

INDUSTRIAL PROJECT CARRIED OUT AT ANHAD EDUTRAIN

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

In

Computer Science and Engineering/Information Technology

By

ISHA ARORA (141210)

Under the supervision of

Mr. Angad Singh

to



Department of Computer Science & Engineering and Information Technology

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

TABLE OF CONTENTS

Chapter No.	Topics	Page No.
	Student Declaration	II
	Certificate from the Supervisor	III
	Acknowledgement	IV
	Summary	V
	List of Figures	VI
Chapter-1	Introduction	Page No 1 to Page No 2
Chapter-2	Problem Description	Page No 3 to Page No 11
Chapter 3	Proposed Methodology	Page No 12 to Page No 27
Chapter-4	Implementation	Page No 28 to Page No 43
Chapter-5	Testing and Results	Page No 44 to Page No 45
	References	Page No 46

(II)

STUDENT DECLARATION

I hereby declare that this submission is my own work, carried out at **Anhad Edutrain** as Industrial Project from 2th of February 2018 to 31st of May 2018 and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Place: Wagnaghat, Solan

Signature:

Date: 25th MAY 2018

Name: Isha Arora

(III)

CERTIFICATE FROM THE SUPERVISOR

(IV)

ACKNOWLEDGMENT

I take great privilege to avail this opportunity to express my deep gratitude to all those who helped and guided me throughout the course of my Industrial training. Firstly, I would like to extend my profound gratitude to our director, Sir 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.

Isha Arora

141210

25/05/2018

(V)

SUMMARY

The Edoofa (Education for all) wander, as a noteworthy part of our Management Training at Anhad, was an aftereffect of various organizations characterized especially for the African terrain and Asia-Pacific areas, fundamentally Bhutan. There are two sorts of understudies going for capable propelled training, the best 20% who have the required information and ability to get in to their pined for courses and arranges, and the straggling leftovers of the last 80%. In our factual looking over, we comprehended that Africa is a place still unexplored in the field of preparing. There are totally serious and excited understudies who need to consider, anyway they have nonattendance of benefits, or are misinformed about the world. Our Edoofa program fundamentally was illustrated in a way to deal with recognize those understudies, give them high gauge, direct preparing game plans, which result in some yield, while ensuring ways to deal with recover the instructive cost through low support occupations

As understudy, I was responsible for completing 4 phases, Lead Generation via deliberately placing assets into Facebook advancements, Lead get by methods for online long range interpersonal communication and substance promoting, Lead Maintenance on radio and through Email campaigns, in conclusion, Lead change through various electronic person to person communication stages and calls.

The fundamental parts I was set up for were Marketing, Business Development, Sales, and HR.

In Marketing, my focal objective was to overhaul and extra enthusiasm for ads. So I pursued seven days week promoting envision Social Media stages to overhaul lead responsibility (Monday Motivation, Polls, Quizzes, Articles to give a few cases). By methods for extreme gadgets like Facebook Power Editor and Google Analytics, we managed the site development, and separated snap through rate to perceive where to gain ground. It was a conviction at Anhad that the lead, our client, begins things out. Through my reasonable customer devotion and relationship building, I enhanced business at Anhad by getting more business and leads through referrals, thus saving enthusiasm for advancements. An

essential bit of Marketing is keeping your data dealt with. I kept up expansive and specific spread sheets for each one of the sorts of data we may require later on, which helped at the period of examination. Ran

Email fights for different sorts of leads disconnected under a specific educational file, for quick Mass Marketing. Understood the African market beginning from the most punctual stage, kept up an Edoofa Blog and created articles for their perspective, and each article had a proposal to make a move, driving them to the webpage. It included SEO, watchword assurance, divided and apparently captivating substance, for most extraordinary reachability and basic understandability. To go to the accompanying level, Our capable Graphics bunch went to one of the accessory school goals and shot a Video Ad fight. The video wound up being leeway and an extraordinary resource for advancing and arrangements.

In Business Development and HR, I was in charge of tie-ups and associations. BD included me associating with various hotspots for headway, as standard Youtubers in Africa, some polished article pages, radio channels to give a few illustrations. Additionally, in HR, I was in arrange discourse with likely the most growing new organizations and dynamic associations in India, and tried to impact and sway them to offer transitory positions and autonomous work to understudies chose under Edoofa, as an element of our "Pick up while you Learn" advantage.

For Sales, I figured a pitch which was formed especially for the goal showcase. It transformed from a "business delegate" pitch to a "school/dictator" pitch. This gave our leads a high sentiment achievement, and offering the thing transformed into that extensively less requesting. The pitch basically had three segments, managing, in which I amassed most noteworthy information about them, Selling, and from that point forward, terminations. I expected to go up against various troubles on the way, the greater part of which were cleared through the effective promoting resources I had, and some of them took my compelling capacities.

As a part of the Edoofa Team being in Africa, I expected to keep up Data and separate it capably. This managed the stick in Nigeria and Ghana.

Data Analysis was a major bit of following individual and gathering execution. A segment of the business estimations used were "Ordinary prompting time, in-process, lazy leads, in exchange, et cetera.

(VI)

LIST OF FIGURES

figure 1	Overall item outlook	2
figure 2	Common scenario	13
figure 3	Target audience	14
figure 4	EDOOFA Edge	14
figure 5	KSA Framework	19
figure 6	Benefits of EDOOFA	20
figure 7	Facebook Advertising	23
figure 8	Instagram Advertising	24,25
figure 9	Youtube Advertising	26

figure 10 Blog Advertising 27

figure 11 The EDOOFA cycle for students 29

figure 12 Front page of the site www.edoofa.com

30

figure 13 Student Sign Up page 30

figure 14 Student's profile (1) 31

figure 15 Student's profile (2) 31

figure 16 Eligibility form 33

figure 17 An viewpoint of the downloaded rendition of results34

figure 18 An diagram of the EDOOFA acknowledgment letter35

figure 19 A arrangement on the site to make the installment of the enrolment fee 36

figure 20 An selected understudy's meeting planned for thirteenth April 2017 with Gulzar Group of
Institutions for the course Library Sciences 36

figure 21 Student life-cycle 37

figure 22 Sales Funnel 44

Chapter – 1

Introduction

Reliably, a colossal number of understudies go up against the issues of not knowing where to get quality school preparing, how to back the high cost of getting such guideline, how to get industry introduction and learn aptitudes for a work. On a very basic level understudies need to know where to go to keep away from getting deceived. A part of the noteworthy countries that face these issues are Nigeria, Ghana, Zimbabwe and Bhutan. There are very sure reasons and cases saw regarding why countries like Nigeria, Ghana and Zimbabwe disregard to give their understudies fitting direction. Some of them are recorded underneath

• Corruption in guideline division; Usually arranges in the universities are bought with money instead of being conceded on legitimize.

• Universities routinely go on strikes for time uncertain. Courses are regularly put off by 1 or sooner or later even 2 years.

