

EDOOFA- Education for All

Industrial Training carried out at ANHAD EDUTRAIN SOLUTIONS

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

in

Computer Science and Engineering

By

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To



Department of Computer Science & Engineering and Information
Technology

**Jaypee University of Information Technology Wahnaghat, Solan-
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(i)

Candidate's Declaration

I hereby declare that the work presented in this report entitled “**Industrial training at Anhad Edutrain Solutions**” in partial fulfilment of the requirements for the award of the degree of **Bachelor of Technology in Computer Science and 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.

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

Shimul Garg, 151202

Dated: 17th May 2019

Certificate

INTERNSHIP CERTIFICATE



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

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

(ii)

ACKNOWLEDGMENT

I take great privilege to avail this opportunity to express my deep gratitude to all those who guided me throughout the course of my Industrial training. I would like to extend my profound gratitude to our founder and CEO, Mr Angad Singh, for giving me his valuable time and his guidance during this course.

I would also like to thank all the employees of Anhad Edutrain Solutions who really helped me in understanding all the functions and activities of the organization from time to time.

Shimul Garg, 151202

17th May 2019

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LIST OF ABBREVIATIONS

1. EWYL- Earn while you learn
2. SEELS- Students of Edoofa earning and learning to success
3. iOS- iPhone Operating System
4. KSA- Knowledge Skills Attitude
5. SOP- Statement of Purpose
6. AAL- Admission Acceptance Letter
7. NASA- National Aeronautics and Space Administration

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ABSTRACT

The Edoofa (Education for all) is an initiative of Anhad Edutrain Solutions, and tends to cater to the needs of students who are looking forwards towards a bright future by getting a good education but for some reasons do not have an access to it.

Edoofa is a social, for-profit organisation which provides a guaranteed scholarship of 50-100% on tuition fee for higher education in India if the student is found eligible and focuses on providing students with an education which is job linked and affordable.

As a management trainee, I had responsibilities towards community management, career counselling, business development, corporate communications and content writing. I performed tasks and processes to develop and implement growth opportunities within and between organizations. I worked towards the creation of long-term value for an organization from customers, markets, and relationships. Addressed the business development tasks like the business model answering how do we make money and its roadmap for implementation and working towards the business plan. Developed a pipeline which is the flow of potential clients which a company has started developing. Managed and analysed the data to produce sales management information.

The focus has always been to think of solutions to the problem of access and quality of education by devising educational models and innovative products.

Chapter 1

INTRODUCTION

1.1 Introduction

Anhad Edutrain Solutions has been working in the education sector from past 10-12 years. The company was basically started to solve the problems that exist in the education sector in our country. Various projects have been taken up and worked upon to fill in the gaps in the system and make education more accessible, more affordable and to enhance the quality of education so that the ultimate goal of getting education can be fulfilled.

Out of the various ways through which Anhad Edutrain Solutions has contributed to some great initiatives and projects were as follows-

1. APPLE iOS DEVELOPER PROGRAMME

This programme was started to set up Apple (MAC) centres of innovation and research in educational institutes (schools, colleges, universities) to reach out to thousands of various students and graduates willing to learn and develop the Apple iOS developer programme. Many corporate clients have been trained on the iPhone development. Many prestigious private universities and over 50 management and technical institutions across the country have been associated and benefited from this programme.



Figure 1- Glimpse of Apple iOS developer programme

2. ANHADEDU PROGRAMME

This programme focused on building a virtual school prototype. Just like an operating system which can be used to teach inside the four walls of a classroom. And what a student gets access to is limitless knowledge and boundless interactivity through this medium.

The products are diversified and based on ed-tech start-up which have aimed to help the private education institutions in becoming the sustainable centres of knowledge and excellence and helped them reduce the cost of acquisition of students, brought improvements in their digital infrastructure and been a provider to top-tier educational platforms and products and enhanced the support for placements.

The focus has always been to think of solutions to the problem of access and quality of education by devising educational models and innovative products. Anhad educational system has included a centric platform for the students in various aspects be it college admissions (online) , platform to enhance employability and improvement of skills that are needed today specially the spoken and communication soft skills. The English classes to improve student's every day conversations and a virtual school to increase placement support are the few initiatives that can be listed. Other verticals include Apple - Mac Research & Innovation Centre Set-up, technology - enabled education, software for online education, human resource management, Soft Skills Programme, English classes with universities and schools and solutions through the Virtual Classrooms.



Figure 2- Glimpse of virtual school prototype

3. EDOOFA

This is a start-up led by Anhad Edutrain Solutions and has been into function from past 2.5 years. As the name itself suggests 'Edoofa' means Education for All. With this vision in mind Edoofa has helped many students to gain the access to a good quality of education which is practical oriented and not just based on theory. This approach helps in achieving the true vision behind getting education which is to become employable. The second vision that Edoofa has aimed to provide is affordable education. Having worked in the education sector for the past 10 years, Anhad Edutrain Solutions has closely witnessed the problems that students have faced. There are many institutes that offer good education but students don't get access to them because of the high cost of education which they can't afford.

The various benefits that a student gets after enrolling for the Edoofa program are as follows-

1. Edoofa helps with Affordable higher education through guaranteed scholarships of 50-100% on tuition fee if you are found eligible in the interview with the Program Manager.
2. Edoofa helps with Employability through practical training.
3. Edoofa helps with the Earn While You Learn program.
4. Edoofa helps with Expert Career Counselling.
5. Edoofa helps you apply to multiple colleges and connect you with them, and also help in preparing your Statement of Purpose.

1.2 Problem Statement

After working in the education space for over 10 years and understanding the concerns of students, we realised that there are two major problems that students these days face. First, the lack of affordable education and second, the lack of employability. Lack of employability is associated with the lack of skill development in students which include both soft skills as well as technical skills. Hence the vision is to fill in these gaps.

Our major beneficiaries are students from African countries like Ghana, Nigeria, Uganda, Zimbabwe, Ethiopia, Malawi, Columbia etc. Employment and getting a job are one of the biggest problems in Africa. And this problem exists because of the educational system that exists in those countries. The students there face a lot of problems because of lack of practical education in those countries. Like students learning computer science have no computers to access to. The students also face problems because they do not get to choose a course of their choice in most situations.

Other problems faced by students are that the universities frequently go on strikes for uncertain time. Courses are typically postponed by 1 or at some point even 2 years. This leads to gap in education and hence students have to go about doing random jobs in the meantime. Some students don't even find jobs because of lack of skills and hence stay at home doing nothing productive for their career.

Corruption exists in the system of education of countries because of which students are not able to study the course of their choice. Many a times money is used to buy the university seats. Hence most of the times they don't get seats as per their merits. Sometimes in such cases the courses that are given to the students have no real-life applications in terms of job prospects. For example, being forced to study courses like aquaculture, beekeeping etc. Such courses are dead-end courses and add a very insignificant value to the career of the student.

Bhutan has been facing the problem of employability after completion of degree courses. Education in Bhutan is provided for free till class 12th and after that there are very few government funded colleges, selected ones, that help in providing higher quality education which is also job linked, students who are unable to seek admission in these universities either drop out and do odd jobs or take admission in universities which are not equipped with proper university facilities like library and labs to perform practicals. The remaining few being privileged enough decide to move abroad for higher education. In lieu of good higher education millions of students from Bhutan and alike countries migrate across the globe.

We at Edoofa believe that access to quality higher education should come to those who are truly deserving and who have a passion for learning. Education has become extremely expensive across the globe, especially in recent times. Our scholarships ensure affordable higher education so that it provides a great return on investment because education is not a cost, but an investment. An investment into future. And we ensure bright futures by providing with employability skills that will lead to professional success.

And we offer scholarships to such students to make education affordable and accessible thereby reducing the actual cost to something that is most affordable to the African Students. Our vision is aligned with Africa's greater vision of tremendous growth potential. And where does this potential come from? It comes from the youth. It's young and aspiring population is the source to its economic rise and top organizations around the world such as World Bank and the UN have predicted that nations with large youth populations are set for a great economic rise.

We are an embedded higher education program who have helped over 10000 students with affordable higher education abroad through scholarship and internship opportunities.

1.3 Objectives

The vision is to improve the future of students in terms of accessibility and affordability of education which is also job-linked. The kind of students that we are looking at are the ones who are academically inclined, research oriented, have aspirations to make it big through hard work and dedication and focuses on his or her holistic growth. Out of the thousands of applications we receive each year, the few that are selected are the ones who display a tendency of holistic growth.

