

Once they have learnt basic tasks, they are made to learn to perform the other tasks as well to help them acquire the required skill sets. Edoofa has already tie-ups with some of the most significant companies for internships in India.

Training program for three months with EWYL:

This training that is conducted for the Edoofians helps both the category of the students. The first category who are the skilled students are helped by ensuring that they are able to gain a good level

of expertise in those skills. The second category is helped by helping them to learn to develop those skills.

The program provides the students different tasks based on their areas of interests and the field of careers that they will be proceeding in the future with. It consists of three phases:

Phase one (Basic Phase)

| Hobbies and areas of interest | Communication skills | Work Ethics |
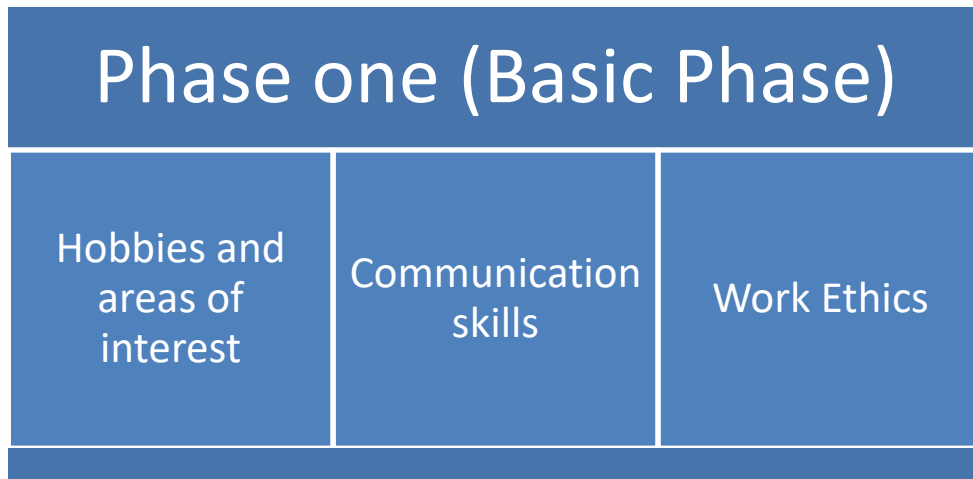
Figure 5. Phase One

Phase One-Basic Phase

- This includes the understanding of the hobbies and areas of interest of the students. The students is made to fill a form that helps to get a better understanding about the field in which he or she is interested in.

- In order to help the students do work and tasks based on writing and grammar checking, the communication and speaking skills of the students are improved. This can invole helping them with grammar correction, their pronounciation and their speaking skills.

- It is really impritant for the students to understand the work culture and the environment of the companies where they will be working in to ensure that they are behaving properly and follow proper work ethics once they will start working.The right kind of attitude, behavior and right amount of hard work can do wonders.

Phase Two:

- Almost all the companies want their employes to be good in soft skills.

  o Social

  o Ability to manage teams by showing good leadership skills

  o Team management and growth

Phase Two			
Soft skills	Analytical and Logical skills	Preparations for the interviews	Explaining different internship fields
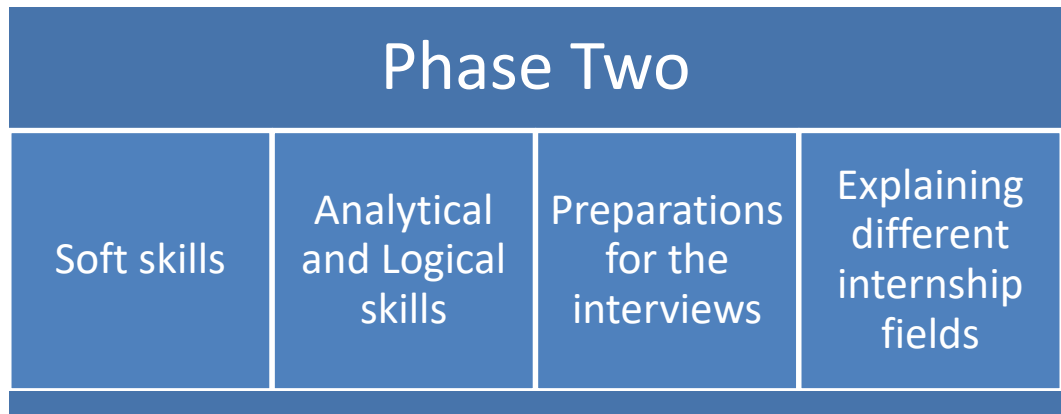
Figure 6. Phase Two

- A company wants its employes to be smart in making logical and analytical decisions.

  o The students are trained by guiding them to go through and attempt various online quizzes and aptitude tests available.

- The students are then prepared for their interviews that they will have to appear for, when the companies will come to recruit at the campus.

  o The students are guided to prepare their resume and profiles.

  o The portfolio of the student is an important factor and should be considered.

  o Deabtes and group discussions to prepare the students with proper speaking skills.

  o Proper and efficient presentation skills to help the students to learn to give the presentations on the projects.

- The studenst are explained the details regarding different kinds of internships. There are different fields like marketing on social media platforms, advertising, content writing, poster making, editing of videos and pictures etc. This helps the students to

get an idea about what are the different opportunities that can help them to excel in their careers.

Phase 3-Advanced Phase
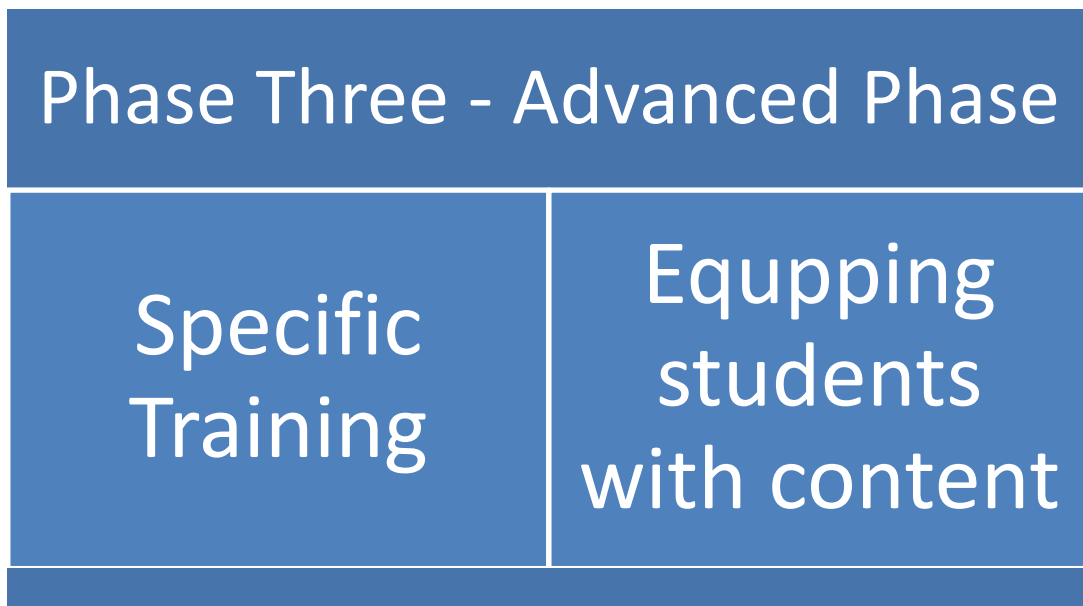
Figure 7. Phase Three

o The students and guided and given particular traing based on the area of their interest or on the basis of the skills that they are expert on.
o The students are guided by provding them and equipping them with the resources of contents on Google.

After the completion of this intership or training that Edoofa provides to the enrolled students, the students can get an opportunity to work in different fields:

- Entering the data sets and inputs
- Conducting the surveys
- Managing the administrator task
- Editing of Audio Visual content
- Working on managing the advertisements

- Working on Designing of graphics

- Managing the promotions of events

- Working for people management roles such as human resources manager

- Managing the blogs

We have seen that many students work for part time jobs while pursuing their studies and they can earn around $80 to $90 on a monthly basis only If they are able to work on a daily basis. However, working with Edoofa helps them to work not with the jobs that help them to build a skills set for their career, but they also get to earn around $110 per month in the form of credits that are directly transferred to their University's account in order to help them manage the tuition fees.

Now when the students is trained for three months and provided with the exposure to learn and implement things practically, he gains one of the most important skills that a person needs for his career during the job. The main three significant characteristics that a person with an ideal mindset for the professional career should have are knowledge regarding his field, the skills required for his work, and the right kind of attitude for doing and managing the work.

Results of Earn While You Learn Training Program:

Figure 8. EWYL (1)

Figure 9. EWYL(2)

Figure 10. EWYL(3)

Figure 11. EWYL(4)

What the required knowledge does is that it helps to answer all the questions of WHAT. The skills acquired by the person helps him to get the solutions for all the HOWs. Now, the right kind of attitude helps the person to get the solutions for all the WHYs. The complete aura and personality of the person changes by combining all these characteristics.
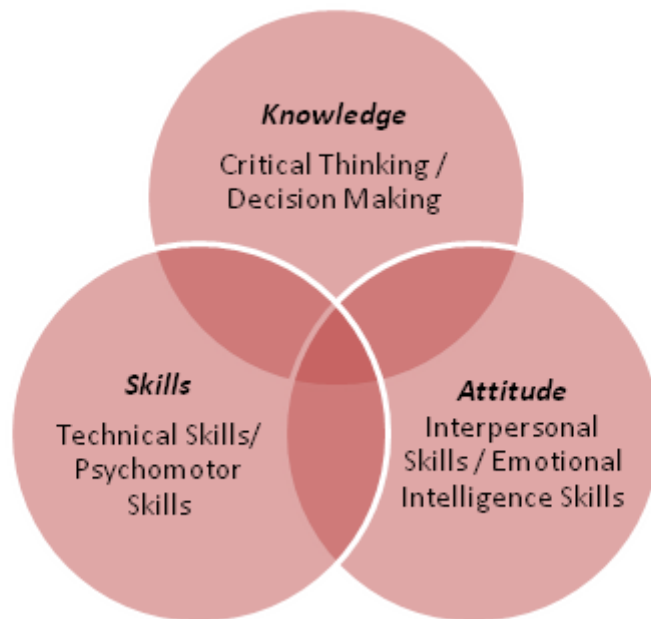
Figure 12. KSA Framework