• Courses taught to understudies are to a great degree forte and specific fail to give employability in the overall market.

• Sometimes gridlock courses are sold to understudies. Courses that have no honest to goodness application. For example; Bee keeping and aquaculture.

In spite of the fact that Bhutan faces issue of employability after degree courses. Preparing in Bhutan is free till class twelfth and after that there are simply picked few government upheld colleges that give suitable splendid business associated direction, understudies who disregard to get in these schools either dropout and start doing odd occupations or start coaching in universities that are not even authentically furnished with true blue school requirements like library and rational labs. They remaining uncommon sorts of individuals who are adequately supported move out of the

country for cutting edge instruction. In lieu of an astounding direction a colossal number of understudies from these countries migrate over the globe.

One of the genuine attractions for cutting edge training is USA. Understudies consumes a substantial number of dollars to consider in USA reliably and most of the understudies do all things considered by taking up progresses for their guideline as a results there are 37 million understudies propel borrowers with extraordinary understudy credits in just 2013. For the most part around 75% of the understudies considering in USA have an understudy credit. If we look at the total of this credit it lies some place near \$902 Billion and \$1 Trillion. Clearly it is an air stash basically like the hotel credit bubble the world saw in 2008. Things are no better in various countries moreover. The cost of guideline close by the normal cost for fundamental things in countries like UK, CANADA, AUSTRALIA, CHINA and GERMANY is high to the point that for a few, it is past their dreams to deal with this cost. An unforgiving measure says that the cost of guideline in above recorded countries lies between \$8000 to \$20000 consistently and normal cost for essential things ranges from \$6000 to \$10000 consistently. For a bigger piece of understudies this cost is hard to manage.

This is the place EDOOFA wanders in. EDOOFA is a Meta school one may even call it a parallel school which does not guarantee any system or staff of any school or school yet has a strong closeness in them. EDOOFA empowers understudies in getting stipend in countries to like USA, CANADA, AUSTRALIA, GERMANY, CHINA and INDIA. Close by give EDOOFA outfits understudies with low upkeep occupations and impermanent employments too so understudies can to some degree self reserve their propelled training. Commonly understudies who work low support while they are thinking about in a school need to do odd vocations like serving tables, washing dishes, expert at a store or even as a transport kid. Such jobs empower understudies to increase some money anyway they don't add any bent to their own particular or master life. Understudies who mull over abroad under the EDOOFA PROGRAM are given vocations like internet organizing advancing, video modifying and posting, reasonable arranging, content composed work, blogging and two or three something past. Such occupations prepare understudies for their future, gives them suitable current introduction and outfit them with aptitudes which are required for any 21st century livelihoods. Winning money while coaching by doing fitting and respectable administrative occupations helps the conviction of understudies and give them a sentiment pride and achievement. In this way influencing a win-to win situation for understudy from each prospect.

While EDOOFA is as of now helping understudies for gather in countries like USA, CANADA, AUSTRALIA, CHINA and GERMANY. In any case, for the remote understudies who need to class in INDIA EDOOFA does charm. Ideally the cost of preparing in India is \$6,000 to \$8,000 consistently (checking instructive cost and motel Fee). Regardless, under the EDOOFA PROGRAM this cost declines to \$2,000 to \$3,000 consistently (checking instructive cost fee+ hotel cost + sustenance + other school charges).

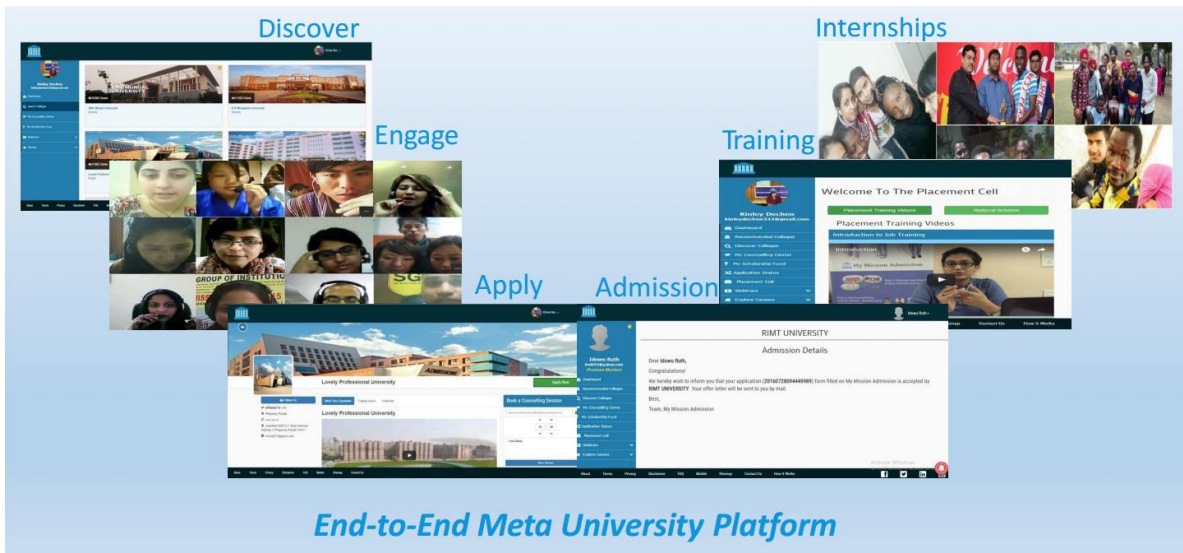


Figure1. Overall product outlook

Chapter-2

Literature Survey

Microsoft excel for Quantitative data analysis

Information that can be spoken to as a number is known as quantitative information. This sort of information is utilized for factual investigation and gives us a more noteworthy level of precision in our last outcomes. A numeric variable is figured and more perplexing and generally circulated factual equations can be made utilizing this method of examination.

Exceed expectations incorporates countless that can be utilized for general information investigation.

Four arrangements of apparatuses are especially helpful:

- Statistical capacities
- Data Analysis Tool Pack
- Charts
- Pivot tables

Setting up your information for investigation:

- Import the information in a reasonable configuration from, for instance, an online review apparatus.
 - Enter the information physically.
1. Allocate Column Header

Give every section an example, enlightening header that will be straightforward when entering information or getting yield.

2. Allocate each case with a one of a kind ID

You can apportion each case in the dataset a one of a kind numerical identifier.

Entering your Data

- Importing information.
- Managing the information

Setting up our Data

Once our information is entered you can set up the information for examination. For this we make them record factors and some ascertaining summated scores. For instance, we have capacities like SUM and AVERAGE to help us in making the summated scales.

Effective marketing and techniques

The objective of promoting is to interface our business incentive to the correct client base. It's a straightforward idea however it can go up against a million unique shades.

- What socioeconomics make up your client base?
- Where do they live?
- Where do they hang out on the web?

- How do they search for items in your specialty?
- Who do they listen to when settling on choices with respect to your item?