But holistic growth is not restricted to theoretical education alone. It includes all aspects of practical education as well which is exactly what defines a good quality of education.

In India, the usual cost of higher education for international students is around \$6000-\$8000 per year. Now while this is very low as compared to other western education hubs such as US, UK, Canada, Germany etc but it is still beyond the reach of many. So EDOOFA works with universities to secure seats on scholarship for its students so that their cost of education is reduced to an extent which they can afford.

For the selected students who are able to qualify for the EDOOFA Program by being selected after the interview the cost comes down to \$2000-\$3000 per year. This cost includes:

1. Tuition fee (if remaining)
2. Any other expenses at university (fee at library, books)
4. Mess (food)
5. Hostel charges

Therefore, the cost of education is inclusive of remaining tuition, hostel charges, mess food, books and also this fee can be paid as per semester system.

Our program founder, Mr. Angad has travelled extensively across Africa, interacting with students, professors and ministers, and after realizing the problem of affordability, has ensured that our selected students never have to worry about the issue of affordability again. Based on our extensive experience, we believe no higher education can be lesser than this fee considering higher education abroad.



Figure 3 - Edoofa program founders Mr Angad and Mr Avreen, with the Hon. Speaker of the Parliament of Ghana, Prof Mike Ocquaye.

We've been working with the students for the past few years, and after counselling tens of thousands of students, we've understood the problems which students face. And we have realised that employment and getting a job is one of the biggest problems of students. Edoofa is an organization whose vision is not just to get the student admission in a university. Edoofa stays with the student for the course of their academic life (3-5 years).

This starts with the 3-month training, during which, Edoofa helps build the required technical skills like-

1. Digital marketing
2. Organization
3. Management

and soft skills like –

1. Communication skills
2. Leadership
3. Presentation skills
4. Teamwork

For those students who gain the right set of skills and are willing to work, Edoofa gives them tasks, projects, and assignments. They can work for a few hours, every day after their classes and be compensated.

This compensation happens in form of scholarship credits. These scholarship credits, in form of money, are transferred to their school, and they are adjusted in their school fee.

The idea of the Earn While You Learn Program is to give students opportunities where they can perform tasks and projects, and also earn scholarship credits based on their performance and this we aim to provide them true professional exposure.

**Earn While You Learn Program
Success Story**

Name: PAUL
ZAKARIYA

Country: NIGERIA

SCHOLARSHIP CREDITS EARNED IN
THE MONTH OF FEBRUARY 2019: 3900 CREDITS

Edoofa

Figure 4- Beneficiary of Earn While You Learn Program

1.4 Methodology

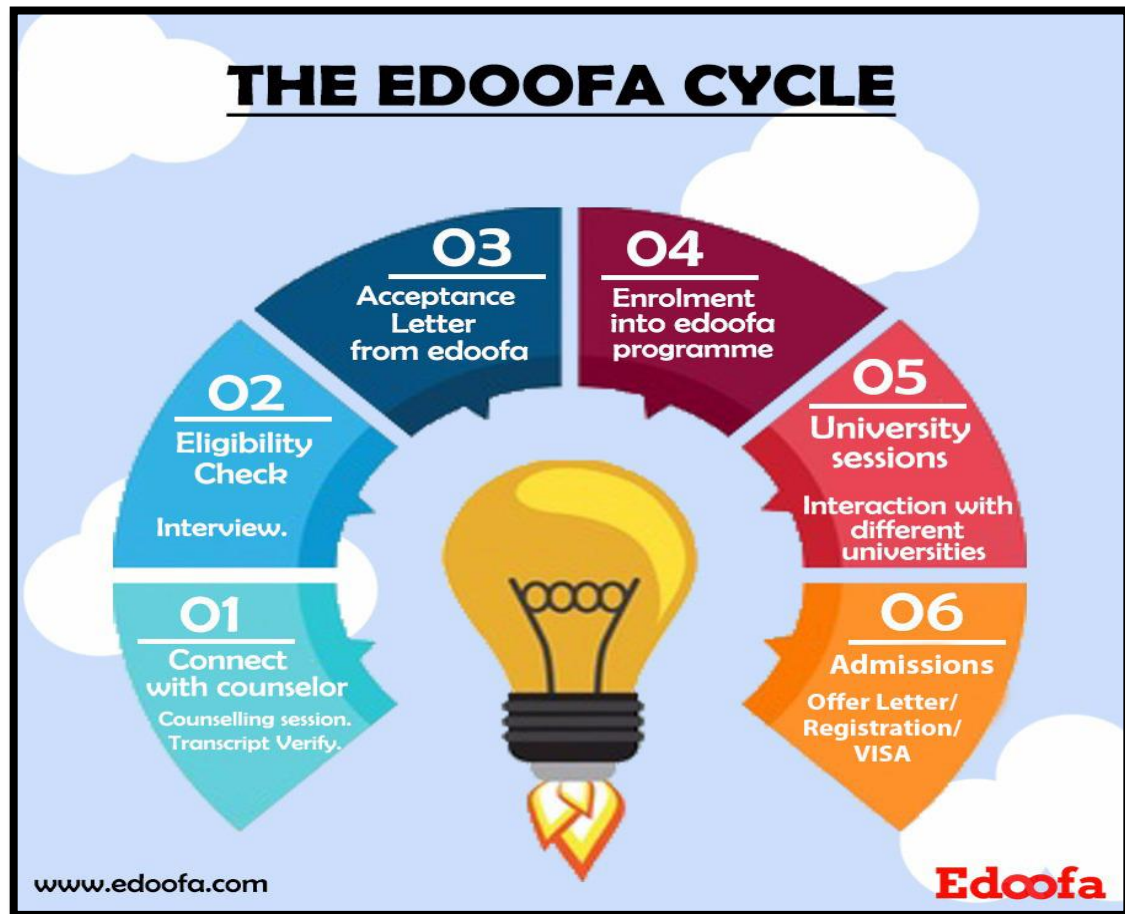


Figure 5- The Edoofa Cycle

Step 1: Counselling process

In Step 1, a counselling process is conducted to check the eligibility of the student for the \$7 million scholarship fund, according to the responses to questions that he/she gives to the counsellor.

Step 2: Eligibility Check Form

In Step 2, an Eligibility Check Form is sent by the counsellor which a student needs to fill. This form would play a crucial role in conducting the next process. If this form gets approved by the Edoofa Academic Board, then the interview is conducted to check student's eligibility further.

Step 3: Acceptance Letter from Edoofa

If a student manages to clear the interview process, then he/she gets selected into the Edoofa program and receives an acceptance letter.

Step 4: Enrolment into the Edoofa Program

This step involves finalizing student's enrolment into the Edoofa program by completing the Enrolment Fee Formalities.

Step 5: University Sessions

Once a student is enrolled into the program, he/she gets an opportunity to interact with multiple universities online so that he/she can get a better understanding about them and they can get a better understanding about the student.

Step 6: Admission letter from the University

Once a student gets admission into the ideal university aligned with the choice of his/her course and career growth, he/she is given the admission letter from the university and the journey to success with Edoofa begins.



Figure 6- The Admission Cycle

Step 1: Counselling session on school selection and achieving maximum scholarship-

The founders of Edoofa share their recommendations and insights from their 10 years of experience on how to achieve success in life, selection of schools and universities, achieving maximum scholarship etc. This counselling session takes one to two days.

Step 2: Statement of Purpose

The SOP is the only subjective document which gives students an opportunity to convince the admission board or any school of why they are worthy of scholarship or admission in school and it includes their solid achievements, their unique traits, their abilities and also their goals, their vision, their academic progress, why they've chosen that particular course and why they are seeking admission in that particular school.

Step 3: Interactive session

Based on Edoofa's recommendation and the SOP, the University that liked student's application, wants to know them better. Thus, an Interactive Session is conducted through WhatsApp Platform so that it would be convenient for them. A group is created with the student and the admission officer from the selected university where they can have an interactive session.

Step 4: Registration and Admission Acceptance Letter

Once the students receive their Letter of Intent, they have to register and reserve their seat with the university. Furthermore, in order for them to have a smooth Visa process, the university issues the Admission Acceptance letter (AAL).

Step 5: Visa application process

Since the students have the Admission Acceptance Letter (AAL) in their hand and the admission team is guiding them at every step, the visa approval is the last step to get them to India for starting their dream education.