Internships/Jobs

The job that this department is to make tie ups with differnt sort of organizations and start ups and handout the concerned resumes so that the students will fit in properly in that company.the selection procedure involves telephonic interviews or video calls after which the students are provided with internships and jobs. some of the other benfit that come along are as follows.
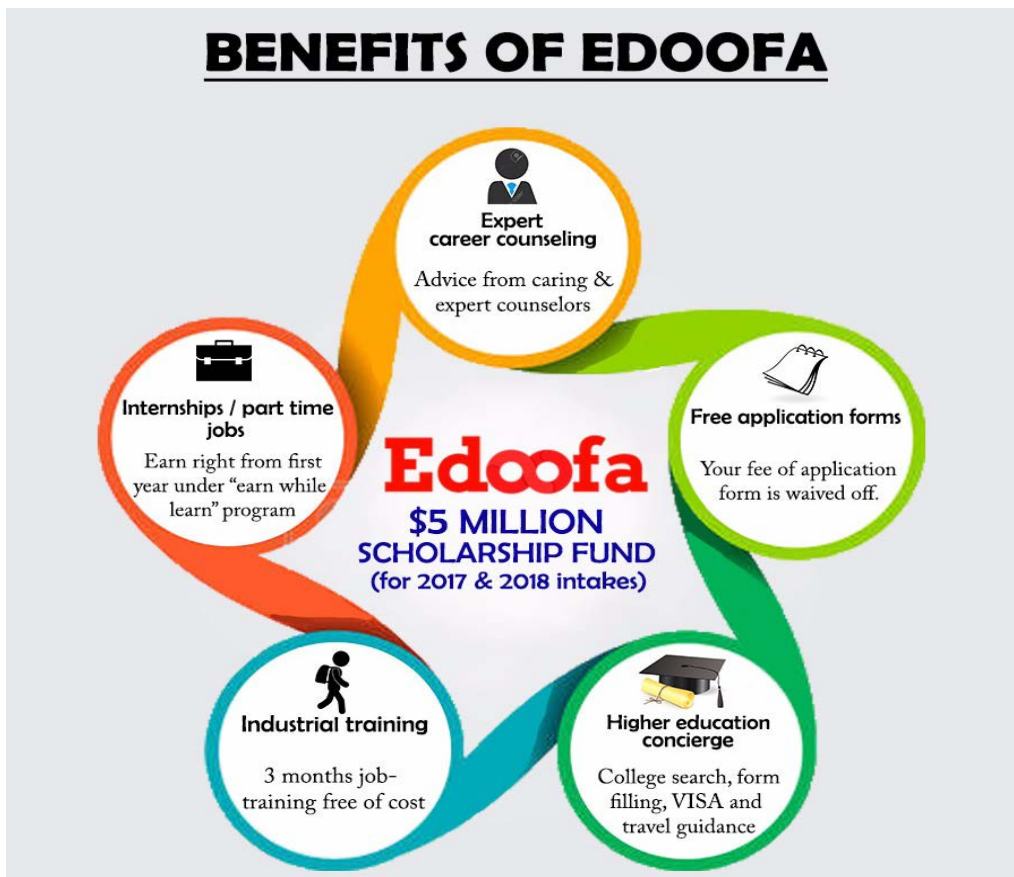
Figure13. Benefits of EDOOFA

Now while a student enrolls into the program of Edoofa, he or she gets all these additional benefits along with the enrollment as well:

- **Free career counseling by experts**

  The growth of the persons career can be traced back to a good advice which reults in high grwth for the student.

- University sessions for the admission process

  The students are given freedom to clear their their doubts with direct interaction with the concerned collage staff resulting in high level of transparency.

- Application form for the admissions to multiple Universities

  At Edoofa we ensure that student never have to pay for appliation fees for the collages because of direct collaboration of Edoofa with its partners. Every penny saved is penny earned.

- Caretaker of students throughout the course duration

Edoofa stays with the student throughout its journey whether it is collage search, course selection, guidace for travelling or anythong else, students an rely

- Helping the students to prepare their SOP

  Edoofa enures that it outlines the trengths and weakness of the students efficiently to help them outline their statement of purpose.

- Free certification of the training of three months

  One of the primary objective of edoofa is to make the students employable and hence they are trained and provided with industry ready skills.

MARKETING ON SOCIAL MEDIA / DIGITAL MARKETING

SOCIAL MEDIA MARKETING

This technique uses the social media platform and various other websites to expand your services and products. it is commonly observed that most of the platforms that provide such services have a build in data analysis tool which enable the users to track their progress and engage accordingly. social media provides a platform which enables the company to reach vast majority of end users and increase their customer base.

DIGITAL MARKETING

Digital marketing consists of marketing techniques which focus on products or services with the help of digital technologies with the blend of internet and data to increase your business with an extended platform like phones and tabs.

Websites for networking on social media:

This platform aims and closing the communication gap between the individual, and businesses and help in better interaction and building a solid foundation for the relations. the social networking allows direct communication with the consumers, other business , partners etc. this interaction is more personalizes and helps in better solving the issues and help reach the majority of the people.

Steps followed in a marketing model that is dependent on social media:

- choosing an appropriate platform.
- analysing the finance situaton.
- orienting the organisational structure according to the social platform for eg. creating social media acoounts on differne t web sites and branching it accordingly.
- analysing the target markets
- launching products and services according to target market along with company motto,

- measuring performance and analysing the performance along with evaluation of data and other numbers.

FACEBOOK

Facebook allow products and services to provide motion pictures , images and description to give a detailed preview of the product . the feature like comments and likes allow the business to track the response and growth of their product along with providing link to website if product and services.almost all major business have a presence on facebook.

Following the above footsteps edoofa also has the presence on Facebook. the advertisement is directed and appears in news feed and different positions on the screen . the person is taken to edoofa website once the ad is clicked . the tools provided by facebook enables us to track no of people who have visited our website and viewed our ads. Further advance tools help us to analyze how the product is received, whether it has got positive or negative reviews.

Figure 14(1). Facebook Advertising
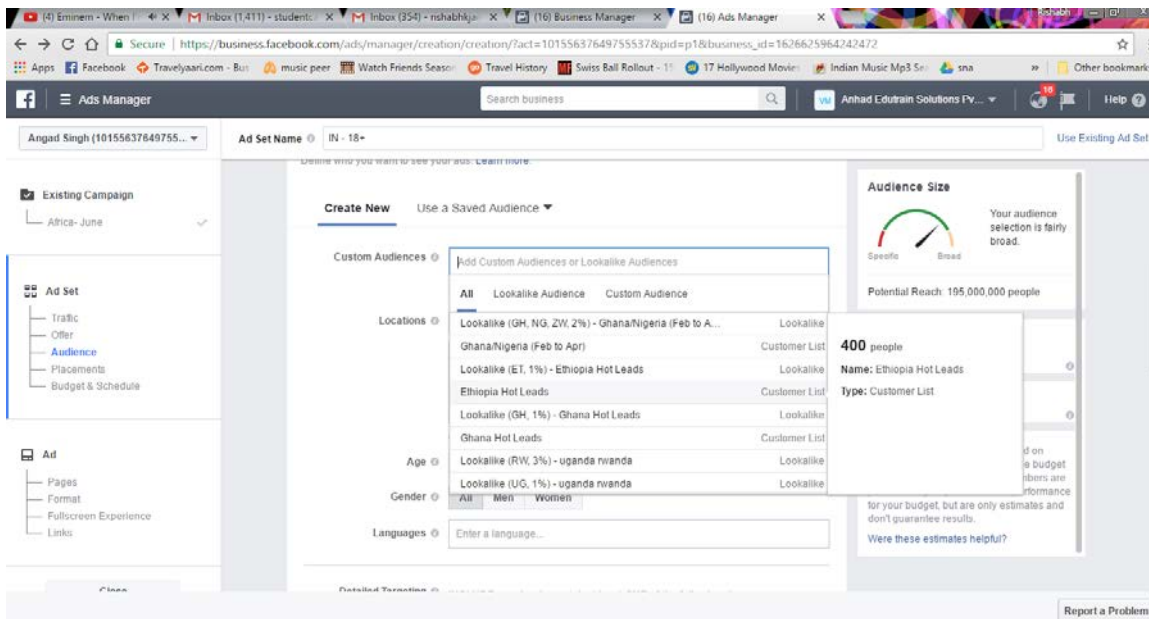
Figure 14(2). Facebook Advertising

WHATSAPP

Whats app is a messaging service which was developed to replace the sms service. whatsapp is a reliable source for sending text, media , audio files, etc. wasp messages are now secured using an encryption technique which ensures that the encryption runs from end to end to ensure the safety measures.thi is to ensure no eavesdropping is done by any third party. with the customer base of 1 billion people which expands over 180 countries , whatsapp app is an important source of communication with people around the globe. at edoofa we use whasapp platform to communicate with students in differnet target markets in africa. the main job of counselors is to effectively communicate with the students and try to understand their problem and recomment them the best coursesand colleges on that basis.
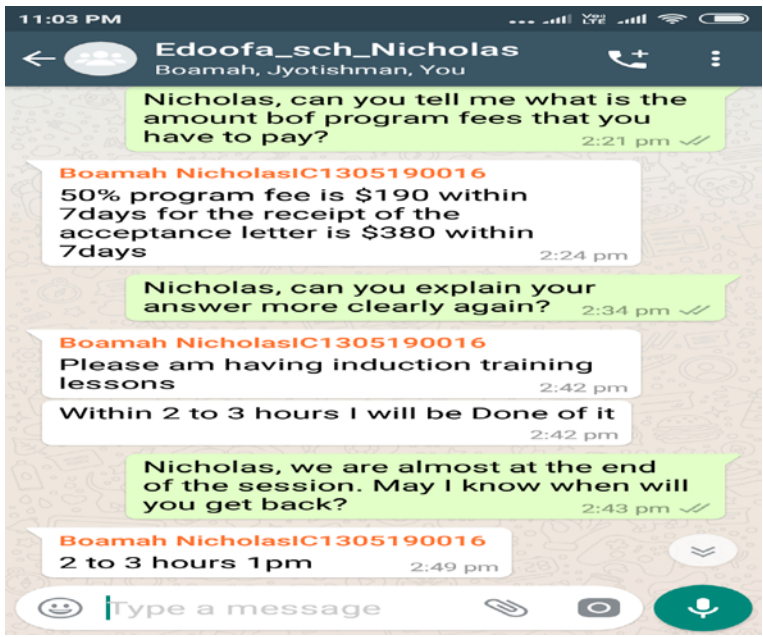
Figure 15(1). Use of Whatsapp Platform
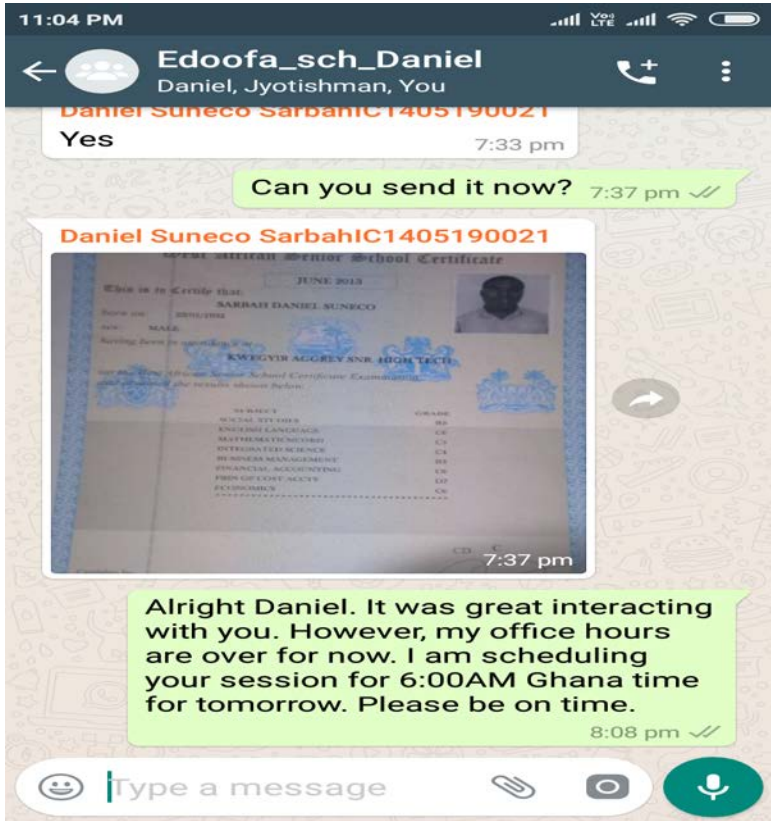
Figure 15(2). Use of Whatsapp platform to verify documents