Facebook Advertising

Web-based social networking advertising is the utilization of online networking stages and sites to advance an item or service.[1] Although the terms e-showcasing and computerized promoting are as yet overwhelming in the scholarly community, web-based social networking showcasing is ending up more prominent for the two professionals and researchers.[2] Most web-based social networking stages have worked in information examination instruments, which empower organizations to track the advance, achievement, and commitment of advertisement crusades. Organizations address a scope of partners through online networking promoting, including present and potential clients, present and potential representatives, columnists, bloggers, and the overall population. On a vital level, web-based social networking showcasing incorporates the administration of a promoting effort, administration, setting the extension (e.g. more dynamic or uninvolved utilize) and the foundation of a company's coveted online networking "culture" and "tone."

1. Google My Business

Notwithstanding Google's capacity to reform online inquiry all the time and apply impact over the way we bear on in our every day lives, it was not the online mammoth that at first carried private venture into the national discussion. The Shop Local Movement, American Express (surely understood for making Small Business Saturday), and innumerable references to America's monetary establishment being based on the backs of private venture, have all pushed independent company into the spotlight and brought issues to light of the fact that it is so critical to the American economy.

In any case, Google will never be abandoned when a pattern is forthcoming, so it does not shock anyone that Google has raised the stakes in their online scan abilities for private ventures with Google My Business. These progressions take neighborhood private venture advertising to an exceptional level.

2. Content Marketing

Content exhibiting is a kind of publicizing focused on making, circulating, and spreading content for a concentrated on gathering of spectators online.[1] It is as often as possible used by associations remembering the true objective to:

- Attract thought and create leads
- Expand their customer base
- Generate or addition online arrangements
- Increase stamp care or legitimacy
- Engage an online gathering of customers

Content advertising draws in prospects and changes prospects into clients by making and sharing profitable free substance. Content showcasing enables organizations to make reasonable brand reliability, gives significant data to shoppers, and makes a readiness to buy items from the organization later on. This moderately new type of showcasing does not include coordinate deals. Rather, it constructs trust and affinity with the group of onlookers

Dissimilar to different types of internet advertising, content showcasing depends on envisioning and meeting a current client requirement for data, rather than making interest for another need. As James O'Brien of Contently composed on , "The thought fundamental to content advertising is that a brand must give something significant to receive something profitable consequently. Rather than the business, be the show. Rather than the flag promotion, be the component story. Content promoting requires persistent conveyance of a lot of substance, ideally inside a substance showcasing technique

At the point when organizations seek after substance showcasing, the fundamental concentration ought to be the requirements of the prospect or client. Once a business has recognized the client's need, data can be exhibited in an assortment of configurations, including news, video, white papers, ebooks, infographics, email bulletins, contextual investigations, podcasts, how-to aides, question

and answer articles, photographs, web journals, and so on. A large portion of these configurations have a place with the computerized channel.

Computerized content showcasing is an administration procedure that utilizes electronic channels to distinguish, conjecture, and fulfill the substance prerequisites of a specific gathering of people. It must be reliably refreshed and added to with a specific end goal to impact the conduct of clients

3. E-Mail Marketing.

Email promoting is the demonstration of sending a business message, ordinarily to a gathering of individuals, utilizing email. In its broadest sense, each email sent to a potential or current client could be considered email showcasing. It for the most part includes utilizing email to send promotions, ask for business, or request deals or gifts, and is intended to fabricate dedication, trust, or brand mindfulness. Showcasing messages can be sent to an obtained lead list or a present client database. The term as a rule alludes to sending email messages with the reason for upgrading a trader's association with present or past clients, empowering client dedication and rehash business, obtaining new clients or persuading current clients to buy something instantly, and sharing outsider promotions.

Significance of Customer Satisfaction in Sales and Marketing.

Purchaser faithfulness (routinely shortened as CSAT, more precisely CSat) is a term as frequently as conceivable used as a piece of publicizing. It is a measure of how things and organizations gave by an association meet or outflank customer want. Purchaser devotion is portrayed as "the amount of customers, or level of total customers, whose nitty gritty association with a firm, its things, or its organizations (evaluations) outperforms showed satisfaction goals."

The Marketing Accountability Standards Board (MASB) bolsters the definitions, purposes, and works of classes of measures that appear in Marketing Metrics as a component of its advancing Common Language in Marketing Project. In a review of very nearly 200 senior displaying heads, 71 percent responded that they found a shopper dependability metric outstandingly supportive in administering and checking their associations.

It is seen as a key execution pointer inside business and is routinely part of a Balanced Scorecard. In an engaged business focus where associations follow customers, shopper reliability is seen as a key differentiator and logically has transformed into a key segment of business philosophy.

A couple of reasons which uncover to us why buyer dedication is so basic.

- It's a fundamental marker of customer repurchase desires and dedication
- It's a condition of detachment
- It reduces customer foment
- It grows customer lifetime regard
- It reduces negative verbal trade
- It's more affordable to hold customers than secure new ones

4. Blog administration and Content Marketing.

Content promoting is a kind of displaying focused on making, appropriating, and passing on content for a concentrated on get-together of individuals online.[1] It is frequently used by associations remembering the ultimate objective to:

- Attract thought and make leads
- Expand their customer base
- Generate or addition online arrangements

- Increase stamp care or acceptability
- Engage an online gathering of customers

Content displaying pulls in prospects and changes prospects into customers by making and sharing gainful free substance. Content publicizing empowers associations to make attainable brand reliability, gives imperative information to customers, and makes a preparation to purchase things from the association later on. This for the most part new sort of promoting does exclude facilitate bargains. Or maybe, it makes trust and proclivity with the group.

Unlike distinctive sorts of web exhibiting, content publicizing relies upon imagining and meeting a present customer prerequisite for information, as opposed to making enthusiasm for another need. As James O'Brien of Contently created on , "The idea indispensable to content advancing is that a brand must give something huge to get something critical thus. As opposed to the business, be the show. As opposed to the banner advancement, be the segment story." Content publicizing requires tireless transport of a great deal of substance, in a perfect world inside a substance exhibiting technique.

Right when associations look for after substance promoting, the essential focus should be the necessities of the prospect or customer. Once a business has perceived the customer's need, information can be presented in a variety of associations, including news, video, white papers, ebooks, infographics, email leaflets, logical examinations, podcasts, how-to helpers, question and answer articles, photos, online diaries, et cetera. An expansive part of these game plans have a place with the propelled channel.

Mechanized substance displaying is an organization technique that usages electronic channels to recognize, figure, and satisfy the substance essentials of a particular get-together of individuals. It must be dependably invigorated and added to with a particular ultimate objective to affect the lead of customers.

Breaking down the Impact of guests on Page with Google Analytics

Circulated Journal: International Journal of Web and Semantic Technology

Circulated Year: 2011

This paper develops a versatile way to deal with examine the feasibility of different factors on various ward factors which all are times course of action and especially shows to use a period game plan backslide on a champion among the most goal and fundamental record (online visits per visit) Google symptomatic and in conjunction it exhibits to use the most sensible data to get a more correct result.