1.5 Organisation

We are passionately committed towards becoming the announcers of change of the way education is being consumed and delivered in the current century. We have proved to be a diversified product based ed-tech start-up which has helped private and public institutions in becoming educational centres of excellence and helped them reduce the cost of student accession, improved the digital infrastructure and provided sustainable products, platforms and placement pillar for their students.

We believe that clients are the portfolio and the actual seal of approval, be it any organization. And we're proud of being rewarded by our clients because of our diligent work. Our clients have always been adding value to our processes and the expertise we have been trying to mine by the completion of over hundred and fifty projects since our establishment. The people associated with us, be it the educators, engineers, designers, and strategists have been steep in their research, aware of the current trends and heart core passionate about education. We have developed critical thinking while always keeping the client and user our mind. For us you are an investment and because of the same reason as clients are not numbers for us. We treat them as a part of our Anhad team.

An organisation is nothing without the set of values that it preaches. Everyone in our organisation lives by the following core values-

Powering Limitless Learning

1. Push the envelope
2. Inspiring to learn
3. Learning comes first
4. Anyone, Anytime, Anywhere
5. Innovating

Customer/Client Delight

1. Resourceful
2. Equanimity
3. Loyal
4. Trustworthy
5. Integral

Personal & Collective Growth

1. Career Advancing
2. Collectiveness of Peers
3. Pursuit of Excellence
4. Humility
5. Focusing

Social Change

1. Empowerment
2. Mindfulness
3. Responsibility
4. Equitable Knowledge Access
5. Employability Enhancement

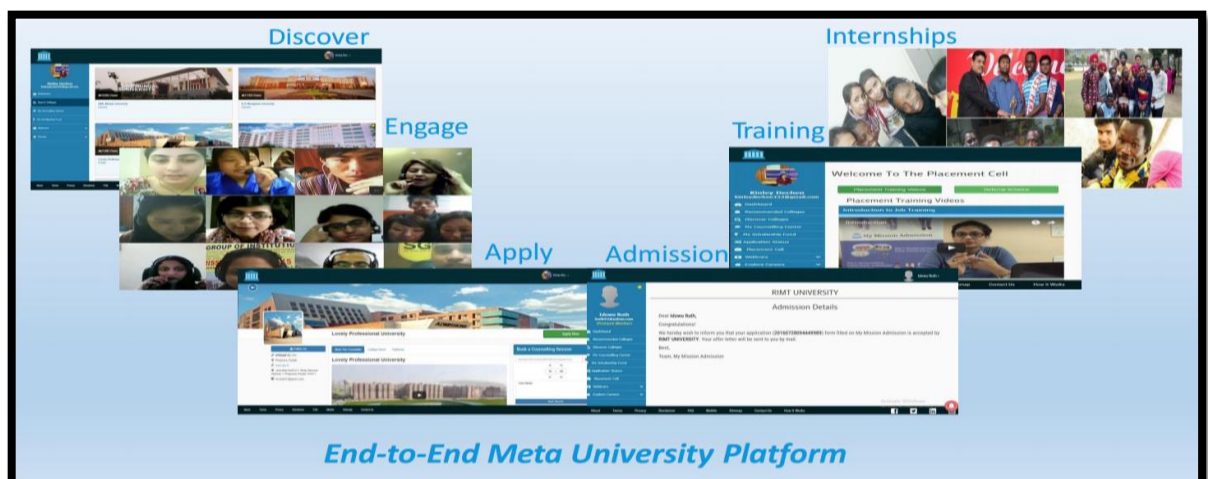


Figure 7 – Overall product outlook

Chapter 2

LITERATURE SURVEY

Techniques for effective marketing

Marketing is done for the purpose of connecting our value of business to the correct set of customer base.

- Demographics that make up my customer set.
- Location of my customer
- Time when my customer is online
- Type of products my customer looks for
- Making decisions in accordance to my product

Facebook Advertising

Facebook advertising helps you in targeting a particular customer based on where they live, what they like, what age group they belong to and many other factors.

Creating Facebook advertisements is not a difficult task. One just needs a headline, description, images and a link.

The Facebook Advertisements Manager make it easy for us to run and test multiple ad sets, allowing us to hone in on a winning formula and reach profitability without needing advanced technical expertise.

1. Google My Business

One of the most powerful things we can do for our business is Ranking our Google My Business (GMB) listing. Google My Business combines all our different Google platforms into one central place, which includes our Google+ profile, Google Maps profile, our Google reviews, access to data on Google Analytics and Google Insights, and more.

2. Content Marketing

Content marketing is the process to create and distribute valuable, relevant, and consistent content for attraction and retainment of a well-defined customer and driving a profit giving customer action.

Unlike paid advertising, content marketing will focus more on the long-term results. The initial payoff tends to be low, but the long-term, sustainable growth in visitors, leads, and customers can single-handedly carry a business.

Content is not limited to blog posts. It includes videos, podcasts, online courses, and a host of other mediums in which people are consuming the information.

3. E- Mail Marketing.

Most of the people who tend to visit our site will not be buying from us immediately. Capture the contact info for additional marketing and to nurture the leads are the best way to sell, and email remains the highest converting channel to interact with leads.

Email marketing funnels begin with a lead magnet. This is what compels offer your website visitors in exchange for their email address. Possible options include a free digital download, a free service trial, a seat at a webinar, site membership, a coupon, etc.

Advantages of email marketing include:

- The cost is low
- Global reach
- Automation is easy
- Segmentation is easy
- Communication is intermediate

- Setup and running are easy
- Track and optimizing are easy

Importance of Customer Satisfaction in Sales and Marketing.

Customer satisfaction is a marketing term that is used for measuring how products or services being supplied by a company meet or surpassing a customer's expectation.

Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses.

Some reasons which tell us why customer satisfaction is so important.

- Indicates consumer repurchase intentions and loyalty
- Differentiation point
- Customer churn reduced
- Customer lifetime value increased
- Negative word of mouth reduced
- Retaining customers is cheaper than acquiring new customers

4. Blog management and Content Marketing.

Content marketing is a marketing program that is centric to create, publish and distribute content for our target audience, usually online. Its goal is attracting new customers.

The most common components of a content marketing program are social media networks, blogs, visual content, and premium content assets, like tools, e- books, or webinars. Here are some scenarios for demonstrating the mechanics.

Blog management is used to provide the user some facts that will help him/her to understand about the problem statement about what are product is, how it will be beneficial for him. It also helps the user to get answer of some of his problems that he can find out in the Blog section.

Analysing the Impact of visitors on Page with Google Analytics

Published Journal: International Journal of Web & Semantic Technology

Published Year: 2011

This paper is developing a flexible methodology in analysing the effectiveness of different variables on various dependent variables which all are times series and especially showing how can a person use the time series regression on one of the most important and primary index (page views per visit) Google analytic and in conjunction it shows how to use the most suitable data in order to gaining a more accurate result.

Search engine visitors have a variety of impact on page views which cannot be described by single regression. On one hand referral visitors are well-fitted on linear regression with low impact. On the other hand, direct visitors made a great impact on the views of the page. More connection speed does not simply indicate more impact on page views and the content of web page and the territory of visitors can help connection speed to describe user behaviour. Returning visitors have some things in common with visitors.

The Adoption of Facebook as Internet Marketing Strategies in Journal Promotion

Published Journal: International Conference on Information Management and Technology

Published Year: 2016

In the times where our access to social media is one major part of our daily activities, marketers need to keep up with the fast pace of change or risk being outdated. The same thing as in the media publishing industry, the rapid growth of Open media System has enabled everyone to access journal/e-books for free, but most of the journals/ E-books have not yet been established a marketing system. In this paper author has discussed how publishers could adopt internet marketing strategies through social media in the journal publishing industry.

In the end we can conclude that the adoption of Facebook as internet marketing strategy for journal/ E-book publication promotion has positive impact in increasing the visitor traffic of the journal website and increasing brand awareness and user engagement in the journal Facebook fan page. The limitation of this research is that the authors only use the secondary data from Stat Counter and Facebook insight for analysing the impact of the social media adoption. The future research must explore user satisfaction and gather the user expectation about the quality and frequency of the content shared in the journal Facebook fan page.

Chapter 3

SYSTEM DEVELOPMENT

Edoofa for career growth:

Good education is the first and foremost step towards success in life. What completes it, is the employability aspect. The world is moving ahead and growing at a fast pace, millions of jobs are being created every day in every sector, the real question is, have we made ourselves capable enough to get an opportunity for a successful career? Just a good quality education and a degree will not prepare anyone for a good career- job or business. One needs to be proficient in the right skills and attitude/mindset which sets them apart.