INSTAGRAM

Instagram has been growing recently with a rapid pace and specially among the youngster which our target audiance for the most part of time. almost all the companies have a presence on instagram. the market place at instagram uses the technique of targeted marketing to sell products which ues extensive machine learning based algorith to select the target audiaece with such interests. the company is able to demostrate their ads in the form of posts with extensive description which can also be provided with a official link of the company. other ways to market your products is trough the stories which provide a short glane at the product for those who have less time.

instagram is the secoand most popular social media platform after facebook so to coomunicate with the target audiace that is african markets , inatagram is a powerful tool to connect and communicate.

various hashtags #Scholarship #education #studyabroad #nigeria #Ghana #zimbabwe are used by people to reach out to students on instagram.
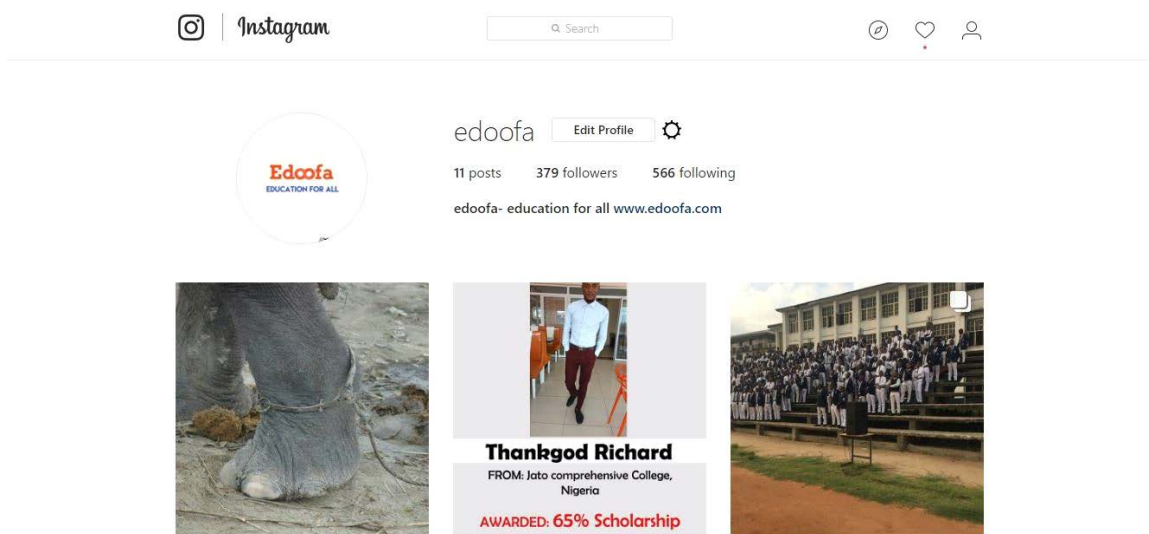
Figure 16(1). Instagram Advertising

Figure 16(2). Instagram Advertising

YOUTUBE

It is also one of the many platforms that is used for targeted advertinsing. youtube being a billion dollar plus commuity prives a perfect platform to engage with the target audiance. youtube allows the advertisemnt to run according to the content rewueted by the user which allows high sucees rate for hitting the targeted sector. certain ads are paired up with certain videos for better advertising experience which further enchance the effeciency of youtube. also youtuube allows the sponsers on itss platfoems which also provide great opportunity for companies to reach the concern parties.

Our edoofa group has also a list of videos on youtube. To name a few : "experience of African students pursuing higher education with Edoofa in India " , detailed description on less known courses like nursing, architecture and pharmacy , college tours, interview of bhutanese students, African students etc.
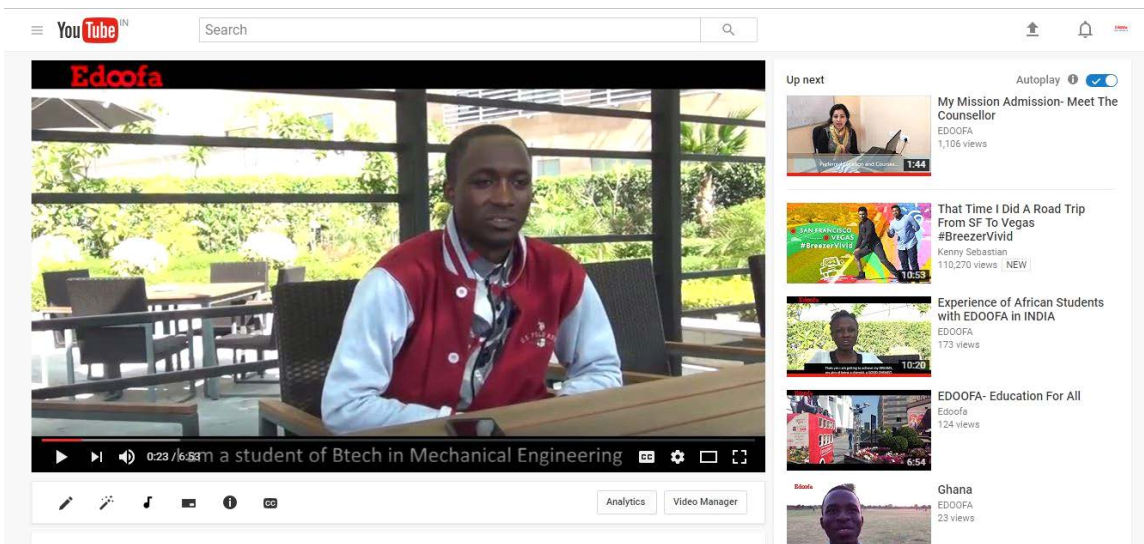
Figure 17(1). Youtube Advertising
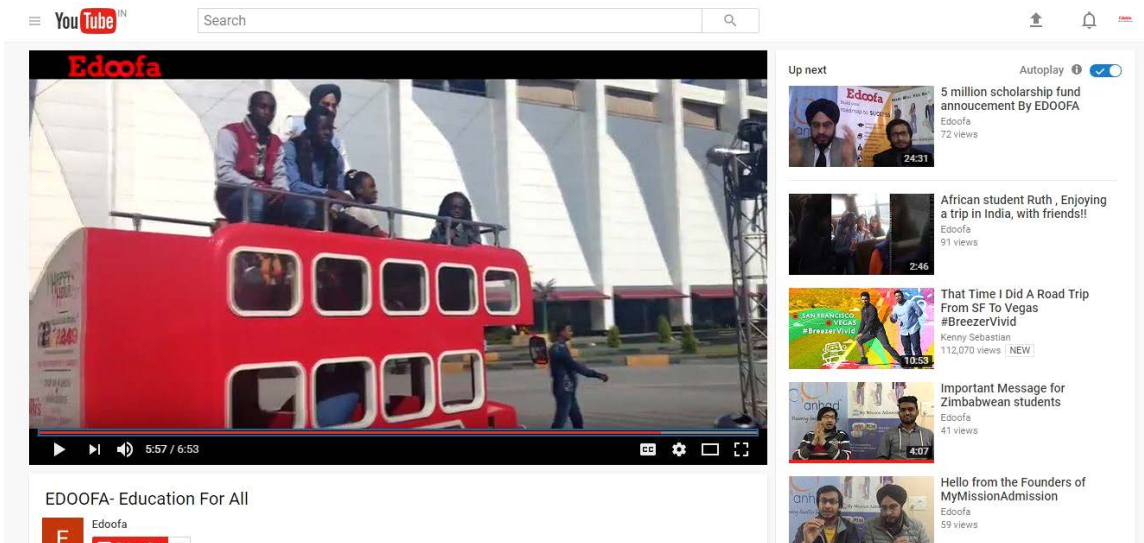
Figure 17(2). Youtube Advertising

BLOG/WORDPRESS

Blog is also an efficient way to impart precise information while ,attaining the origanality of information along with making it aceessible at the same time. blog is a popular way of reaching out to people who shy away from social media .also the information floated theough print or blogs is considered more reliable by majority of users as it has a precise and accurate source of orignation. blogs allow companies to extensively list the product and servises for in depth analysis, it can also

provide links to other platforms or market places. blogs can also be ised to direct the reader to other social media platforms. subscription for blogs is also available which insures that the target audiance is adressed properly.
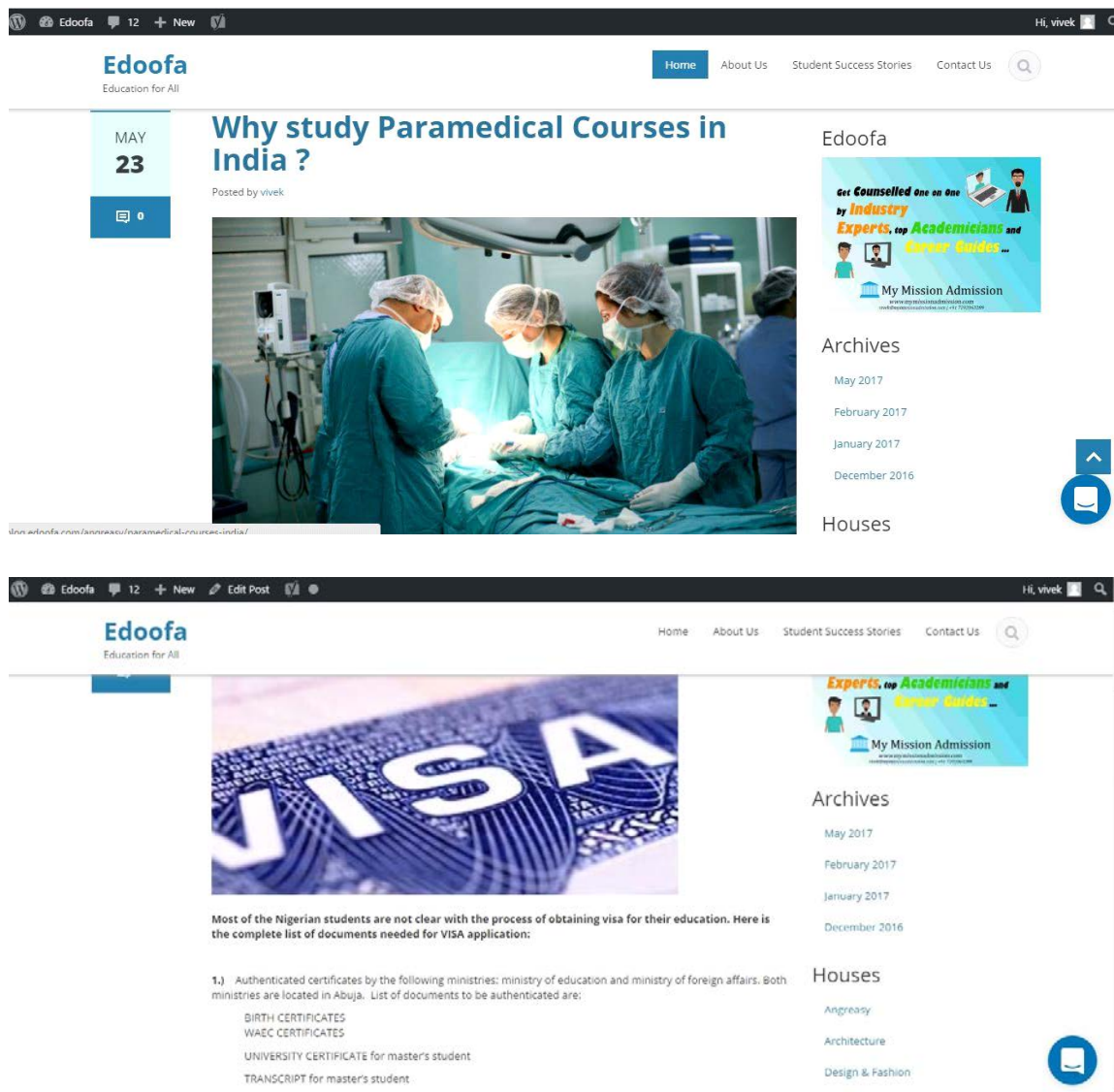
Figure 18. Blog Advertising

Edoofa is largely active on blog and other platforms with relevent articles on the topics of education , studying abroad and other hot topics like aquring visa etc. these blogs helps various students to choose india as their education destination. Infact, Edoofa maintains a transparency for the students aspiring to pursue their higher education in India by helping them to read the experiences of the students who are already enrolled into the program and are studying in India. Reading the experience of their fellow country men makes them believe strongly into the program and thus, the students are more sure about their career being successful with Edoofa.