Web crawler visitors have a variety of impact on online visits which can't be depicted by single backslide. On one hand referral visitors are all around fitted on coordinate backslide with low impact. Of course, facilitate visitors immensy affected site visits. The higher affiliation speed does not simply derive higher impact nearby hits and the substance of site page and the area of visitors can empower relationship with speed to depict customer lead. Returning visitors have a couple of comparable qualities with facilitate visitors.

The Adoption of Facebook as Internet Marketing Strategies in Journal Promotion

Disseminated Journal: International Conference on Information Management and Technology

Appropriated Year: 2016

In the period where access to internet organizing is a bit of our step by step works out, promoters need to remain mindful of the fast pace of advance or peril being outdated. An unclear thing from in the media circulating industry, the quick improvement of Open media System has enabled everyone to get to journal/ebooks to no end, anyway most of the journals/E-books have not yet been developed a promoting structure. In this paper maker has inspected how distributors could grasp web displaying frameworks through online long range informal communication in the journal circulating industry.

Finally we can assume that the determination of Facebook as web publicizing system for journal/E-book creation headway has beneficial outcome in extending the visitor movement of the journal website and growing brand m

There is also a Project named SEELS PROGRAM OF EDOOFA

Introduction :

EDOOPA

Edoopa is a higher education platform which is acting as university for students driven with a vision of higher education reform by making quality education that is affordable and job linked.

Following this vision Edoopa aims at training the students with required industry skills inclining them towards employment.

SEELS

Students of Edoopa Earning and Learning to Success(S.E.E.L.S) is a department under Edoopa program responsible for training the students with the right skill set. These students play the role of Digital Marketing Executive and are appointed as campus ambassadors for companies tied up with us to execute the promotional tasks as per the product and service of the companies/bloggers.

For a polished execution of the tasks these campus ambassadors are trained on a regular basis and are given task specific instructions controlled by a dedicated manager at Edoopa.

We have more than 600 skilled University students with a campus reach of more than 30,000 on our platform, and these students are constantly being trained, monitored and evaluated to enhance their skills. Since the primary aim for our students is to learn, we offer a unique channel to grow sales for your business.

We have been working with a lot of growth based startups in the past to drive their Sales and Marketing by providing them access to our sticky student community via a cost-efficient medium. We believe that we can add great value to the expansion and growth of your young business by our efficient resources and services.

Services

Our major services include Market Access, Outreach and User Adoption/Engagement for any organization.As a community of college students, we have access to a hugely untapped and inexpensive data generation opportunity through social connections and our student community. We have seen companies profit immensely by using our power of student referrals through lead generation through recommendations, reviews, app downloads, registrations, sign ups, Facebook marketing, and various other social media platforms and we believe our students can not only be the cheapest and most efficient source for companies like you but also our students can gain great exposure and experience by working for you.

We would love to add more value to your business by providing further growth and expansion by helping you with the Market Acquisition (Lead Generation, Conversion and User Engagement) of your customers/users through our powerful and sticky student community.

At EDOOFA, we are rethinking the way businesses acquire customers, increase downloads, followers, registrations, engagement, onboard merchants or partner with distributors for growth. With carefully trained and managed ambassadors, businesses can get their sales/marketing done in the cheapest and the most effective manner. Whether you are a start-up or a large company, EDOOFA can help you grow faster and save costs in the process. In short, Market Acquisition - revolutionised.

Use Cases

As discussed we have been working with growth based companies and bloggers/influencers with unique content and have successfully validated our services.

To name a few, we have been associated with the following Communities/startups to deliver sales for them:

- 1) An online skill development platform where we were involved in their social media promotion and traction. Along with our team of students we helped them increase the traffic on their website which boosted their visibility.
- 2) Online Influencers/Bloggers to drive their businesses in the direction such that their reach on varied audiences can increase helping them with more followers and readers, in turn attracting investors, brand collaborations in some cases, and advertisements in most others.
- 3) A women hygiene brand to create awareness about the product and in turn increase their sales and gather reviews and feedbacks to further improve the product with campaigns and social media promotions.
- 4) A global entrepreneurial community in order to increase the sales and organization of their events, boosting the number of participants and aspirants for the event, providing more and more exposure to the community of aspiring and growing entrepreneurs.
- 5) An application based startup for their user engagement and lead generation by providing them with as many application downloads as possible and social media promotion which increased their engagement in the market.
- 6) A content-based online course platform for their sales and content creation with the help of our students in various colleges, who created the content and gave voice overs and built videos for the various courses on this channel.

Procedure to get in touch with us:

- 1) As soon as you fill out the registration form linked below, our team will review your company profile and a member will get in touch with you within 24 hours to discuss the avenues where we can be of value to you.
- 2) After the discussion of the proposal, the commercials will be shared.
- 3) Upon the agreement of both the parties, a final MOU will be shared (containing the timeline and services) which should be attested by both the parties before starting the work.

Please note: Kindly complete all the commercial and administrative tasks within the designated timeline provided by Edoofa in order to avoid the delay in the work, also to avoid hampering in the simultaneous ongoing projects.

EDOOFEST :

A Brief Introduction to Edoofest 2018

Edoofians, most of you have now completed/or are about to complete the three months training under S.E.E.L.S and as part of the earning opportunities under this program, we bring to you Edoofest.

Edoofest is the online fest through which you will all receive income earning opportunities through various tasks and projects offered by companies who have offered S.E.E.L.S these various tasks.

Edoofest is an online community fest conducted by Edoofa. The fest will consist of marketing and creativity skill show. The details are as mentioned below:-

- The students will be given the opportunity to showcase their marketing and creative talents during the month long competitions and projects during the Fest.
- There will be various tasks offered to all **qualified** Edoofians to perform during this fest. These tasks could either be 1 day, 3 days, 7 days, 14 days or month long in nature.
- There will be a regular track of projects allotted to students. That means attendance will be checked daily and will play a key role to the candidate's success. And the a candidate's attendance should be more than 90% to be eligible for special rewards.
- Students are expected to perform various duties allotted to them for about 2-3 hours everyday and update their manager about their activities/performance daily
- Students will also be given project specific guidance/mentorship by the project managers of Edoofa. For the tasks where, you need extra guidance on how to perform and complete the tasks, you are expected to take the help of your managers to complete the challenges.
- The various tasks, projects and challenges will give students opportunities to accumulate points and at the end of the month you can convert these points to earn **Scholarship Credits**.