We evaluate a student's performance to see the level of alignment with Edoofa's vision, we also evaluate the performance by comparing it with other applicants. Edoofa has all the right kind of resources and hard-working teams to make the student's higher education aspirations a reality, however, with the limited seats, it's important for us to identify the right kind of candidates who are worthy enough for this opportunity. Once a student is identified as deserving then he/she has to undergo the process after enrolment step by step. To reach this step, the student also has to complete the enrolment formalities.

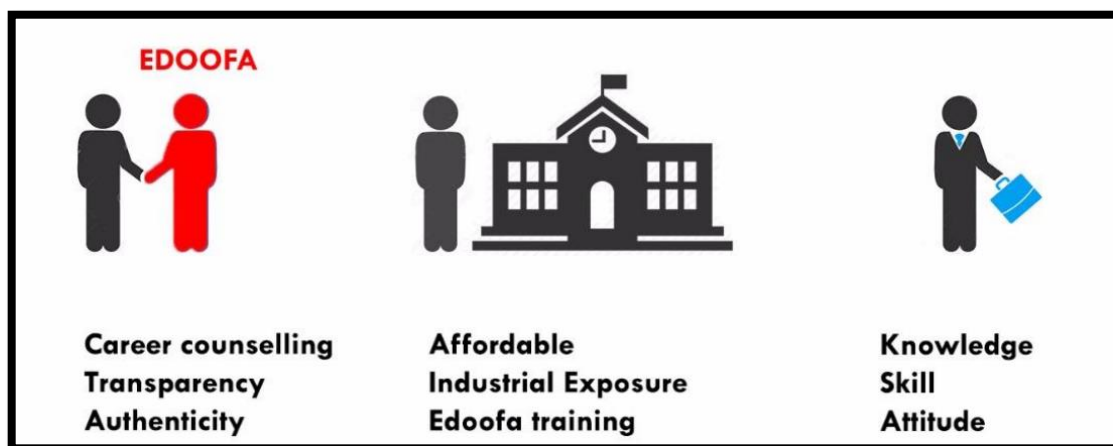


Figure 8- EDOOFA Edge

Process after enrolment:

Step 1: Admission and Application:

Once the student enrolls, the admission process gets started and the complete application is assigned to Admission Officers.

Step 2: Statement of Purpose:

Edoofa helps you in preparing the Statement of Purpose (SOP) and then send it to the universities.

Step 3: University Connect:

The student is connected with the universities to clear his/her doubts and also if the university has any questions for the student himself/herself.

Step 4: Offer letter:

After the student is done interacting with the university, he/she will receive his/her offer letter from the university where the fee and scholarship will be mentioned and the university will give a few weeks' time to finish all the registration formalities.

To understand the same with help of an example as well:

1. Say suppose, after scholarship the student's fee is x , and he/she is being asked to pay y as registration fee.
2. Now, being an Edoofa applicant he/she will have the privilege of the registration fee being adjusted against his/her tuition fee.

3. Hence the amount of y paid as registration fee will be waived off from the student's tuition fee and after that, the balance of $(x-y=z)$ has to be paid after coming to India in two instalments.
4. After a few weeks when the student finishes all the registration formalities, he/she will be given an Admission Acceptance Letter, which will help him/her in securing a visa.

S.E.E.L.S- Students of Edoofa Earning & Learning to Success

Each Edoofian, when they come to India, have a mentor with them, from the S.E.E.L.S Team (Students of Edoofa Earning & Learning to Success). This mentor, every day, teaches them the right skills & attitude, by giving them training modules & lessons by industry experts.

Edoofa has procured projects from the companies in India. We break down these projects into tasks and assignments, and when students complete these tasks, they earn scholarship credits. For a lot of students, who are able to do well in the training, who are passionate about working while studying, earning scholarship credits helps them reduce their fee to a certain extent.

With consistent and persistent involvement with the mentor from Edoofa's S.E.E.L.S team, you'll become employable in the long run. And in 2 years, you'll not only have a degree, but a transformed personality and a wealth of practical experience to embrace. That's Edoofa's vision for you, building a roadmap for success, so you can ultimately become a successful entrepreneur. and achieve your dreams. We believe that with your sincere and hard-working attitude you will surely achieve miles.

As it is said “Set your goals high, and don't stop until you get there.”

From our Community:

Jeremiah Gyasi “When it comes to Edoofa’s promise of Earn while you Learn, it has been great. It’s not that the students of Africa are expected to work in factories or companies to get physical cash, but this work has been online work which is helping us improve our communication skills, our writing skills, marketing skills. For me I have been able to improve a lot.”

Prince Owusu “The Mindset of Earn and learn is what is moving us. It’s not that we have been moving out and working, which is a mindset in local countries back there. This is an opportunity that you get in a different way. I am putting more efforts in how will I go about things and make a very good mark this month. I urge to have a clear mind when you want to take up an education in India, not only to come here make money and get rich quick but also get the kind of skills that would move you into the job market and Edoofa is the right place that they put you in the right channel.”

Francis Suglo “Through this program, I learnt certain skills which I acquired during the training and applied them to the work, online marketing strategies, affiliate marketing, promote certain products. It is to testify the good work of Edoofa and the SEELS program.”

Courage “Edoofa helped us to improve our intellectual abilities, our marketing skills. I was able to earn certain points. I am so pleased to say I even I feel that I could have done much better. But I am so motivated to even do much more in the upcoming tasks. I want tell my other colleagues, Let’s take up these challenges, buckle up in a way that we give our much best, our time commitment in order to do much better.”

Over the past 3 years, while counseling tens of thousands of students, we realized that higher education is a family decision. We define our student community as a 'home away from home'. Even while living in India, a country with such a rich and diverse culture, students continue to feel that sense of belongingness because they live their fellow students from their country, in the hostel. That's where memories are created.

Also, Edoofa team is in touch with every Edoofian daily, to ensure a great experience. Edoofa mentors and trainers also visit students on a regular basis, to ensure that our Edoofians are comfortable. Home Away from Home.

“I got to know about the Edoofa program from a friend and after I showed interested I got connected to a counsellor. After I enrolled with Edoofa I also got in touch with the admission who were as patient, helpful and very welcoming as my Counsellor. I really had my doubts in the beginning but after talking to other Edoofians as well as researching more on the program, my worries were put to rest. From the beginning till I got my admission letter and got a 75% scholarship, the Edoofa team has showed me great support and assistance whenever I needed it.” - Tiyamike Kamtukule

“The Edoofa Program is the best thing that can happen to a student that is looking for quality education abroad. With the help of patient counselors, I got to secure a place at my dream Indian University”- Michelle Phiri

“Edoofa is really a glittering path to successful education with quality and affordability. I was really at the end of my wits and had no hope for higher education until I learnt about Edoofa. Now, I am starting my life anew and determined to fulfill my dreams with the help of edoofa. Edoofa is really a blessing and a gift for students with great dreams.”- Deepak Ghalley

Our vision, we take pride in helping deserving students get a scholarship, and also part-time online income opportunities and internships. Putting students into some of the most prestigious universities is not the only goal which we have, but we also make sure that students are able to get skilled and earn Scholarship Credits right from their first year in the university, part-time.

So, we are a higher education concierge, we stay with the student throughout their academic life right from building the application, applying to the colleges, training them and providing online income opportunities and internships. The vision is not only to get the students admitted to the school, it's to work with university founders and owners shoulder to shoulder to create a top notch education experience for students at the same time making them ready for the future jobs giving them an environment where the students can be groomed for their future jobs .

Avreen Singh Founder & Director believes “Doing your best Today is the Best Preparation for Tomorrow.”