EDOOFA

Let's hear from Azeezat sharing her experience of enrolling in the Edoofa Program.

by Team Edoofa | Published April 16, 2019

Let's hear from Azeezat, a graduate in microbiology, motivated by all the amazing members in her family to pursue her masters and go deeper into the grassroots of the causes of illness of the people who are suffering. She believes that Microbiology is the bedrock of Medicine, hence, she wants to help the doctors and the medical

practitioners to know what to work with. Azeezat is crazy about reading the books and articles on crime solving, is an amazing cook, inherited this talent from her mother. She is an amazing artist in craft work as well.

Figure 19: Blog article of the student, Azeezat who is coming to India to pursue her higher education with Edoofa for the session 2020 and will be pursuing the course of Masters in microbiology. She has shared about her counseling and admission process along with Edoofa.

EDOOFA

How Edoofa turned my dreams into reality by Ali Baba.

by Team Edoofa | Published April 27, 2019
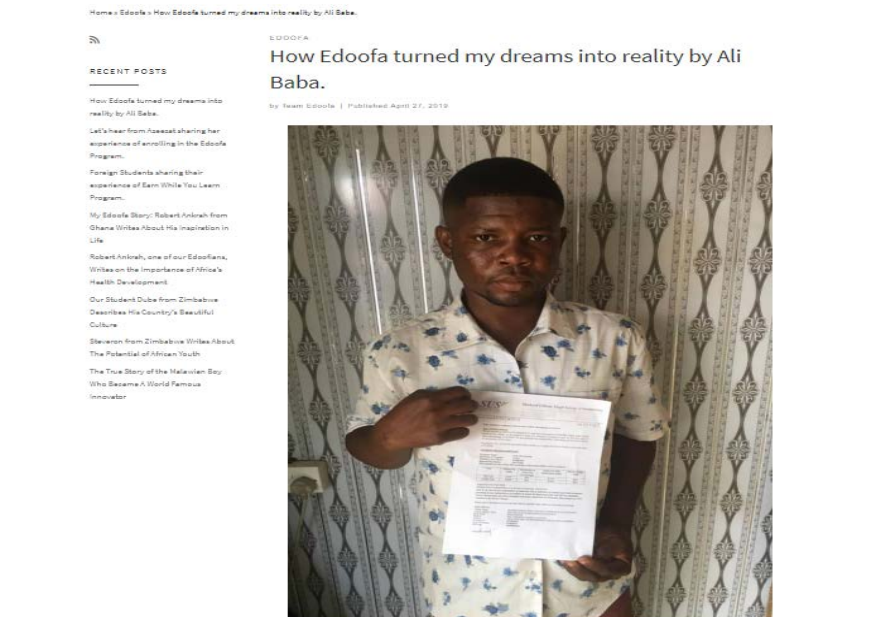
Figure 20: Ali Baba, a student from Ghana shares his experience with Edoofa at blog.edoofa.com

SALES TEAM AND KAM TEAM WORKING ON THE LEADS:

1. LEAD ALLOTTMENT

The sales team takes care of the leads that are the allotted and the main focus of the sales team is to make sure that the leads are converted. The leads are the students who have shown their interest for the Edoofa Scholarship Program and filled up their forms for proceeding further. Once the leads are captured, the leads are allotted to the different team leaders of the sales team. There were three teams of sales. Every team had a team leader and few team members. The task of the team leader was to get the leads that are captured and filtered and allot the leads to the different team members. The team leader would also have to analyze all the conversations between the team member who was a counselor for the leads and the lead. In case of any problem or trouble, the team members could seek the guidance of their team leaders. Now, once the leads were allotted, the team members had to maintain the report sheet where the information of the leads allotted was available. It consists of all the important information that is required by a counselor to analyze the weakness and strengths of the students and how he or she can make the student convert for the program.

2**. LEAD CONVERSION**

Once the lead is allotted, the counselors had to contact the leads and start with the process of their application for the Edoofa program. The counselors had to make sure that the process is simpler and manageable for the student and the student is able to understand all the details and benefits regarding the program. The process was maintained in a way that the program could build a community of more and more students that could serve the society and infact, lead to a better career.

The steps through which a student has to go through are shown in the Edoofa Cycle image and it consists of 6 different steps:

- Career counseling and document verification by the counselor (SALES TEAM)
- Interview for the eligibility check of the student (PROGRAM DIRECTOR)
- Receipt of acceptance letter If the student is found eligible (SALES TEAM)
- Enrollment into the program by the student
- Beginning of admission process and University sessions for the students (KAM TEAM)

- The students receive the acceptance letter from the allotted University
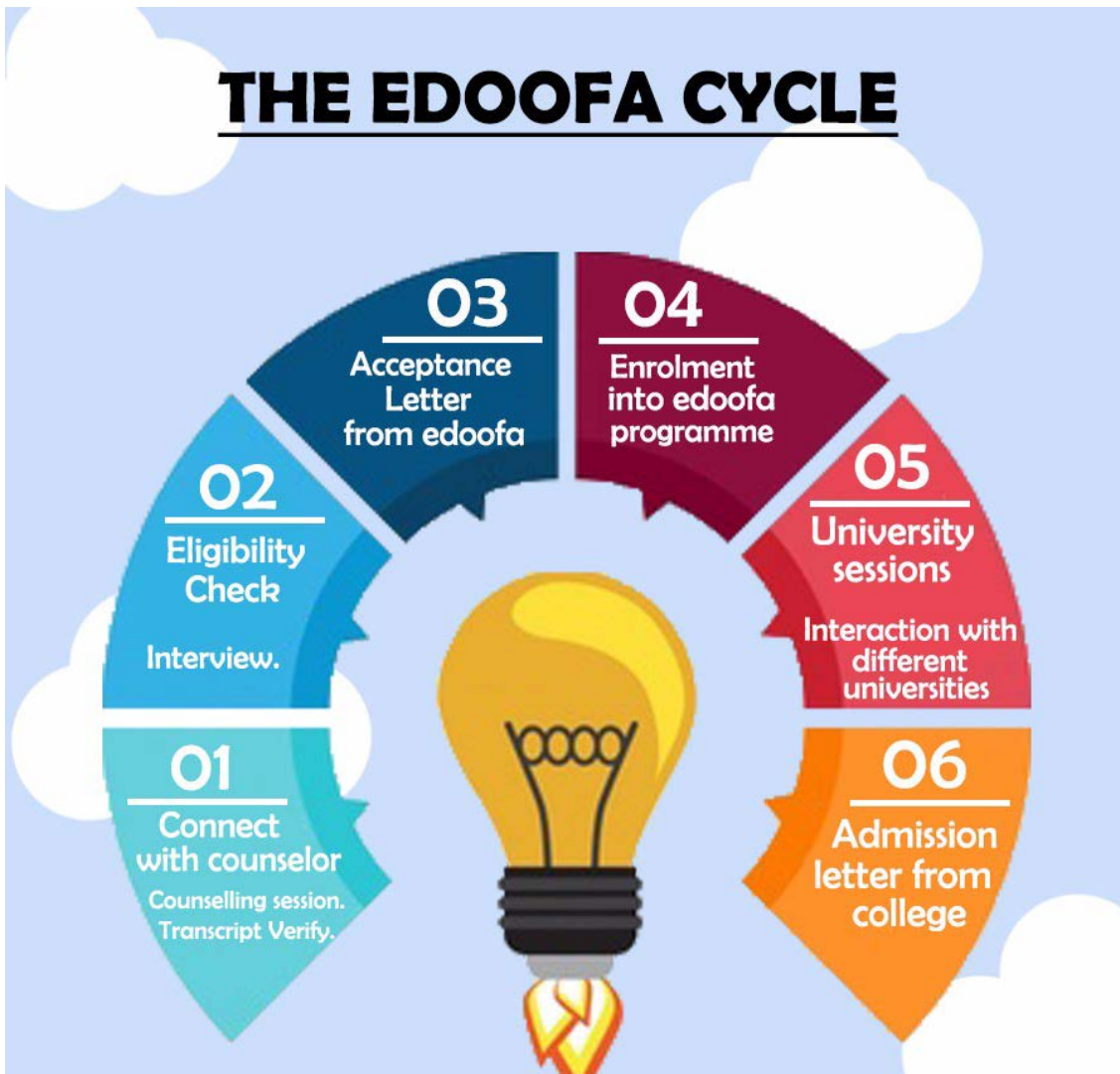
Figure The Edoofa Cycle

Step one: Counseling session and verification of documents

Once the student is contacted by the counselor who is the team member of the sales team, the counselor tries to first build a proper relationship between the students and himself so as to build a rapport with the student and ensuring that the student comes to the counselor If he or she faces any kind of problem regarding the application.

The counselor has to deal with different kinds of students. There are few students who want to get a fully-funded scholarship, there are certain students who think that Edoofa is some kind of agent between the University and the students, there are some of them who think that being from a poor family, they have the right to get everything for free. Now, the counselor's job is to build a proper

relationship with the students ensuring that he or she gets a proper understanding of the program and is well prepared to proceed for the interview with the program director. There are some situations when students are of the opinion that they will be provided the opportunity to study in UK, USA, Germany, China, Switzerland etc and insist upon helping them. The counselor's job in this case is to disconnect the student from the country where he wishes to pursue his higher education because of the issues of affordability and quality of higher education as well as the opportunities for the students to learn for their professional career. Edoofa offers a scholarship of 50-100% on tuition fees in India only. The reason being that India is growing to be one of the fastest growing economies in the world. Also, the main factor is that the international students are provided with a much affordable cost for their higher education rather than paying extremely high costs that will end up them being under the burden of loans. Infact, Edoofa helps them not only to pursue the higher education that is affordable, however, offers them the opportunity to learn to prepare for their employable career ahead.

There are some students who face trust issues regarding the authenticity of the program and infact, there parents are of the opinion that this might be a scam or a false hope that may get them into a trouble and their money might go in vain. The most important task of the counselor is to gain the trust of the student by ensuring that all the details are provided to the student. If there is a need, the students are also connected on calls in order to give them a better understanding. There are many students whose trust issues are resolved once they are able to connect to the students who are already studying in India.