- Each working candidate will have the opportunity to earn at least **2000-3000 INR during this month long fest** provided they put in the allotted time and follow instructions from their managers.
- So, how this money will be earned and transferred to students? Students will earn **points** with every successful task/project allotted. Before the students begin a task, they will know the points that they could earn from that task beforehand and therefore, they can be motivated accordingly. Also, proper instructions will be provided to the students. If anyone isn't able to understand or perform the task, they should approach the manager for guidance and put in the necessary **2-3 hours daily** to learn from the instructions provided to get the jobs done. We won't be appreciating those who fail to work daily and those who don't follow instructions.
- The kind of tasks and challenges are the kind you have been trained on. A separate audio and document will help you understand in greater clarity what is expected from you.
- The income-generating opportunities that you all have been waiting for are here, and those who perform these tasks following our instructions and with the right attitude of a learner, will be handsomely rewarded.
- As a special gesture, for this first Edoofest, Edoofa will offer 5 special cash rewards for the 5 highest performers during the month totalling **Rs 10,000**. These scholarship credits will be over and above the overall credits accumulated by the Edoofians
- These five special rewards are as follows:-

Leadership Position	Scholarship Credits
1	3000 INR
2	2000 INR
3	2000 INR
4	1500 INR
5	1500 INR

- Also, there would be other exciting prizes to be won at the end of the fest.
- Overall, it will be a huge box of opportunities, rewards, prizes and lot more.

Marked Words in brief

Qualified- Edoofian who has completed or above of the training curriculum during the 3 months will be eligible to take part during the fest.

Points- Every respective project/task will have predetermined points(according to the difficulty level of the project/task). So, when a student successfully completes the given task/project will earn their points.

Scholarship Credits- The points earned by completing their individual tasks/projects will be accumulated as Scholarship credits which will be used to pay off a part of the next cycle of the fees.

For example, if a student has to pay 50,000 INR for next semester and he has earned 5,000 Scholarship Credits. So, when they get the invoice for next payment it will show 45,000 INR to be paid instead of 50,000 INR to be paid.

FEW QUESTIONS ASKED BY PEOPLE ABOUT SEELS :

S.E.E.L.S FAQ

1) What is S.E.E.L.S?

As an education company for the last 10 years, we have observed that the curriculum designed by the education system for the colleges would be functional for a job market of 20 years ago. In a rapidly growing market and their ever increasing demands from the workforce, skills and efficiency play an important part along with the academic preparation.

The S.E.E.L.S (*Students of Edoofa earning and learning to success*) program is a program under Edoofa, where we ensure, to impart the Edoofa students with the right skills to attain the optimum exposure and experience by working for fast growing as well as established companies and influencers/bloggers in India and Africa.

The program is inclined towards validate the objective of edoofa which is higher education should be affordable and should lead to employment. And for higher education aspirant like you it is important to acquire required industry oriented skills. S.E.E.L.S with finely structured curriculum with 10 years of experience helps fulfill the objective.

2) What will be the training all about?

At Edoofa, we believe that students should be provided with the skills that line up with the unique pre-requisites of an employee in any industry. A growth based company requires market research, market analysis, resource allocation, user engagement, digital marketing, work ethics, time management, task management, business communication etc to establish and grow itself in the real time workspace. To stand out in the market, it is very necessary for a company to have a team of people who are skilled to perform the above tasks. Hence at Edoofa, we try to impart the maximum knowledge about our students so that they can stand out in the market and can be an asset to such growing companies to build their individual careers.

3) What kind of opportunities will be provided?

Being in the education market for a long time now, we have been able to establish relationships with a lot of organizations who constantly provide us adequate work opportunities through projects that can be performed by skilled individuals. We leverage these relationships for our Edoofa

students to get certain online as well as offline work opportunities. These opportunities will help a student learn the skills required in a real working environment.

4) How much Scholarship Credits students have earned so far?

There would be multiple opportunities provided to every individual which gives them the opportunity for to earn as much as scholarship credits based on their performance and get a chance to make their education further affordable. Some of the Edoofians have earned upto 5000-7000 scholarship credits by devoting maximum time into performing these tasks efficiently and growing themselves as an individual.

We make sure that there are enough opportunities on the table to earn maximum points provided the students are dedicated and have a correct attitude to earn those points.

5) How will we find if you are eligible for work opportunity after training?

Edoofa has always emphasized at students having a correct mindset and attitude to work. While the training is in process, your assigned mentor will constantly be guiding you and assessing your performance. This assessment does not only cover an individual's performance but also their attentiveness, engagement and the seriousness towards the program. Only the students who keep these things in their mind and their actions are found eligible for the work opportunities.

So, it is important for every student who is part of the training to participate actively and follow all the guidelines.

6) What will be the mode of the training?

Since we are an online education concierge, we use online classrooms as a medium for efficient training processes. Apart from that we make sure that we make frequent visits (every 10-15 days) in order to constantly guide you, solve all your queries and help you to grow as an individual.

7) How will these scholarship credits help me?

Scholarship credits are the reward points that you earn on the successful completion of a task with which you can make your education further affordable. Whatever amount of scholarship credits you earn per month will be waived off against your semester fee. This not only gives you the confidence to make your education affordable but also motivate you further to perform better and achieve/ score more points every month.

8) Will I be able to sponsor my Education with these Scholarship Credits?

Edoofa has always functioned like a university for the students and hence keeping in mind that Education and Learning should be give the priority. The main aim of the Earn While You Learn program is to get Edoofians maximum exposure and opportunities to skill them and help them grow as an individual. These scholarship credits act as a bonus where you are acknowledged for your performance and hence can use them to make your education affordable and help your parents/sponsors.

9)What if I am not able to complete the allotted assignment/task within the given time period due to any reason?

The students are instructed to inform their manager about any external/personal task or any leave before hand. And if there is any emergency and you are not able to inform your manager then inform with reason after your work is done.

Issues looked by understudies of African nations:

" There are such a large number of issues in my nation that influence sound scholastic learning. These issues incorporate practically no assets, languid dispositions of a few addresses and educators (They barely come to address and notwithstanding when they do, they are more worried about offering material for their monetary profits and furthermore love to scare and bother understudies openly)

The staff of our school goes on strike for a considerable length of time which will bring about undue expansion of time of graduation of students. For occurrence, my school is directly under locks because of rebellions by staffs over non installments of some gathered advantages"

~ Friday Entonu, Rwanda

" Firstly, there are inner politics. The teachers support preference, and dont give marks unless they receive something consequently. Its strange.

Besides, the condition of training is low. There's an excessive amount of spotlight on hypothesis, and not in the least on down to earth and modern introduction, which is extremely critical for development.

Finally,even when we graduate with a degree, it is all futile since we dont land quality,course applicable positions subsequent to tutoring as a result of low condition of work here."