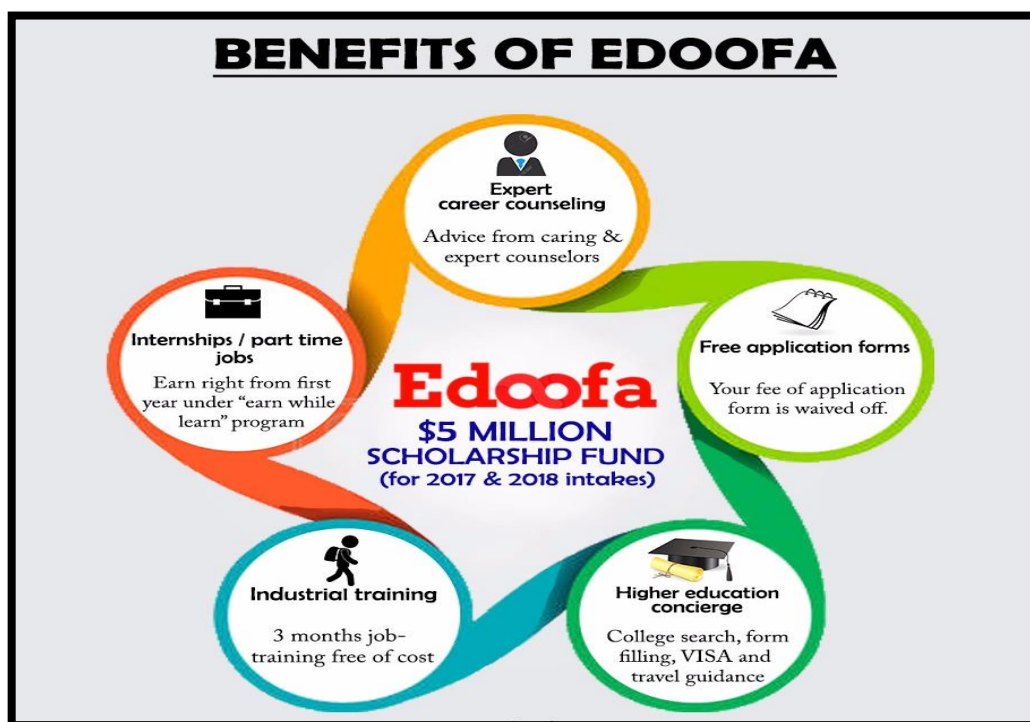


Figure 9- Benefits of Edoofa

“As the digital era grows, the education system also has to revolutionize. The Edoofa Program offer students a highly specialized education program which offer students three things – ASK: Attitude, Skill & Knowledge. The education from the school program gives you knowledge, but the work experience in which we are able to train students and makes them industry oriented. We give them online projects and tasks which help them become employable and this help them become skilled and this helps them earn scholarship credits which they can use to further reduce the school fees. These programs prepare them for the next generation jobs of the digital era.”

Angad Singh Founder & CEO

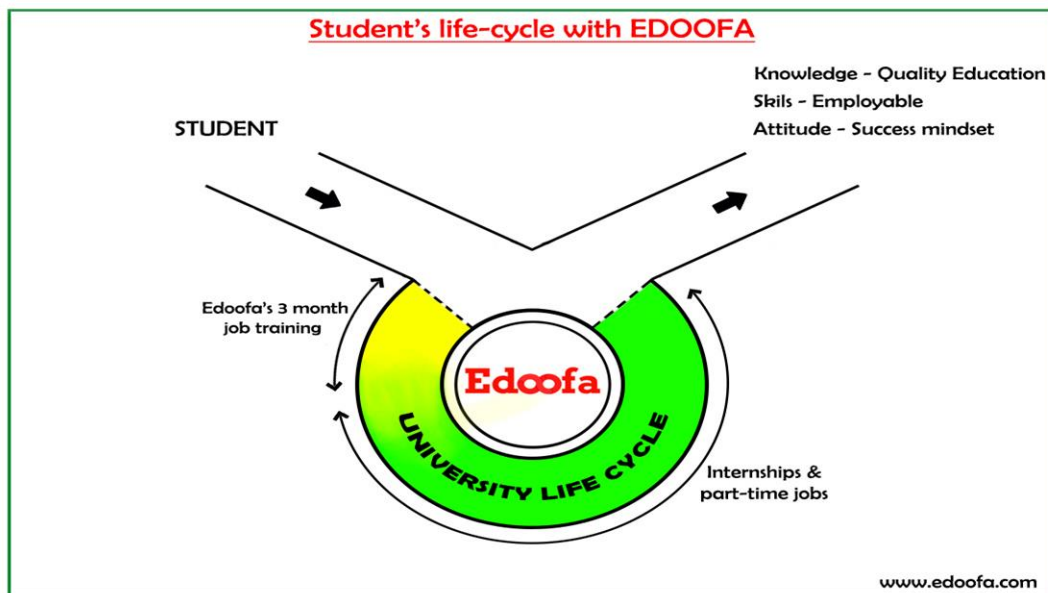


Figure 10- Student life-cycle

Chapter 4

PERFORMANCE ANALYSIS

Edoofa is an educational organization. Its parent company, Anhad Edutrain Solutions Pvt. Ltd which was founded in 2009 has worked with over 250 Universities, Schools & Colleges. Because of all the good work that we've done by providing our services for more than 10 years and the credibility we've built, we've been entrusted with a total of \$7 Million Scholarship fund from the Education Trusts of government recognized and accredited universities, schools and colleges to admit the most deserving students. That's why we interview each student to look for deserving students so that we can make them a part of Edoofa and help them make education affordable with help of this grant.

This, combined with Edoofa's Earn While You Learn program sets up the student for long term success. What the Edoofa team has been able to do is to attract the availability of 1400 seats from prestigious universities and colleges in India due to its employability focus there by helping these institutions become more industry oriented. The scholarship and other associated benefits offered in the Edoofa program are a result of these universities' confidence in Edoofa's Academic board to find the right students and work with them to improve their job-readiness. Therefore, the counselling team and the academic board takes special measure in terms of assessing every candidate's eligibility.

The more success stories Edoofa creates with its program, the more credibility Edoofa gains and the community grows, and more value Edoofa's parent company adds to the partner schools, colleges & universities, and that deepens our partnerships & relationship, which gives us the financial muscle to grow and re-invest to create more success stories.

What Edoofa has been able to achieve so far is transformative and unprecedented in the world of college education. What lies ahead in front of us, is a bigger scholarship fund, and millions of lives which we'll be impacting. That's why Edoofa is inviting applications from good and genuine admission seekers who are passionate for education.

Most people assume scholarship to be like some charity that is being distributed which is not the case. It is very important to understand the current scholarship scenario. A fully funded scholarship is the dream of every African student, but continuous academic excellence is one of the most significant criteria for fully funded scholarships and only a handful of exceptionally meritorious students meet that. Thousands of students globally from various parts of the world, who have an outstanding academic record, who've aced every test or have high GPAs are struggling to get a fully funded scholarship.

The sad part is a very small fraction of students are able to get it. Reason being, there are very few genuine charitable/philanthropic organizations and as a higher education specialist who has helped tens of thousands of students over the last 10 years, we feel that it's our responsibility to educate you that there are a lot of organizations claiming to help students with a fully funded scholarship under the garb of being a charitable/philanthropic organization, who actually misguide students and indulge them in their unethical practices by charging money. As a final note, students cannot 'buy' a scholarship. Nor can they get it by showing that they are very poor and needy. A scholarship can only be earned on the basis of merit, talent and attitude.

After US, India is now becoming the preferred choice for Higher Education for foreign nationals. Because of the growing population and the need to serve it, India has developed a very robust higher Education system over the last decade. And the new government has been promoting India as a hub for international students therefore offering great scholarships and bonuses. One great thing about India is the THRIVING ECONOMY. Over the last decade, start-up culture has really blossomed in India which has opened up lots of jobs. India has given multiple billion-dollar businesses to the world!

Also, lots of top management executives in big global brands are Indians for example, the CEOs of Google and Microsoft and even Pepsi are all Indians. Thirty-eight percent of doctors in the US are Indians, as are 36 percent of the scientists at the National Aeronautics and Space Administration (NASA) and 34 percent of Microsoft employees. It has got to do with the education system in India and Indian parents' obsession with education. They believe quality college education is the key to a successful future. Also, one of the biggest reasons that International students chose India as their education destination is because of the living costs. As compared to US, cost of living is about 1/10th.

Edoofa's vision is to create a global community of students and give them all the possible resources which they need to become successful. Over the past 2 years, Edoofa students (or Edoofians) from various countries who've come to India have been living the life of their dreams, getting a conducive environment for growth & learning, and safe & secure university campus to peacefully live with other students.

Edoofa's vision is to offer globally recognised, affordable and job-oriented college education. As can be seen by recent statistics on rising student debt in US ([click to study](#)), education in countries like US and Canada has become so overpriced that students are finding it impossible to even afford to take loans as the jobs they get after the college degrees can barely help them in repayment and the student debt (loan) ends up becoming a lifelong trap.