After a good rapport building, the counselor explains all the details regarding the course, country, cost of higher education, EWYL training, SEELs learning centre, program fees policy, the fee payment policy, and the admission process as well. All the queries of the students are resolved and once the student is ready to proceed after the family discussion, the student is given the edoofa eligibility check form for proceeding with the interview.

STEP TWO: Interview of the student for the eligibility check by the program director

Once the student is done with the counseling session and the document verification, the students fill the Eligiility check form for proceeding with the interview. The program director analyzes the form and application of the student with the help of the counselor and schedules the interview. The counselor informs the students about the interview slot with the program director and gives all the details of the interview. For the interview, a separate group on Whatsapp is formed and the interview takes place through whatsapp voice notes. The student is provided with the interview

code for the interview. The counselor makes sure that the program director is sent the following two documents:

- The transcripts of the student for the eligibility check.
- The eligibility check form submitted by the student.
- The information of the interview is filled by the counselor on the sheet that is shared with the program director.
- The course of the student must be mentioned in the group.
- The session for which the student is applying for the program.

After the interview is done, the program director shares the interview results with the counselor to forward it to the student. There can be three possibilities of the status of the interview for the student.

- Accepted: This means that the student is found eligible and has to proceed now with the next stage.
- Waiting: There are cases when some students are not able to enroll for the program after clearing the interview, in this case, some of the poetential students who are in the list of waiting are given the chance.
- Declined: This means that the student's application is rejected and he or she cannot proceed.

Phase Three and Four: Receipt of acceptance letter and enrollment by paying the program fees for Edoofa program

Once the student is done with the interview and is found eligible, the counselor shares the results and the acceptance letter from the program with the student. The acceptance letter include the details of the interview code and the information of the student accepted. It incudes:
- The course of the student accepted
- The session for which the student has applied
- The course duration
- The payment policy of the enrollment fees
- The details of the modes of payment for the enrollment fees
- The name of the counselor, the program director and the director of Edoofa.

The student has to enroll within the given deadline for the program. The deadline and the program fees is decided according to the month for which the student has applied.

Edoofa

Program Fees for 2019 admission intake: $400

Benefits for early enrollment

	Deadline Date	Fee
Round 1	September 29, 2018	$220
Round 2	October 31, 2018	$240
Round 3	November 30, 2018	$260
Round 4	December 31, 2018	$280
Round 5	January 31, 2018	$300
Round 6	Februrary 28,2019	$320
Round 7	March 30, 2019	$340
Round 8	April 30, 2019	$360
Round 9	May 31, 2019	$380
Round 10	June 29, 2019	$400

*Edoofa follows a rolling admission process and strictly adheres to its deadlines. Candidates are encouraged to enroll early as those who do are more likely to maximize the quantum of scholarship and make the most of the program by interacting more with our expert team of counselors and academic board members.

Figure: Benfits of early application for the program

PHASE FIVE: Admission process and University sessions

Once the student enrolls for the program, the admission process is started. The admission process is handled by the KAM team. KAM stands for Key accountant management Team. It handles the process of application once the enrollment of the student is done and helps the student in the fourth stage.

The Admissions team guides the students to prepare the statement of purpose for the applications to various universities. The statement of purpose and the other documents of the students are sent to the Universities and the sessions areheld for e bteer understanding of the Unicversity as well as the student and after the Universty is selected, the student gets the

offer letter from the University where the fee structure and the registration fees in mentioned. The registration fees has to be paid within the deadline.
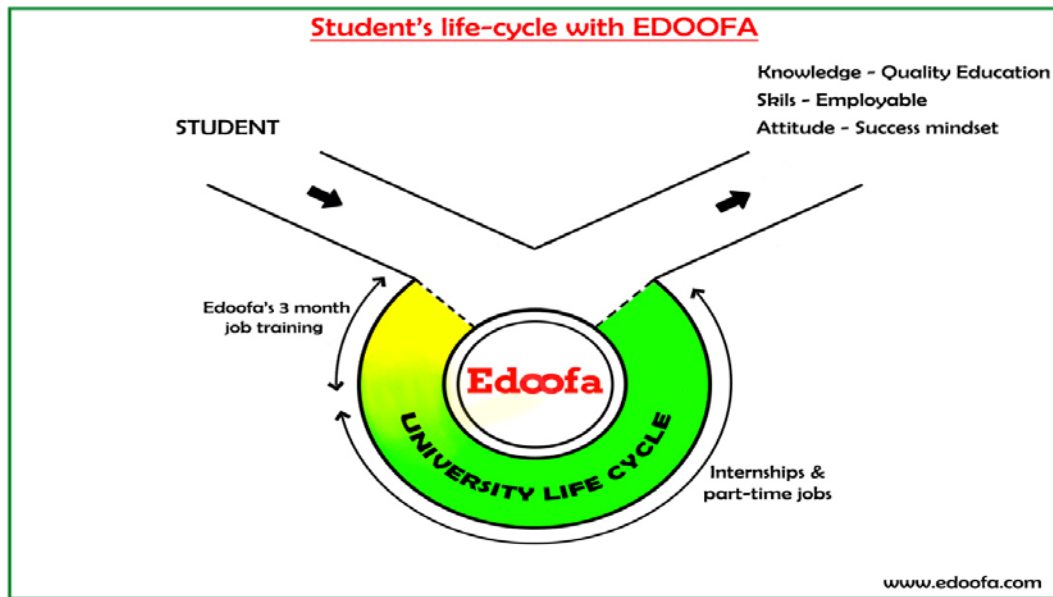
Figure: Lifecycle of the student at Edoofa

KAM has recently introduced a program called the SEELS learning centre (SLC) for the students who have enrolled into the program and the ones who have registered as well. SEELS is the department that keeps hold of the management of the projects that are being given to the students from the different companies in India and also prepares the students for y providing them the training and internship opportunities through EWYL program. SEELS learning centre (SLC) takes the responsibility of taking the students from the KAM to the SEELS team. They are prepared not only for the internships that they will be pursuing, but also are guided regarding the living culture of Indians, the way they will have to manage once they come to India, it helps them to prepare for their professional career ahead by making them learn the basic manners that are demanded in a professional environment and the basic skills as well. So, it acts as a bridge between the KAM and SEELS.

The students are given a set of assignments that helps for the overall growth of the students before coming to India. You an see few of the examples of the SLC assignments being given to the students.

Example 1:

Message from the KAM Team for the SLC assignment: "Hello Ali, we are here with yet another SLC Class. This Class will acquaint you with the necessary skills for the 21-st century, that every student must master in order to stand at par with the others. With the previous SLC Classes, we have aimed at providing you tasks which will train you and help you succeed in your future prospects. Study the document thoroughly and note down the important skills that you would like to develop for yourself.

The task for the SLC Class is to answer the questions in the given form. After studying the previously shared document carefully, answer all the questions and submit the form."

Example 2:

Message from the KAM Team for the SLC assignment: "Hi Ali, I am sure you must have learned some valuable techniques from the SLC class shared with you. The task for the call has two parts.
A) You are required to share a 100 words description of your understanding from the video

B) Plan your next 30 days in time-slots - break up of how you will spend the next 8-10 hours every day. List down all the activities you will accomplish within this period and then divide them in the Time Table. Needless to say, your work under SLC has to be given priority :)

You are required to share your response through whats app and the last day for submission is by end of tomorrow, i.e., 8th May, 2019."

Example 3:

Message from the KAM Team for the SLC assignment: "Good day, Ali. We have well noted your previous response and here we are with the next SLC Class. I would like to share with you that the Edoofa team believes that this is one of the most important SLC video for all the EDOOFIANS. It is very important to understand the essence of belongingness and embrace who we are. Here we are with the next SLC video by Mr. Angad sharing What it truly means to be an EDOOFIAN.
Please do inform us once you are done watching the video. I would encourage you to connect with us as the task will be shared over a call along with the evaluation in the previous SLC Classes. Click on the link below to start with the SLC Class."

The assignments are submitted online by the students to the KAM team.

Phase Six: Final acceptance letter from the University

Once the student is done with the registration fees payment, he or she has gets an acceptance letter from the University and this is the last stage of the Edoofa cycle. After this, the students come to India once the session starts and are guided by the admissions team for the visa and travel process.