~ David Alabi , Nigeria

" In Ghana colleges utilize conventions confirmation. They concede base on open figures you know. I got a decent evaluation which I could have use to ponder drug store here however they denied me entrance into school of drug store here. "

~ Caleb Emmanuel, Ghana

The effect of compelling client relationship administration (CRM) on repurchase: A contextual investigation of (GOLDEN TULIP) inn (ACCRA-GHANA)

Dispersed Journal: African Journal of Marketing Management Vol. 4(1), pp. 17-2

Dispersed Year: 2012

The inspiration driving this examination was to choose the impact of Customer Relationship Management (CRM) on customer unwavering quality in the motel business. The examination was driven at the Golden Tulip hotel, Accra. The goals of the examination were to choose whether (CRM) influences customer trustworthiness, to choose whether the demonstration of convincing CRM in affiliations prompts a long or without a moment's hesitation budgetary impact, to find the degree or degree to which effective CRM prompts purchaser unwaveringness and to assess if the organizations gave by the motel tends to the issues and needs of customers. Studies were coordinated to both individual and corporate clients of the hotel and the eventual outcome of this was bankrupt down. The results exhibited that 46.3% of the respondents were females while 53.3% were folks. Most of the respondents had found out about the hotel from day by day paper advancements (40%) and referrals from people who had used the motel (30%). 80% of the respondents were anxious to imply the organizations of the hotel to different people while 90% of them were content with the organizations at the motel. The settlement and cooking workplaces were by and large put down. The acumen among respondents about the hotel was awesome since they gave a positive review of the organizations. By far most of the respondents agreed that they would come back to the motel. The corporate clients were in like manner content with the organizations gave at the motel 20% having used the hotel for up to 4 years. The corporate clients said they would use the workplace yet again, along these lines, customer steadfastness existed among these clients and, the individual clients. It is recommended that the motel improves the cooling structure in the gathering room and give better business center workplaces to attract more customers.

Part 3

Proposing the fundamental of the Methodology :

You will discover profession related data here and a chance to interface with master vocation advisors at edoofa.com to enable you to secure grant in your fantasy courses and school.

Edoofa – Education for All – is a Meta University Platform for Students to get Standardized Quality and Affordable College Education, Internships and Jobs

Our maxim is Education for All and our vision is Affordable and quality advanced education that makes understudies employable.

A one of a kind empowering agent for understudies to have coordinate associations with schools through committed guiding sessions to investigate, waitlist, choose course alternatives and secure affirmations and grants.

At Anhad, we have been prepared to be a handyman, an ace of all. So I was responsible for arranging the procedures, managing customers, expanding tie-ups, lead change, and getting more leads with advertising available to us.

In our preparation, we have attempted to comprehend different markets by doing research, oversaw publicizing efforts and created drives utilizing Facebook control supervisor (Facebook for Business), improved cost per lead age by putting more in African market, successfully changed the attempt to close the deal according to target advertise, got more business through compelling consumer loyalty, expanded the quantity of lead transformation by 20% of every 2 months, broke down site activity utilizing Facebook pixel and google examination, lead upkeep on radio, email showcasing on mailerlite, content promoting and blog administration.

There are 2 basins in which understudies who need to seek after advanced education are isolated in. Out of an aggregate of 100%, top 20% understudies are the individuals who as of now have a guide laid out for them. They have adequate scores to get them into the Ivy League schools. They have lucidity of vision and are completely mindful of their professions and destinations throughout everyday life. The bottoms 80% are the individuals who score normal or underneath normal and are confounded about their professions and have no lucidity of the course they need to seek after. Such understudies are befuddled and confused effortlessly. They have no compelling and put stock in approach to investigate and choose the course, school and profession. Things go surprisingly more dreadful when they fall in the trap of private specialists of a specific school. Such understudies are effectively controlled to consider the course or concentrate in the school the operator needs to pitch to them. The understudies wind up paying high cost of instruction and still get no handy introduction of the business. Also the steady vulnerability if at all he will have the capacity to complete his course on time or not. Every one of these variables joined lead understudies to the endless loop of disappointment and joblessness.

Edoofa versus Agent

A major piece of our preparation was to comprehend, and to likewise influence our prompts see, how Edoofa is unique in relation to a training Agent.

One thing that every one of the operators have in like manner is their attitude to misuse the understudy and amplify claim benefits. The nature of directing is low, and the proposals are frequently one-sided, by the measure of cash that an understudy pays them. They are unethical and deceptive. The data generally given is indeterminate, and covered up.

Also, in the end, the understudy winds up not joining the required aptitudes and there is no arrival on speculation.

Our association and the Edoofa program is a "parallel college" which gives a consistent ordeal. There is an appropriate, inside and out directing, an entire straightforwardness about the colleges and the budgetary viewpoints, Edoofa tries to guarantee reasonableness, openness, and industry introduction for understudies, while additionally instilling in them the information and aptitudes so they can be employable. We additionally guarantee credibility by utilizing the Edoofa people group and every one of the understudies as an appreciated resource.



Quality
Scrupulous
Bias



High cost
Uncertainty
No practical exposure
DROP OFFS



No experience
No skills
No ROI

Figure2. Common scenario

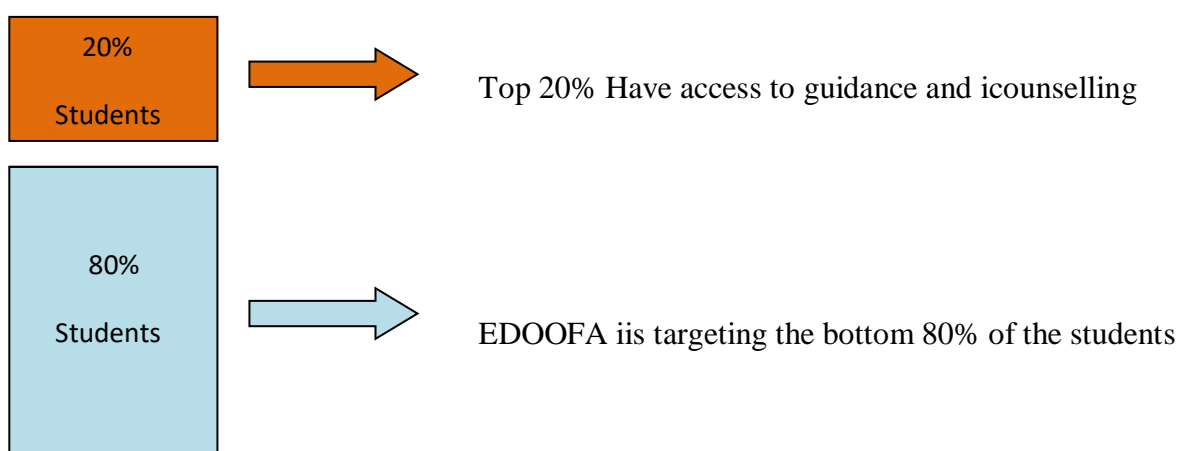


Figure3. Target audience

EDOOFA is item that gives instructive arrangements. A stage that gives novel self-financing model helping understudies lessen the cost of advanced education and increment employability through direct commitment between understudies, academicians, school and industry.



Figure4. EDOOFA Edge

Instead of understudies moving toward one-sided specialists, understudies approach EDOOFA where they get master vocation guiding, legitimate work connected course are proposed to understudies via prepared and instructors based on their scholastic foundation and their own inclinations. There is finished straightforwardness in the method. Huge rundown of courses is accessible to understudies to pick the best for themselves likewise since EDOOFA is a worldwide item with finish straight forwardness, the procedure is bona fide and same for all. EDOOFA ensures that understudy get moderate and quality advanced education close by of modern presentation. With the goal that understudies create different employment abilities.