Keeping in mind our mission of making Edoofians job ready through global quality and affordable college education, Edoofa started its Edoofa program through an Embedded University system where we are able to get 1400 scholarship seats from universities in India for meritorious and selected Edoofa students

As discussed earlier in the section related to 'scholarship' in this document, scholarships aren't as actively and freely available for US/UK and other countries as most students think. Very small fraction of the applicants/students get it, and even if you get a scholarship on tuition fee, the living expenses are way too high.

Having known the fact that scholarship isn't like some charity which everyone gets, it's only logical to think if these countries of you have the necessary finances planned. Here are some numbers: Living expenses alone are \$15,000-\$20,000/year! The total expenses otherwise go up to \$40,000/year in case of US, Canada, UK, Australia, etc.

Germany can give you 2 options. First, for German taught courses, you can get free tuition fee. But the living expenses & basic university expenses are still \$10,000 - \$12,000/year. Second, for English taught courses, the total cost is \$20,000- \$25,000/year.

China is \$6000-\$9000/year. But students complain of the language barrier aspect in China and Germany.

Edoofa encourages students to make an informed decision, considering logic and practically of the education & jobs scenario globally. For deserving students, Edoofa brings excellent higher education at affordable cost.

The average cost of education in India for international students is \$6000-\$8000/year. That's the standard. But it is only because of Edoofa, that if you're found eligible for our program, you'll have the chance to get admission into one of our seats as part of the \$7 MILLION Scholarship Fund which has been made available only because of Edoofa's good work with the government recognized and accredited universities, schools & colleges over the last 10 years. With the help of this fund, the fee comes down to \$2000-\$3000/year

That is why Edoofa rigorously interviews each student to declare them eligible for the program. One of the things which we value, which we look for in a student is the right attitude and discipline

As long as a student continues to demonstrate the right attitude, discipline and maintain decorum like a sincere student with merit, the scholarship will continue to exist and the fee will be \$2000-\$3000/year.

Students have an option to work and sponsor their education in India. The best students we know, understand that the scholarship credits you earn are in direct proportion to the effort you put into your work and your consistency. Lack of commitment towards tasks & projects given by Edoofa won't result in any scholarship credits. This lucrative opportunity is available, however, practicality dictates that not every student's results will be the same. Depending on the level of seriousness of the students, some students will make it up to the mark, and some students may not at all.

However, just to let our community know the possibility, we've designed the training and made arrangements in such a way, that if a student follows our instruction and guidance, they can earn \$50-\$100/month worth of scholarship credits. Edoofa students from previous batches have earned as much as \$125 dollars per month through their initial work and have already use their credits to lower their school fees.

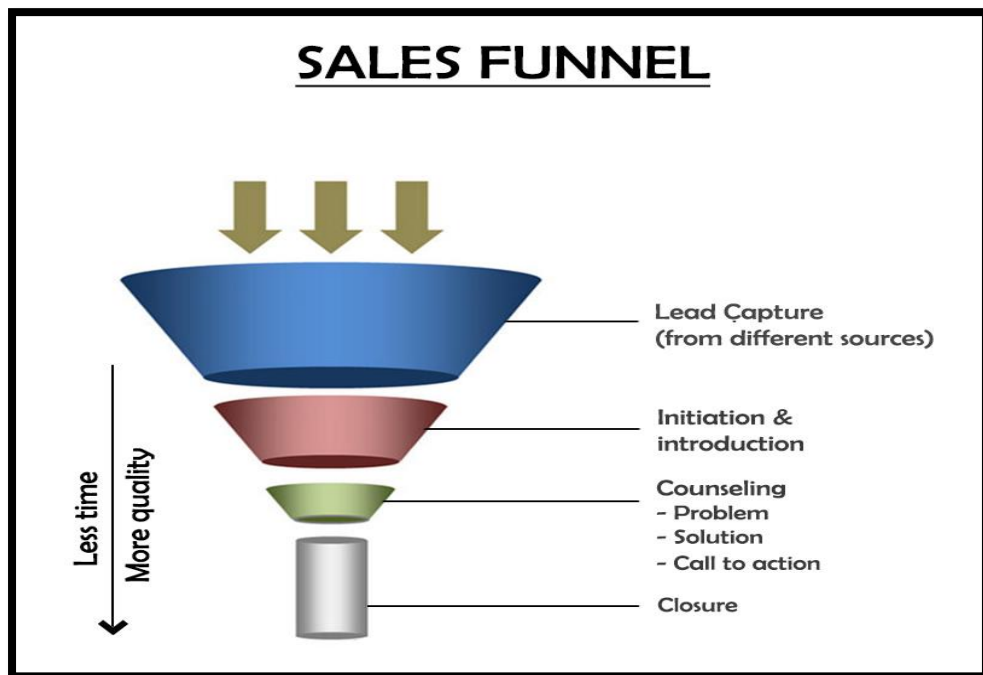
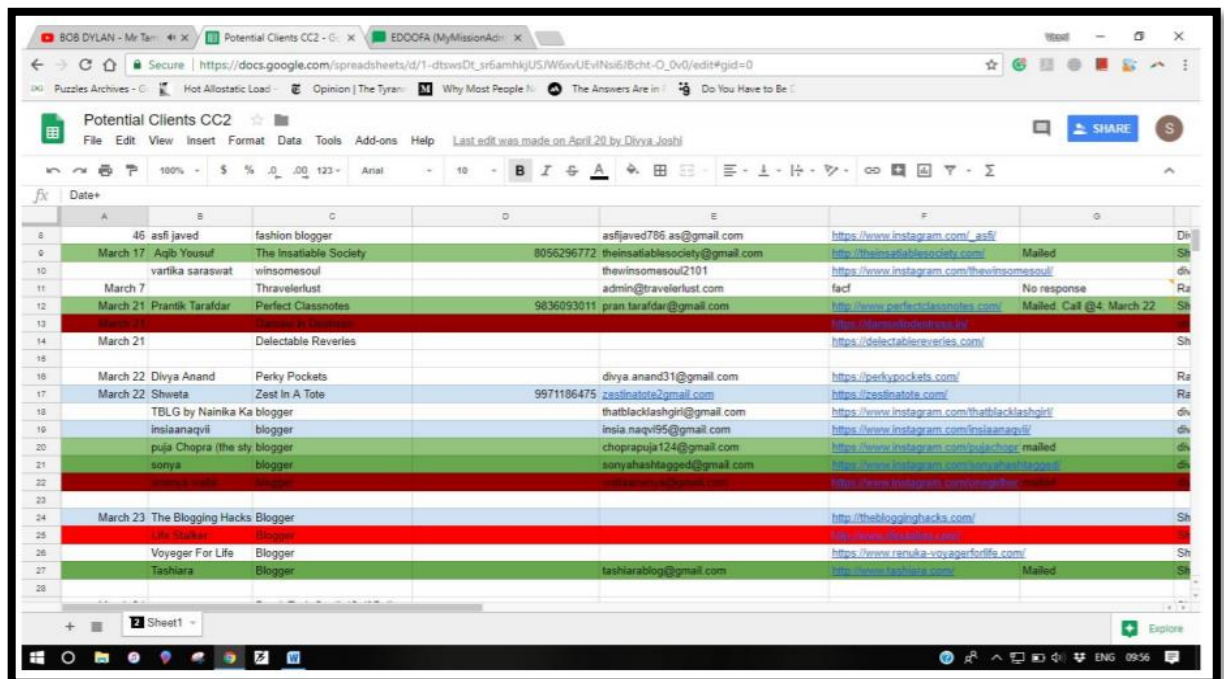


Figure 11- Sales Funnel

Business Metrics and Data Analysis

The data that was collected was put to use to derive results that can give an insight.

The pitches were working or not was traced with the help of regular tracing of results. Many metrics like text highlighting, analysis of remarks was done help in the reformation of the pitches and to discover new algorithms for improvement of the lead. In 3 months, we contacted to over 40 companies, out of which we confirmed 14 deals of monthly contracts out of which were 4 African clients. The other 32 clients were checked and with the help of data, it was analysed that 16 of them had either changed their phone numbers or the clients were contacted on platforms which they were not using actively. The other 12 either didn't show interest in the service we provide or didn't have financial resources to pay for them. Another unique business metric which I used was the highlight of certain text to inform the interns of the status of their leads. A green colour indicated that the lead is still in conversation, the darker green indicated the lead has been successfully converted and an orangish colour indicated the lead was a dicey or negative client and a reddish colour indicated the client was not an interested lead. A blue colour indicated the conversation is still going on.