Chapter – 4

Performance Analysis
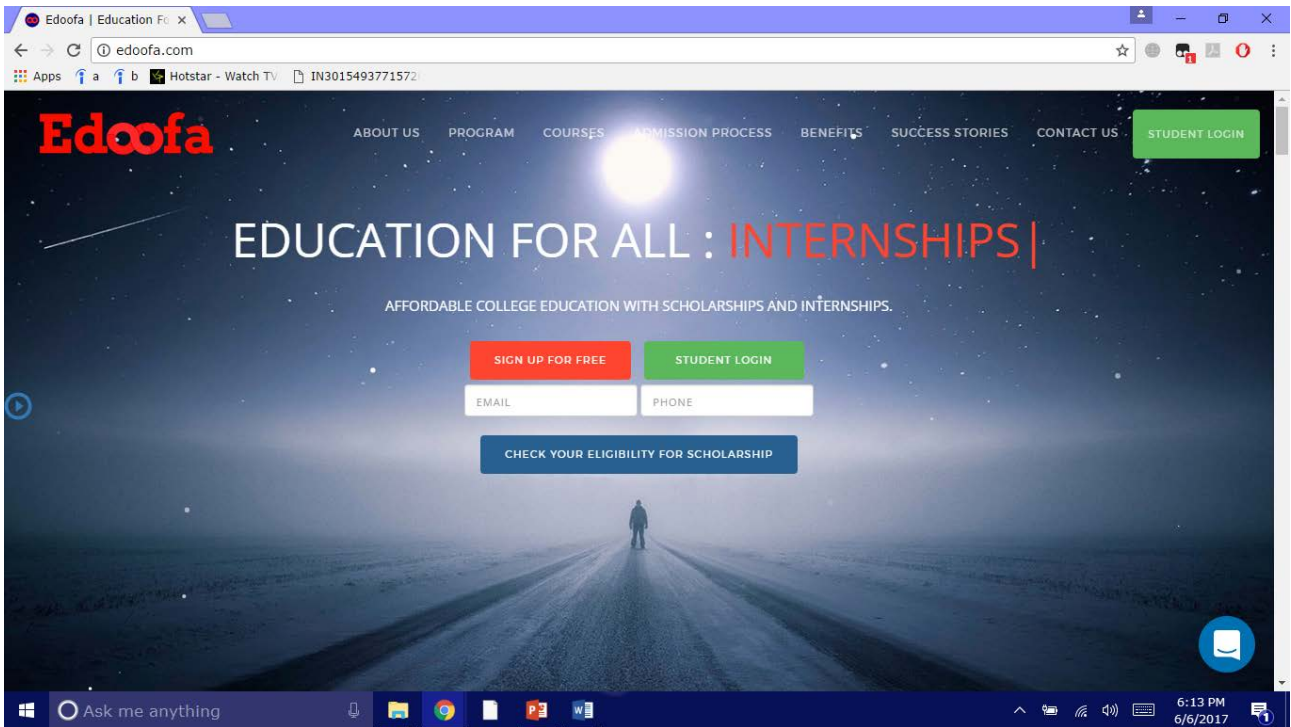
Figure 21: Website of Edoofa (www.edoofa.com)
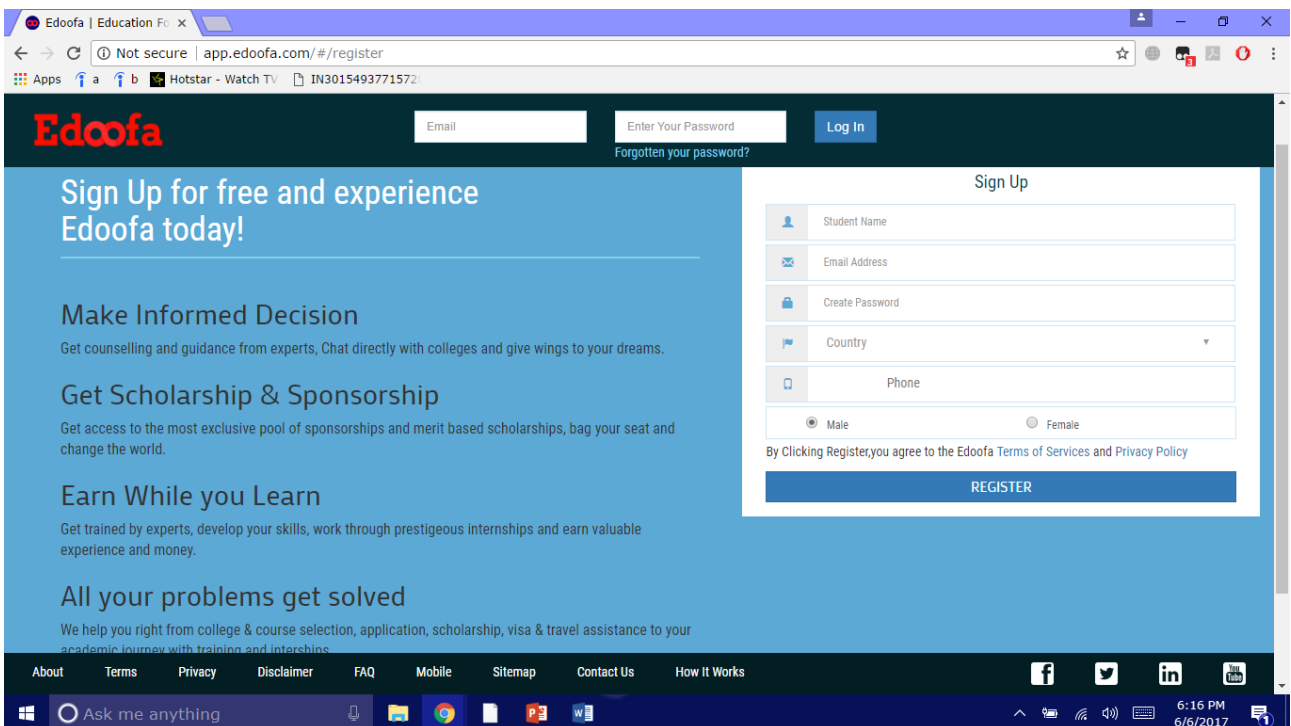
Figure 22. Sign up Page for leads
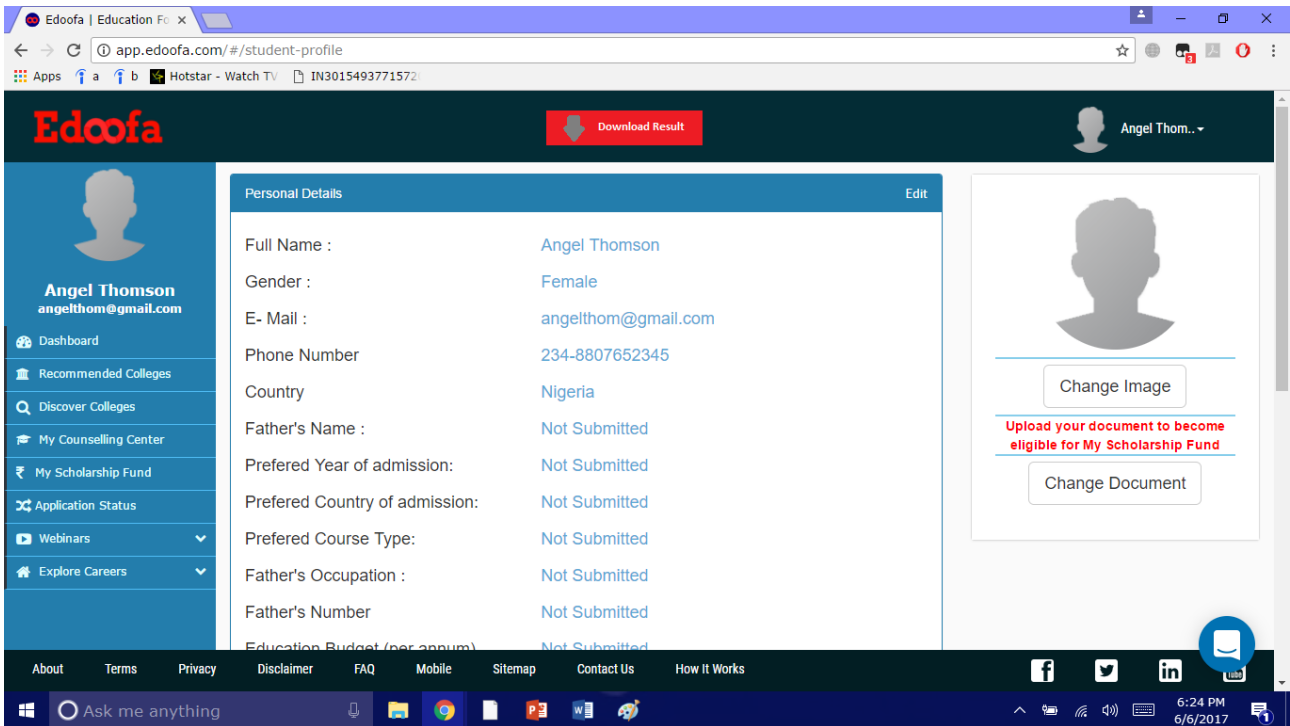
Figure 23. Example of the profie of a lead(1)

Figure 24. Example of the profile of a lead(2)

PHASE ONE (COUNSELING SESSIONS):
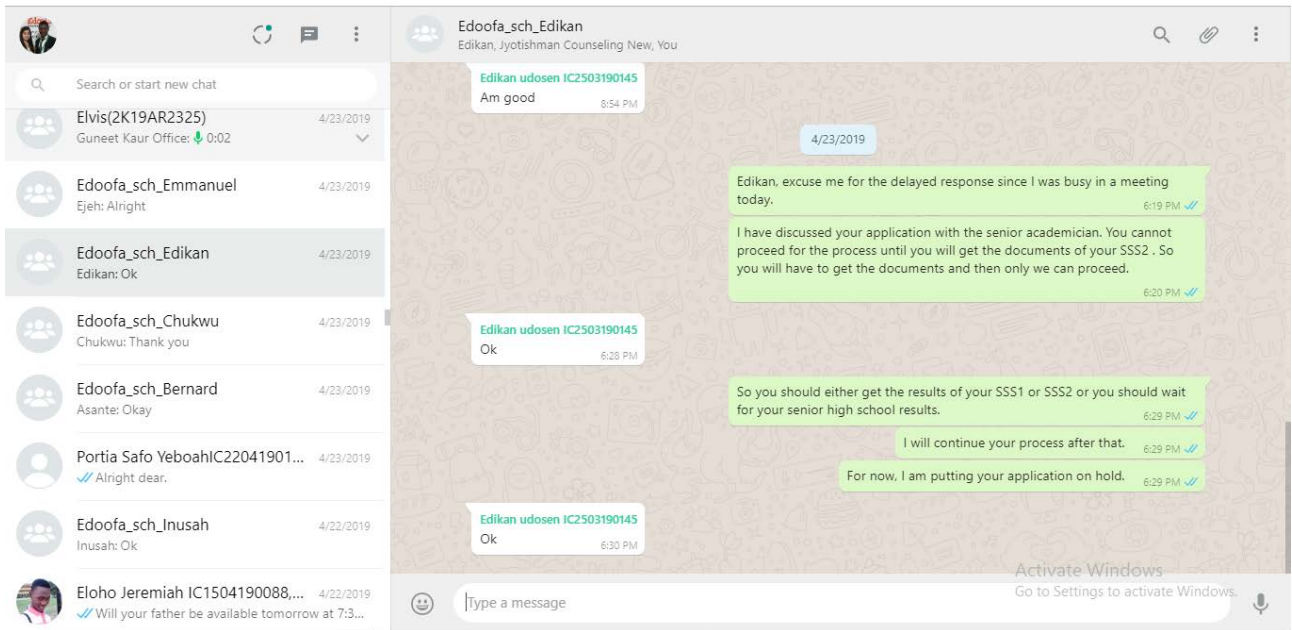
Figure 25. Counseling sessions(1)

Figure 26. Leads Report (Sales Team)

Phase Two: Interview for eligibility check

Figure 27(1) Eligibility Form

Figure 27(2) Eligibility Form

Figure 27(3) Eligibility form
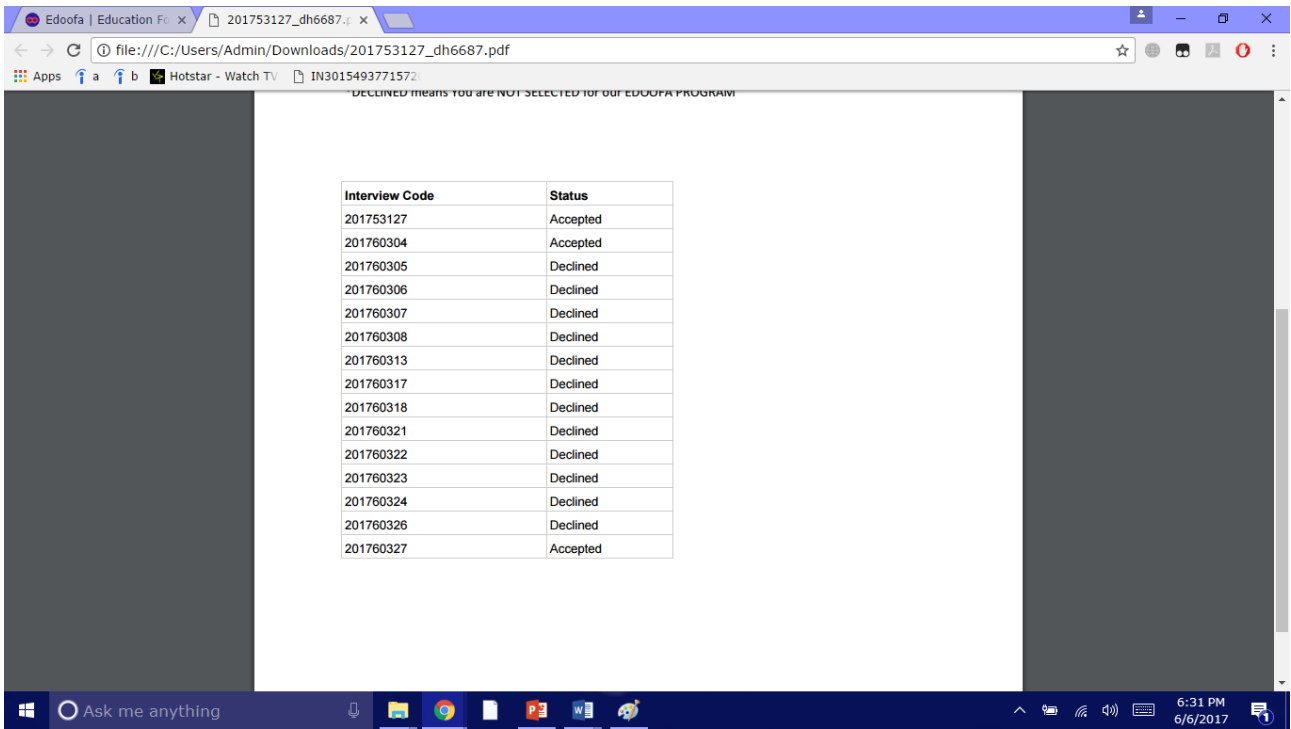
Figure 28. The result sheet of the interviews