Preparing and Internships and the Jobs and the business sectors

The Training and Internship cell generally revolves around planning of understudies and getting them low support passage level positions and occupations. Right when the understudies get to India, they would be given a FREE 3 months Job Training affirmation course. It is a to a great degree extraordinary getting ready which contains a movement of different capacities and frameworks which will empower these understudies to arrive low support positions and passage level positions adequately.

Directly, there's been groups of request concerning what sorts of Jobs/brief positions will Edoofa help with et cetera. The inspiring news is, there are tremendous open entryways understudies will

get in India, in perspective of various reasons. Besides, the BEST part is, understudies don't have to leave the school grounds, they can work online, sitting at their motel rooms.

India has the second most dumbfounding number of web customers (375M) over the globe. Also, the passage to web among Indians has spiked over 7000% in the past 15 years. This extension is the huge effect behind the quick improvement of the outsourcing business in India. India has the second most dumbfounding number of autonomous specialists (around 15M), staying next just to the US (approx 53M). India is one of the greatest markets where outside associations and people from various countries outsource their work. This outsourcing of work makes the understudies find positions and brief employments.

The term FREELANCE-school/school understudies can do some low support activities and benefit low upkeep, by contributing 2-3 or more hours day by day. This is called autonomous, or outsourcing.

As demonstrated by EDOOFA's course of action and vision, we'll give enough opportunities to understudies where they'll have the ability to make \$1000-\$1500 or essentially more, PER YEAR, dependent upon how hungry the understudy is. In case an understudy needs to smoke pot and waste his shot squealing with associates always, please understand, it is amazingly far-fetched we can support them. You'll have to work.

Thusly, we finish a few prompting sessions reliably, and we find 2 sorts of understudies generally:

1. Understudies who are skilled they know how to plan or program, they are extraordinary at forming, they like displaying et cetera or some different aptitudes. It couldn't be any more self-evident, these people can use their capacities to benefit low support. For a man who is a writer, he can form 1-2 articles for consistently and procure from it. So likewise, there are section level position openings available for practical arranging, video adjusting, programming, promoting et cetera.

2. Understudies who are not skilled - which is an expansive part of the people. No worries, since India is the place that is known for conditions.

There are various low support occupations like data section, contemplating, report changing, AD posting, transforming into a virtual associate booking tickets, arranging social events, making messages et cetera.

Understudies can similarly work in the UNIVERSITY-in library or records division reliably after classes to benefit. EDOOFA has a noteworthy framework in India and we'll be using it to help African understudies. We starting at now have sensitive tie-ups with 2 of the greatest passage level position associations in India.

Three Months Training and Educating Program

This planning program urges the skilled understudies to brace their hard and fragile capacities and for the not talented understudies to develop these aptitudes.

This program changes from understudy to understudy dependent upon their side advantages and interests. It contains three phases:

1. Phase 1-Basic Phase

- Hobbies/Interests:

- o Making a review This is to understand the understudy better and change the module as showed by him/her or others

- Communication capacities These aptitudes are redesigned with the objective that the understudies can do minimal low upkeep work like substance forming, linguistic structure check et cetera.

- o Coherency

- o Grammar

- o Pronunciation

- Work Ethics-Teaching the understudies these ethics will empower them to fathom the work culture of Indian associations better and how to talk with their partners and managers and work with them in congruity.

- o Hard work

- o Discipline

- o Attitude

2. Phase 2

- Soft Skills-These capacities are required by most by far of the associations

- o Interpersonal

- o Leadership

- o Team work

- Logical and investigative Skills

- o Online Quizzes

- Interview game plans Helping the understudies prepare for the Interview

- o Resume Writing

- o Portfolio Making

- o Group Discussion

- o Presentation Skills

- Briefing on different fields of Internships-like Digital Marketing, Video Editing, Graphic Designing, Social Media Marketing, Blogging, Advertisement posting, Photography, Content Writing et cetera.

3. Phase 3-Advanced Phase

o Specific Training as for the understudies interest or any past aptitude that he/she starting at now has.

o Providing content on the web

- Digital and Social Media Marketing

- Content Writing and Blogging

- Video Marketing

- Search Engine Optimization

The assorted sorts of profiles an understudy can work for resulting to encountering this planning

- Data Entry

- Form filling and Surveys

- Admin undertaking

- Image Editing

- Ads Posting
- Digital Marketing
- Video Making
- Graphic Designing
- Promotions
- Email advancing
- Event organization Roles
- Content Writing
- Social Media Manager

Working low upkeep it is evaluated that understudies can win a biggest of \$70 to \$80 consistently that too if they work every day and juggle between 2 odd occupations. EDOOFA give understudy cushy occupations where he/she can procure \$80 to \$100 consistently.

At the point when an understudy experiences all the above recorded introduction and preparing it is sure that before the finish of his course he would have the 3 most critical qualities work holder

needs to achieve the exercises portrayed in an undertaking explanation that depicts what the activity holder does. Those three qualities are learning, abilities and demeanor.

Information gives the inquiry to the appropriate response WHAT. Aptitude gives the response to the inquiry HOW. Demeanor gives the response to the inquiry WHY. Consolidating KSA prompts an entire identity.

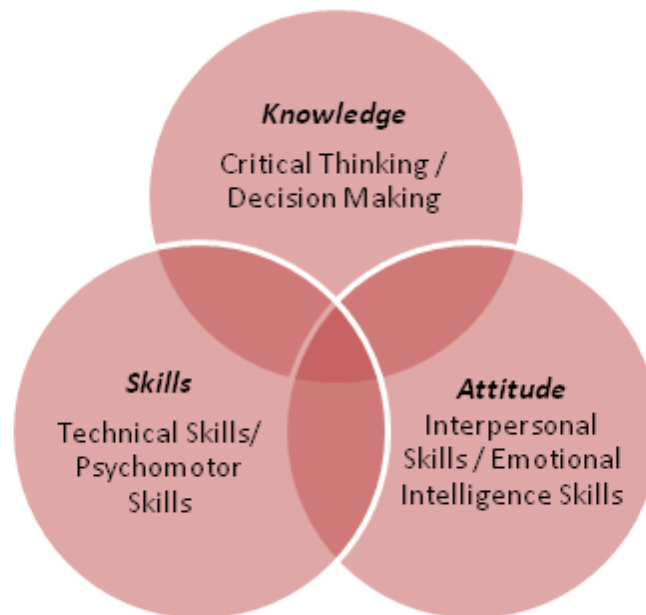


Figure5. KSA Framework

Internships/Jobs

The cell does corporate tie ups with various association and new companies and send the resumes of those understudies will's identity ideal for the opening for work gave by that specific organization. The meetings are directed through a telephone call or a video call and the chose understudies are furnished with employments and entry level positions by the association

There are additionally different advantages an understudy gets under the EDOOFA PROGRAM. Every one of them are recorded beneath.