Date	A	B	C	D	E	F	G
	46	asfi javed	fashion blogger		asfjaved786@gmail.com	https://www.instagram.com/asfi	
March 17	Aqib Yousof	The Insatiable Society		8056296772	theinsatiablesociety@gmail.com	http://theinsatiablesociety.com	Mailed
	varnika saraswat	winsomesoul			thewinsomesoul2101	https://www.instagram.com/thewinsomesoul/	
March 7		Travelerlust			admin@travelerlust.com	facf	No response
March 21	Prantik Tarafdar	Perfect Classnotes		9836093011	pran.tarafdar@gmail.com	http://www.perfectclassnotes.com/	Mailed, Call @4, March 22
March 21		Delectable Reveries				https://delectablereveries.in/	
March 22	Divya Anand	Perky Pockets			divya.anand31@gmail.com	https://perhypockets.com/	
March 22	Shweta	Zest In A Tote		9971186475	zestinsatote2@gmail.com	https://zestinatote.com/	
	TBLG by Nainika Ka	blogger			thatblacklashgini@gmail.com	https://www.instagram.com/thatblacklashgini/	
	insiaanaqvii	blogger			insia.naqvi95@gmail.com	https://www.instagram.com/insiaanaqvii/	
	puja Chopra (the sty	blogger			choprpuja124@gmail.com	https://www.instagram.com/puja-chopra/	Mailed
	sonya	blogger			sonyahashtagged@gmail.com	https://www.instagram.com/sonyahashtagged/	
March 23	The Blogging Hacks	Blogger				http://theblogginghacks.com/	
	Voyager For Life	Blogger				https://www.ranika-voyagerforlife.com/	
	Tashara	Blogger			tasharablog@gmail.com	http://www.tashara.com	Mailed

Figure 12- List for analysis

The leads mailed during the Ghana Campaign are reviewed by metrics like the following-

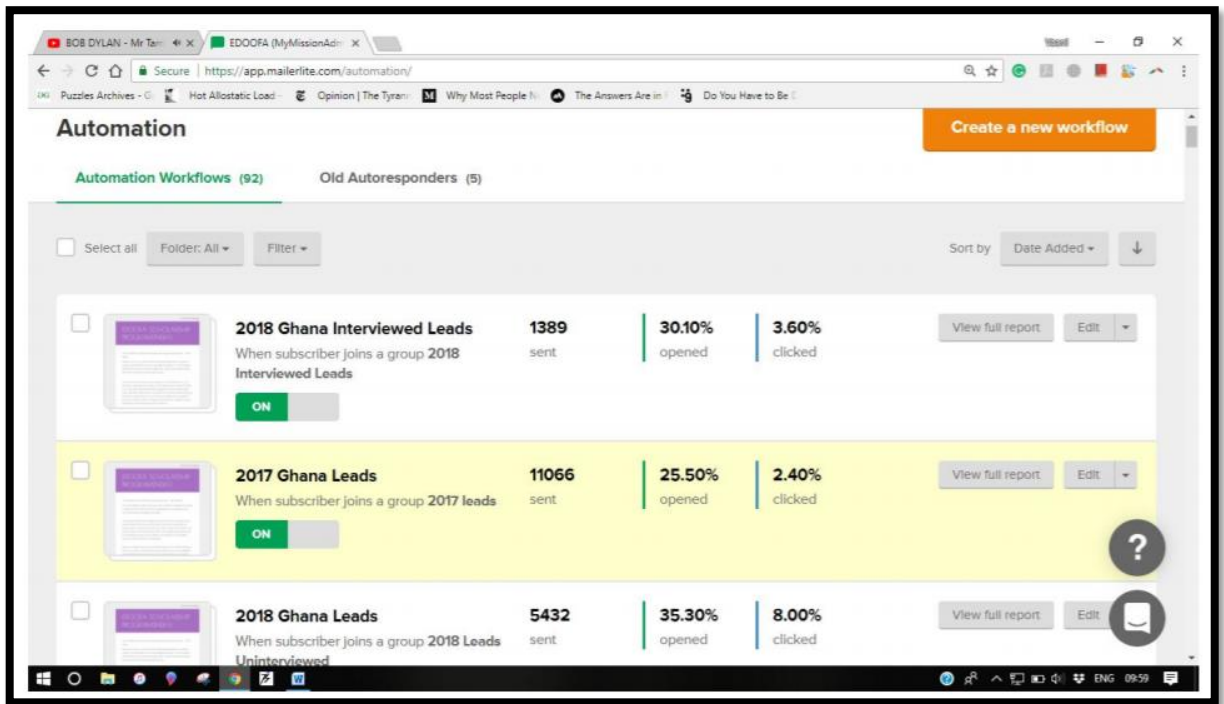


Figure 13- Automation Reports

Chapter 5

CONCLUSION

Edoofa: Education for All. The Edoofa program is the result of years of dedication of our founders towards solving two of the most important problems in the current higher education system - lack of affordability and employability.

Quality Higher Education has become so expensive in recent times that students and their parents have to undertake massive debt to get to college. And further, getting to college and struggling to pay the high fees isn't a guarantee of career success anymore. The industry moves at a very fast pace in this digital era and students need to prepare not only for the jobs of today but also of the future. And that can happen only through real experience.

What Edoofa has managed to accomplish is unique and transformative - providing a higher education that is of a global standard, the most affordable and is highly employment oriented.

No student or parent should be crushed by debt for wanting a better future ahead. Edoofa was built to provide a forward-thinking, world-class education that prepares students for the jobs of today and tomorrow.

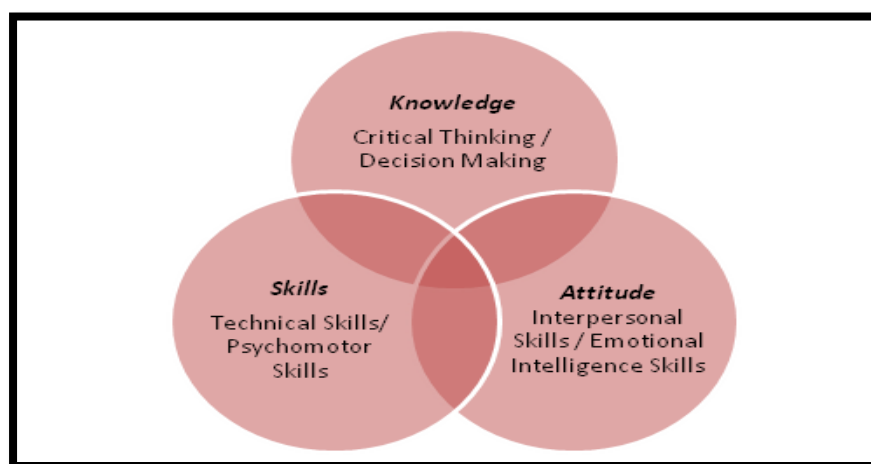


Figure 14 – KSA Framework

Edoofa program's pioneering features that make Higher Education dreams possible-

1. Affordability through guaranteed scholarships:

The founders of Edoofa have worked tirelessly to push for academic reform and their good work has been rewarded by the universities who have embedded the Edoofa Program thereby giving us the opportunity to offer selected and meritorious International students the most affordable way to achieve their college education dreams. Through acceptance in the Edoofa program, a candidate is guaranteed a minimum scholarship of 50-100% of their tuition fee. Another unique benefit is that students who enrol in the Edoofa program save upto \$1000-\$1500 in application fees as once a student is enrolled under the Edoofa program, their application fees while applying to various Edoofa campuses is completely waived off. Money saved is money earned.

2. Employability through practical training

We believe Students shouldn't just learn in theory, they should gain real world experience instead of academic theory. And the employers agree. That is why they help us in designing practical employment oriented curriculum that helps students pick up job skills needed to be employable in 2019

3. Earn While You Learn

The most valuable learning comes from doing. Learning for the sake of learning is wonderful, but the Internet now makes most information accessible. Instead, Edoofa focuses on preparing you for the real world. What's more, students earn scholarship credits in the process, thereby further reducing the burden of cost of their education.

4. Expert Career Counselling:

In this day and age of excess of information and misinformation, Team Edoofa is there to help students throughout their journey of Higher Education because we believe no student should be denied access to the right information at the right time in their career planning because we know its value. Therefore, we ensure that the most caring, experienced and empathetic career counsellors help our students with direct and actionable advice for career growth.