PHASE THREE: ACCEPTANCE LETTER FROM EDOOFA
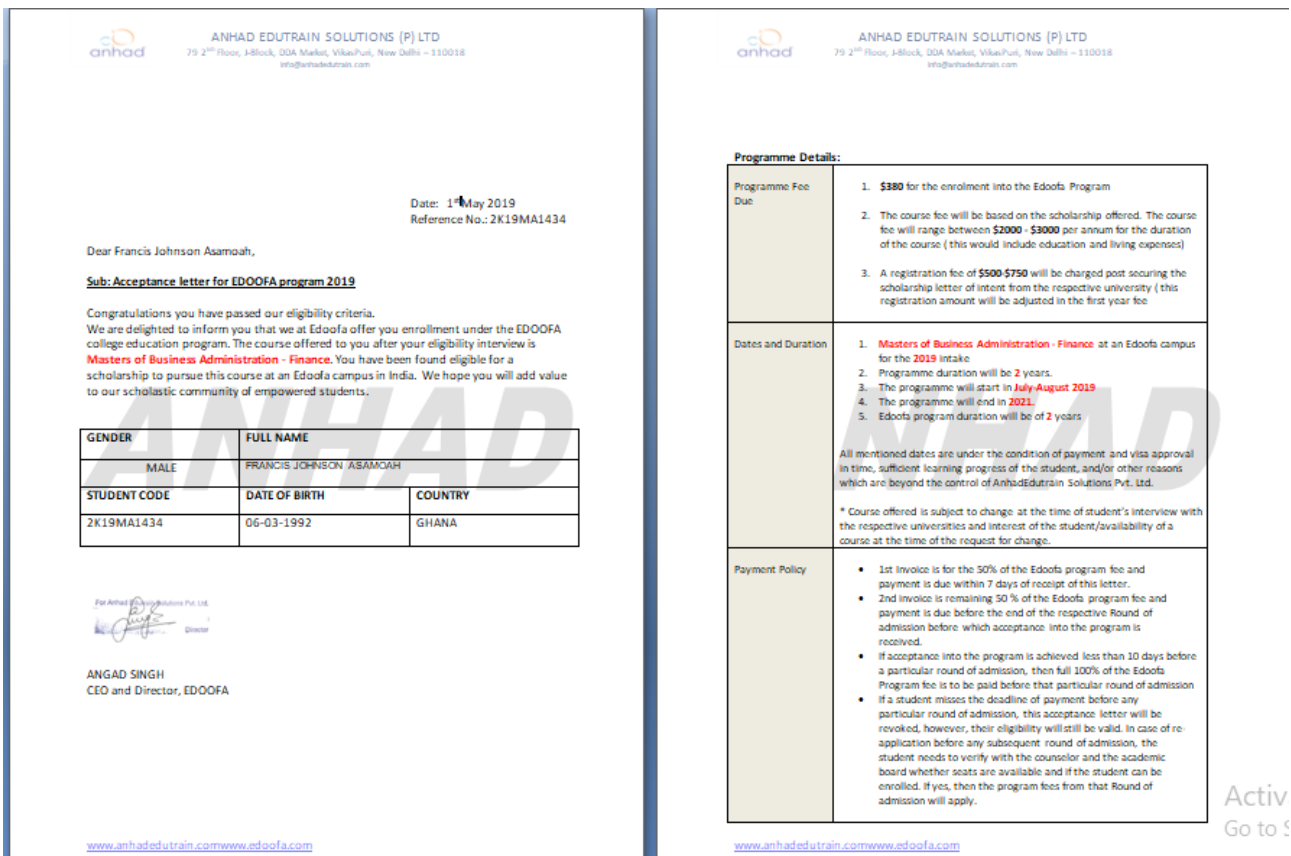
Figure29. A Sample of the acceptance letter from Edoofa
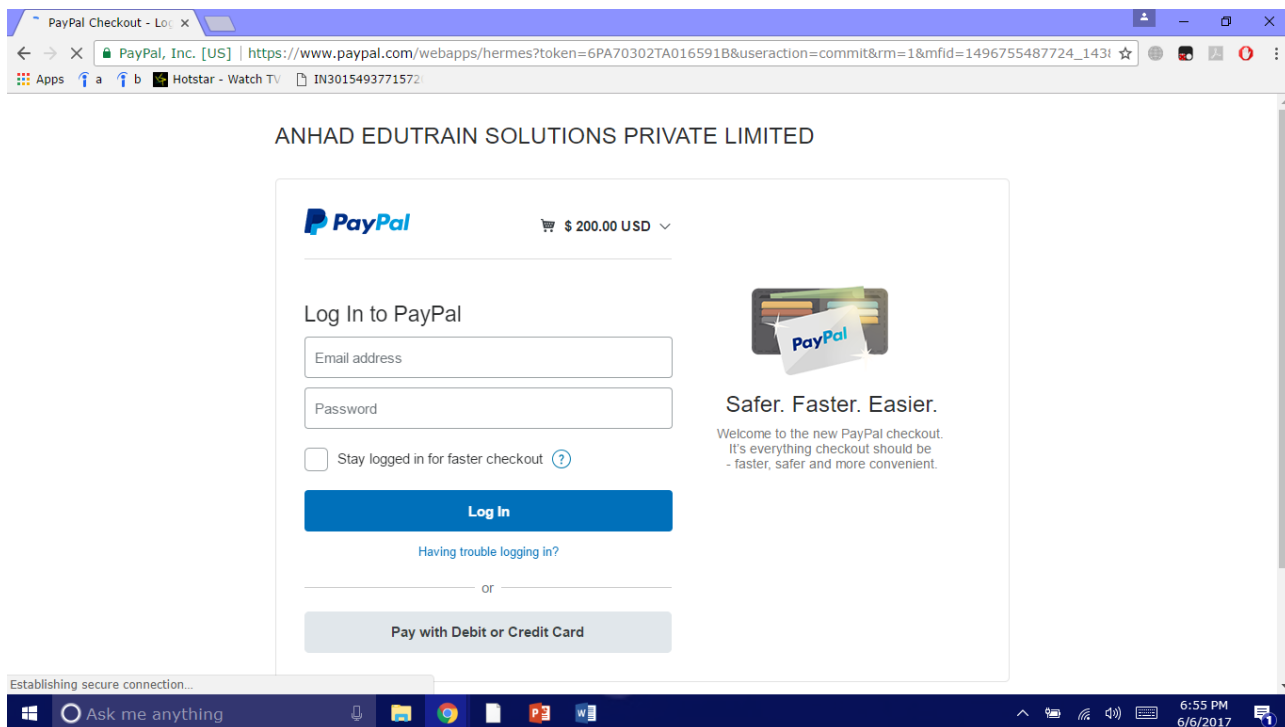
PHASE FOUR: ENROLLMENT FOR THE PROGRAM

Figure 30. Page on the website to make the payment for the program fees

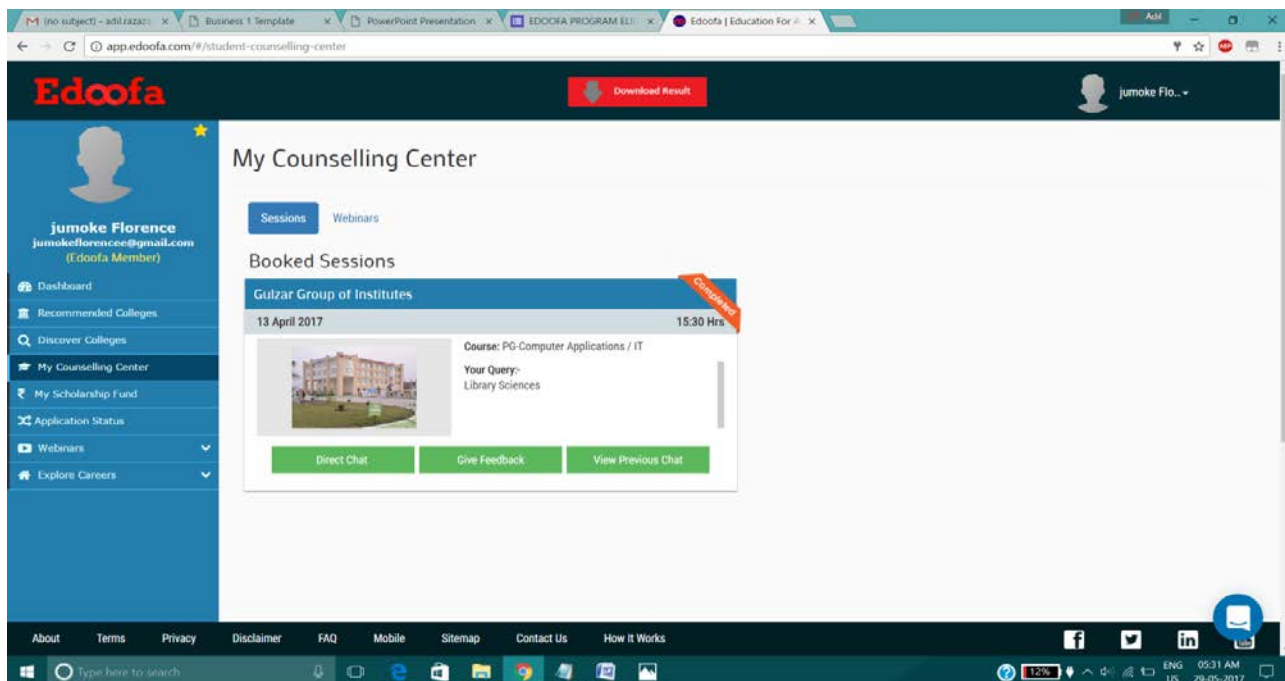PHASE FIVE: UNIVERSITY SESSIONS

Figure 31. Students interview scheduled for the University sessions

Figure 32. Report of KAM TEAM for SLC

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
08:00	Errands	Updates	Research & Finishing up on SLC Class Assignment	Errands	Research & Finishing up on SLC Class Assignment	Study	Breakfast
09:00	Errands	Attribute	Errands	Errands	Attributes	Errands	Church Service
10:00	TEA BREAK	TEA BREAK	TEA BREAK	TEA BREAK	TEA BREAK	TEA BREAK	Church Service
11:00	Social	Errands	Errands	Social	Errands	Errands	Church Service
12:00	Social	Errands	Updates	Social	Errands	Social	Youth Meeting
13:00	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK
14:00	Updates	Research & work on SLC Class Assignment	Social	Updates	Social	Updates	Family Time
15:00	Attribute	Research & work on SLC Class Assignment	Social	Attribute	Social	Attribute	Family Time
16:00	Fitness	Gardening	Fitness	Research & work on SLC Class Assignment	Gardening	Fitness	Gardening

Figure 33: Assignment submitted after SLC class by the student(1)

KEY:

Errands – I am currently assisting my mother on an empowerment project she has been working on for some weeks now, so this is the time I dedicate towards doing the ups and downs in town for her when there are any on that day otherwise I will be just by her side learning about social work and ways on how to relate with the public.