5. Higher Education Concierge

A Concierge is a caretaker. At Edoofa, we believe it is important for us to prepare students to be leaders of tomorrow and for that we have built a rigorous program. Therefore, we also realise that how important it is for the students to concentrate on performing to their full potential and so we undertake all major responsibilities of guiding our students throughout their journey of higher education with us - Right from Career selection, Course and College identification, Application form filling, Visa and fee payment assistance, travel guidance, training and internships. Edoofa stays with the students throughout their journey of Higher Education.

For Edoofians in India, we're like a second Family, a home away from home. This is priceless.

Over the past 2 years, after counselling tens of thousands of students, we've really gone in-depth, in understanding the problems that students face. We've gone above & beyond to ensure that Edoofians in India have a spectacular experience. Edoofa Program removes every obstacle standing between the students and their dreams.

We want to make higher education affordable for you. With the quality education in India, we want to transform them into a person who's so strong in knowledge that he/she becomes better than the peers.

Coupled with the Earn While you Learn program, we want to make the student employable, getting them equipped with all the skills which today's industry needs, so that when they return to the country, they've got more number of opportunities chasing them as compared to their peers and so that they can add value to their country's development and growth.

Following 3 aspects of Edoofa ensure that you become a winner in life –

1. Knowledge-

Knowledge which comes from education, and their internationally recognized degree will be a proof of that. Edoofians are well equipped to be the leaders and change-makers of tomorrow in Africa's development

2. Skills-

Skills is what they'll acquire through learning & working harder. These are 21st century skills which are necessary to be relevant in industries ranging from banking, agriculture, hospitality to education, healthcare and practically any and every domain of work. All Edoofians are prepared for not only the jobs of today but of the future as well.

3. Attitude-

Attitude is the reflection of the person they'll become after all these experiences. All Edoofians are instilled with a positive attitude ready to face the challenges of the competitive job markets through a life-long learning approach

We have carefully observed and identified a huge opportunity in Africa, In the coming years Africa is well positioned to reap the benefits of a demographic dividend where it will have a large working-class population (the largest in the world) and if we can properly harness that big number by making the youth employable, Africa too will benefit from this economic phenomenon of demographic dividend just like the countries of Japan and US have in the previous century and India and China are currently doing. We just have to replicate that with Africa.

However, the other big challenge of this population being able to afford the quality education had to be addressed, therein Edoofa has worked wonders by getting the \$7 million scholarship fund through securing 1400 seats from Indian universities for meritorious and eligible Edoofa candidates.

Over the next decade, Africa will have the highest number of youths in the world. This creates serious demands for leaders in every industry. Edoofa graduates, in the next few years will be on the leading edge of this youth population- able & capable of solving big problems, working in great jobs in different industries, serving their countries and making it a better economy, and doing well, not just financially, but mentally, emotionally and spiritually, and creating a better life for their friends & family. That's our vision for you.

We've been working in the African Market for the past 2 years, and after counseling literally TENS of THOUSANDS of students, we've understood the problems which students face. We know, employment and getting a job is one of the biggest problems in Africa. Edoofa is an organization whose vision is not just to get students admission in a prestigious university, Edoofa stays with them for the course of their academic life (3-5 years). Edoofa believes Higher Education should not only be affordable, but it is only useful if that education can lead to employment or success in their professional life.

Now that has become a big challenge in the last 20 years of the digital revolution. The job markets have changed completely and all industries have been disrupted by internet and technology. Therefore, Edoofa has identified what skills and knowledge our students need to become job-ready. Therefore, we started the Earn while you Learn program, so that the students can learn and pick up job skills through experience of working on live projects and internships while they are schooling, what's more, this helps our students to also earn scholarship credits to further reduce their school fees.

This program starts with the 3-month training program, during which, we help build the required technical skills like marketing, organization skills, management related skills etc and soft skills like communication, leadership traits, presentation qualities, team spirit and work etc. in you. We then help you get online work opportunities for you to learn job related skills while working for some hours after classes.

We make sure students get a quality education during the course of their degree, become employable with the help of the 3-month training and the 'Earn While You Learn' program, and develop the right attitude and mindset necessary for success in your chosen career and in life.

Edoofa has identified the key solution to the employability problem of the 21st century education and we work religiously towards making our students ready to be leaders of tomorrow's industries. We realise how important it is, in today's highly competitive, increasingly digital and inter-connected job world, to pick up and develop certain key employability skills.

And Edoofa does that through the Earn while you learn program. The tasks and internship projects that we offer to our students have been designed to particularly improve these skills which include the required technical skills like digital marketing, organization, management etc and soft skills like communication skills, leadership, presentation skills and team work.

Assuming that you follow Edoofa's instructions and diligently take part in the 3 months training, Edoofa will get you opportunities to do internet based (online) tasks and internships, every day (after college hours), these projects & assignments will help you earn scholarship credits.

Specifically, these tasks will be related to digital marketing, data entry, research, promotional activities, writing, designing, surveying etc. These are all projects that the Edoofa team undertakes through various companies and thereby enabling our students to further subsidise their education. This team is known as S.E.E.L.S (Students of Edoofa Earning and Learning towards Success) The Seels managers train our students on the requirements of these projects and tasks, and also manage the students to be able to deliver the output expected from these projects.

All these projects can be from different domains and industries but the way our team works is that we ensure we are able to secure projects that all our students are able to do. Hence these are tasks specifically designed for students and we also train them to complete and perform these tasks well because the better the students perform, the more scholarship credits they can earn.

All in all, these projects and internships will make you ready for the jobs of the 21st century, by giving you basic skills, knowledge and experience required by professionals in every domain.

One will be given instructions to perform tasks, assignments and projects daily, as a part of the internships. Because they're working, they'll be compensated for your efforts. This compensation is not in form a cash/salary/wages/stipend, but it's in the form of scholarship credits. These scholarship credits can be redeemed to pay part of their school fee. Whatever credits have been earned in a semester will be used to pay off school fees of the following semester.

The Earn While You Learn program is a training program designed to help students become employable (job-ready) and also to offer them an opportunity to reduce their educational expenses.

Because of Edoofa's unique vision and highly successful work in the education industry in India, major universities and colleges have offered their seats on scholarship to Edoofa to run its Edoofa program. Now, it is important to understand that International students who enrol in the Edoofa Program are offered scholarship to study in India because of Edoofa and the focus on employability because the universities place a very high value towards creating graduates that are employable (job-ready).

Now, it's important to understand that through the Earn While You Learn program, students get an opportunity to not just get trained but also to earn scholarship credits, as mentioned before. However, only those students will be able to earn scholarship credits who perform well in their tasks and projects and those who are regular and diligent with their work. This requires dedication and devotion of time and effort. Edoofa does not offer free money. It offers a unique student centric training program designed to help in earning scholarship credits.

The Earn While You Learn is a structured program with a minimum requirement of at least one hour a day during non-exam months and no minimum commitments during examinations. The students are free to devote more time in the Earn While You Learn program as per their capacities to learn and perform tasks as well as their academic schedule if they want to earn more credits.

The 'Earn While You Learn' program is the missing key to employment & overall success through modern education. Practicality suggests that the level of involvement as well as the results achieved, and the scholarship credits earned, will vary from student to student.

When they're in India, they'll have a dedicated Edoofa Manager living in the school campus to ensure that they have a great experience, the manager will also train you with the basic skills, provide career guidance, and evaluate your work related to the 'Earn While You Learn' program.

Also, to ensure the collective growth of the Edoofa student community, the Manager will also be responsible for a weekly/monthly assessment of your behavior, attitude and discipline while they're in the school, and report the same to the Edoofa Academic Board.

International students aren't allowed to work in India at a part time or full-time job, because they are here in India with a student VISA, not a work VISA. However, they can do internships.

A few companies and types of projects we pick up for student's learning are-

1. Pee Buddy

Major products/brands include –

1. Peebuddy which is a portable female urination device that makes urinating at public places easier for girls.
2. Bodyguards for protection against mosquitoes
3. Sirona- Disposable bags etc.

What we do for them-

1. Sales
2. Marketing
3. Reviews
4. Product information via platforms like Quora (Search Engine Optimization)
5. Research and Development

2. Vtion

Major Products-

1. Radio meter- Real time Metering with Deep Analytics and Review Mechanism.
2. Audio meter- Metering Solution for Streaming Audio

What we do for them-

1. Customer acquisition
2. Reviews
3. App Engagement

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