Study – My youngest brother is in his final year of his primary education, and on the other hand my cousin sister (living with us) is facing her O' level examinations in a months' time so during this period I dedicate my time to assist them both in their homework, revision papers and any other school related challenges they face either during lessons at school or even during their studying at home.

Updates – This is the time of the day I get to catch up on current affairs by browsing through mobile news on my tablet if I am on the go at the time, or through watching 'E NEWS Channel' if I am indoors.

Attribute – After my updates session I always feel creative and hence use this period to do impromptu speeches just to keep my public speaking skills in good form or brainstorm on debate topics that I would have come across concerning the issues I would have encountered during my news session. I view this as a great way of always keeping my mind sharp plus also preserving my Oratory skills in the absence of tournaments and competitions.

Social – This is the time of the day I usually dedicate to being with my friends and over the past few weeks I have also began to take this period as a time to scout for potential Edoofa candidates in my community or whichever area I will be at that period.

Fitness – I love telling myself that "a fit body hosts a fit mind." hence I visit the basketball court thrice a week to train and also refresh my mind. Besides during the times mentioned on the table above, I also randomly take early morning jogs twice a week and visit the soccer pitch on Sunday evenings just to maintain the fitness

Takudzwa 2K19FB1521

08/05/2019

Figure 34: Assignment submitted for SLC class by a student(2)

	Quora answers	Blogs	Amazon Helpful reviews	Facebook shares	Facebook comments	Instagram likes	Instagram stories	Upvotes	Forms	Sales
Manpower										
Week's targets										
Total done this week										
Today's numbers										
Weekly percentage complete										
Overall complete										
Month's targets										
Month's target percentage										
Total Points										
Points achieved										

Figure 35. SEELS client tracer (Data has been hidden in view of confidentiality)

47

Chapter-5

Conclusions

Lead conversion rate :

There were different factors that depcicted the status and performance of the team member on the allotted leads. If one could attain the level of average "1 out of 20" conversions of leds, it was termed as a success.

There were different metrics that depicted the peroformance of different sales team members.

- Number of zero responses per day
- Number of pitches per day
- Number of interviews per day
- Number of leads converting and enrolling within deadline per month
- Quality of Pitch
- Total conversions
- Number of leads in process
- Number of dead leads

These different factors helped us analyze the lead conversion rate. Considering 300 leads in process, there may be a possibility that the lead conversions as two weeks complete is 16.

Also, over a data set of around 3 months, we could Figure out that on a average of 22 leads, there were 9 interviews that were held and out of the accepted leads, 1 student got converted. Maintaining the reports for the employes and the managers was significant since it helped to learn how the graph was shifting from allotment to conversion.

The dead leads are the ones who have not been able to proceed because of certain factors. Once the dead leads were analyzed, there were different ways designed to get the dead leads and convert them into converted leads. With over 3-4 months of training, we realized that the number of dead leads have decreased over the period of time.
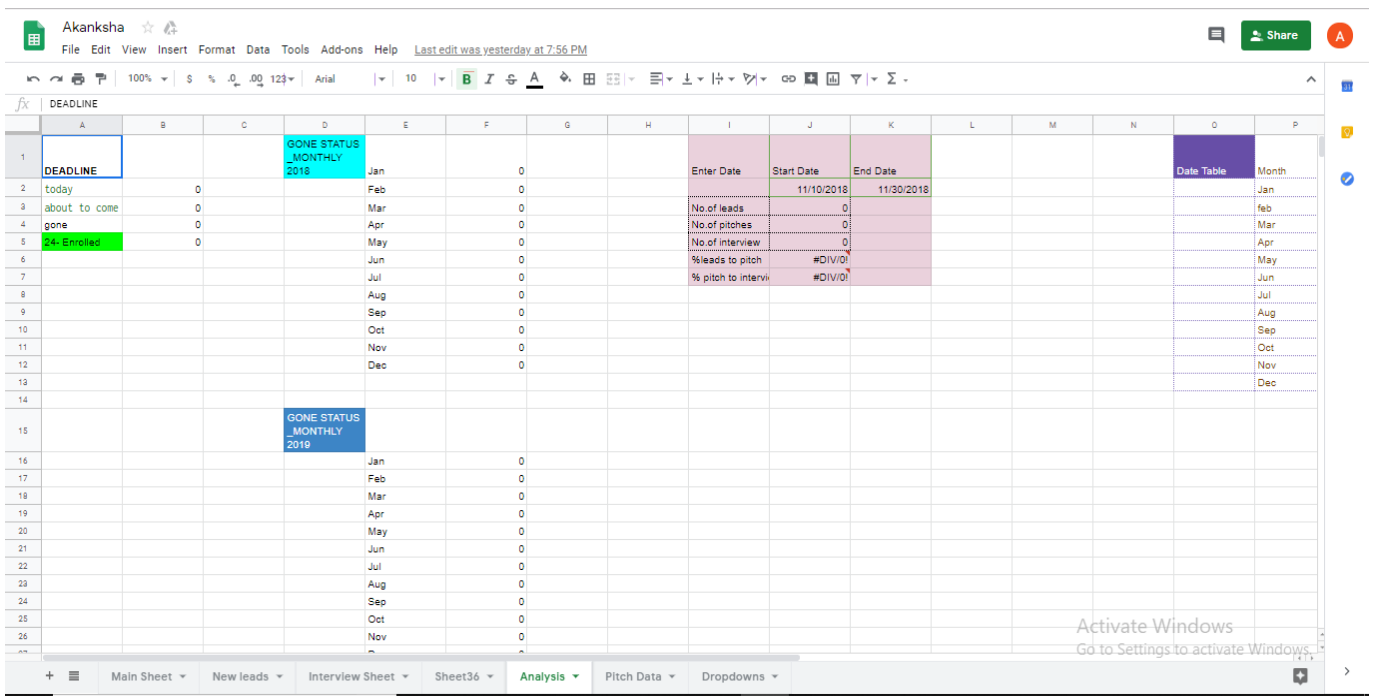
Figure 36. Analysis sheet for performance (Data has been removed for confidentiality reasons)
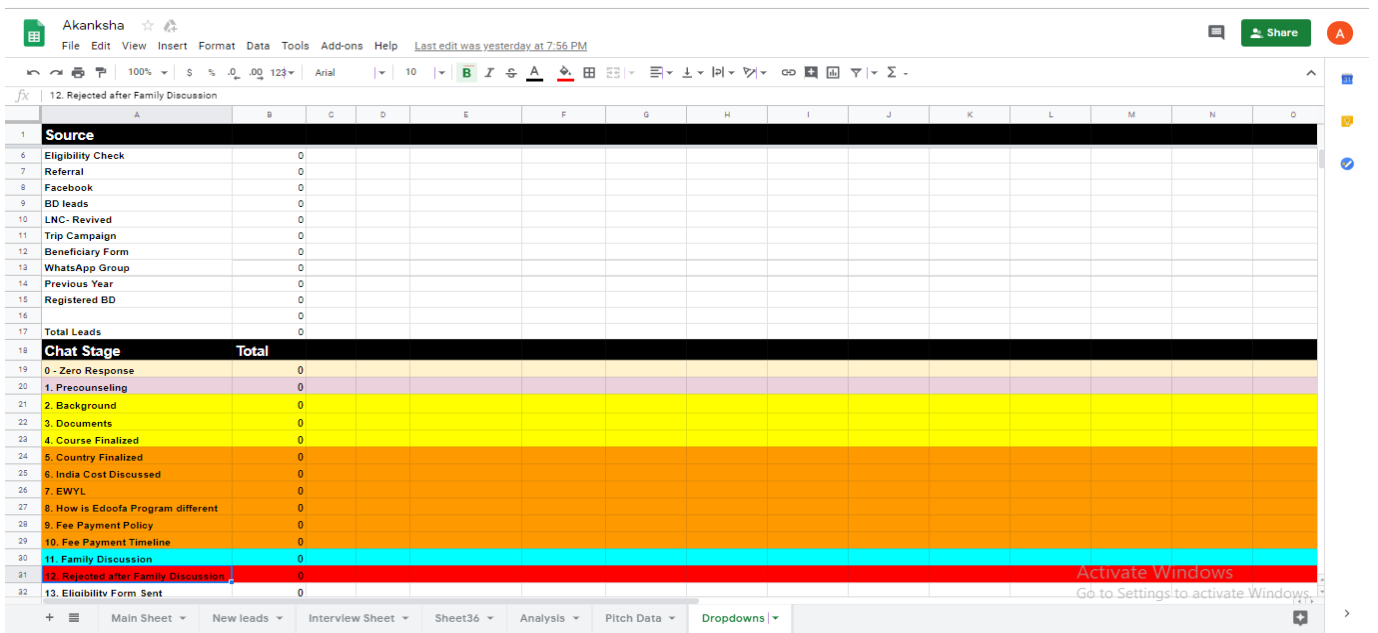

Figure 38. Dropdown sheets for analysis of leads (Data has been removed for confidentiality reasons)
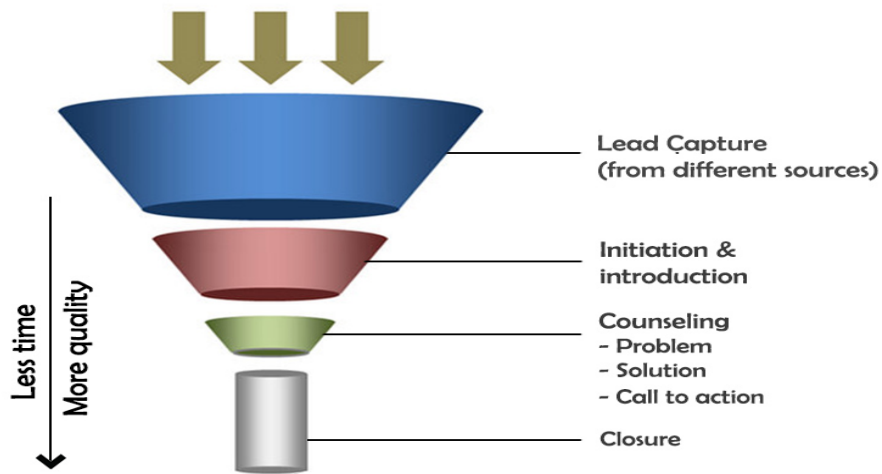
SALES FUNNEL

Figure 38 Funnel for the sales

.

One of the most important factors was the average pitch time. It helped to analyse how fast an ideal employee could work. It helped the employeEs to increase the intensity and velocity with which they were working. This was surely one of the factors to improve the performance of the sales and lead conversion.

References

1. http://www.edoofa.com/

2. https://www.globalpartnership.org/country/bhutan

3. http://uis.unesco.org/en/topic/education-africa

4. http://anhadedutrain.com/

5. Arta Moro Sundjaja, Ervi Naviri, "The Adoption of Facebook as Internet Marketing Strategies in Journal Promotion", International Conference on Information Management and Technology (ICIMTech), 2016

6. https://www.quora.com/What-are-the-biggest-issues-facing-education-in-South-Africa-today

7. http://blog.edoofa.com/