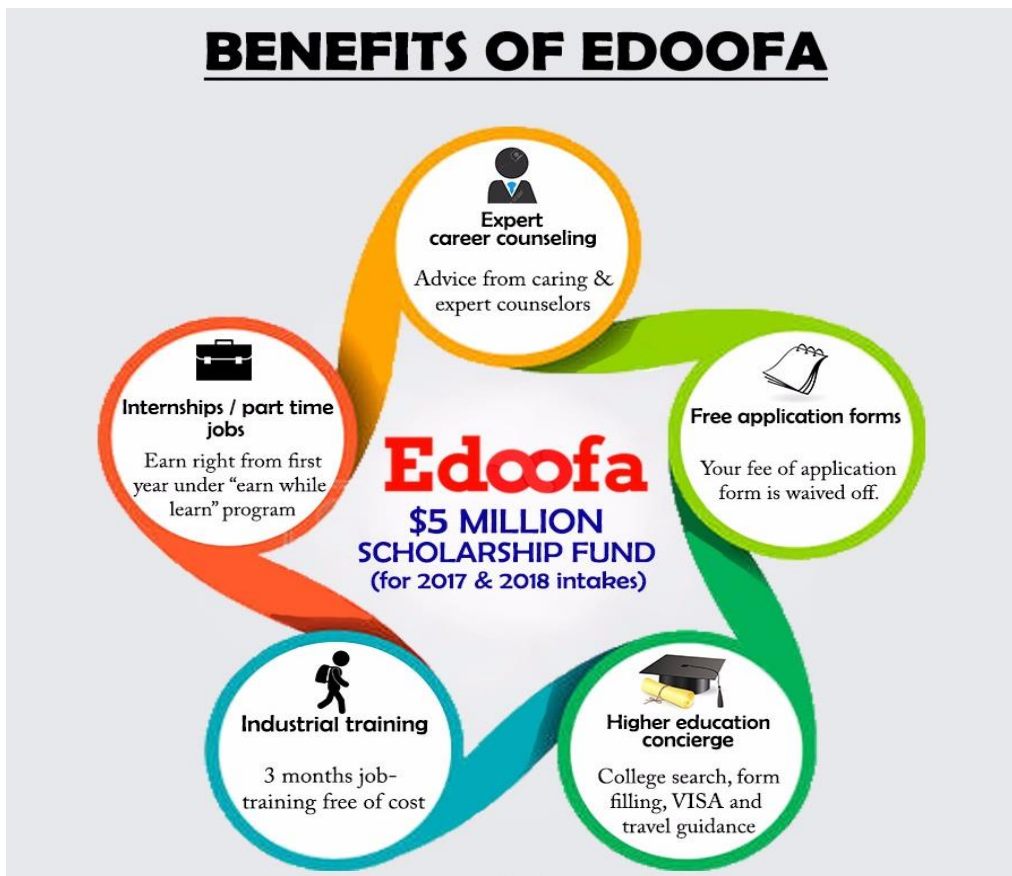


Figure6. Benefits of EDOOFA

- Expert profession advising

The most minding, experienced and compassionate vocation advisors assist understudies with immediate and noteworthy guidance for profession development.

- Direct meet with school

Understudies can talk straightforwardly with affirmation officers and personnel to clear your questions. Straightforwardness is the way to reasonableness.

- Free application frames

Understudies never need to pay for an application frame again. EDOOFA's associations with schools guarantee understudies spare valuable cash. Cash spared is cash earned.

- Higher instruction attendant

School seek, Application frame filling, Visa and expense installment help, travel direction, preparing and entry level positions. EDOOFA remains with you all through.

- Statement of reason and paper

The EDOOFA's group of specialists profiles understudies scholastic and additional curricular qualities and readies a Statement of Purpose (SOP) deserving of sponsorship

- Free work preparing declaration course

EDOOFA prepare understudies for the abilities required in the present employment markets, aptitudes understudies need to prevail in the temporary positions.

DIGITAL/ SOCIAL MEDIA MARKETING DONE AT EDOOFA

DIGITAL MARKETING Is also our part:

Accomplishing advertising destinations through applying computerized advancements and media.
... These methods are utilized to help the goals of gaining new clients and giving administrations to

existing clients that assistance build up the client relationship through E-CRM and promoting robotization.

SOCIAL MEDIA MARKETING IS A PART:

Online networking showcasing is the utilization of web-based social networking stages and sites to advance an item or service.[1] Although the terms e-promoting and computerized advertising are as yet overwhelming in the scholarly community, web-based social networking promoting is ending up more prominent for the two specialists and researchers.[2] Most web-based social networking stages have worked in information examination apparatuses, which empower organizations to track the advance, achievement, and commitment of advertisement crusades. Organizations address a scope of partners through online networking promoting, including present and potential clients, present and potential workers, writers, bloggers, and the overall population. On a key level, web-based social networking showcasing incorporates the administration of an advertising effort, administration, setting the degree (e.g. more dynamic or detached utilize) and the foundation of a company's coveted online networking "culture" and "tone."

When utilizing web-based social networking promoting, firms can enable clients and Internet clients to post (e.g., online remarks, item audits, and so forth.), otherwise called "earned media," instead of utilization advertiser arranged publicizing duplicate.

Social networking On the websites :

Long range informal communication sites permit people, organizations and different associations to cooperate with each other and manufacture connections and groups on the web. At the point when organizations join these social channels, shoppers can collaborate with them straightforwardly. That cooperation can be more individual to clients than conventional techniques for outbound showcasing and publicizing. Long range informal communication locales go about as verbal exchange or all the more accurately, e-verbal. The Internet's capacity to achieve billions over the globe has given online verbal exchange an effective voice and far reach.

A promoting model in view of informal communities incorporates the accompanying advances:

- Selection of the potential informal organizations to utilize;

- Setting out a money related arrangement (with respect to contracting online networking brand directors or advisors);
- Designing or changing hierarchical structures to deal with the interpersonal organization in the organizations' market (this may include adding an online networking unit to a current showcasing branch or making another web-based social networking branch);
- Selection of target market(s);
- Selection of the items, administrations, brand(s) or organization messages which will be advanced;
- Performance measures for the web-based social networking technique, for example, assessment, information investigation, and so forth.

FACEBOOK IS USED :

They enable an item to give recordings, photographs, and long depictions, and tributes as different devotees can remark on the item pages for others to see. Facebook can connect back to the item's site and in addition convey occasion updates. As of May 2015, 93% of organizations advertisers utilize Facebook to advance their image.

Edoofa runs a few advertisements on facebook. Advertisements show up at various positions on the screen(in news encourage, right best segment and right base segment). On the off chance that a man taps on this promotion, he is coordinated to www.edoofa.com. Through Facebook's Business Manager, we were capable track the quantity of individuals who went by our site and number of individuals who enlisted/made record on our site. To choose our intended interest group for promoting, we sustained Facebook with information of 2000 present and potential clients

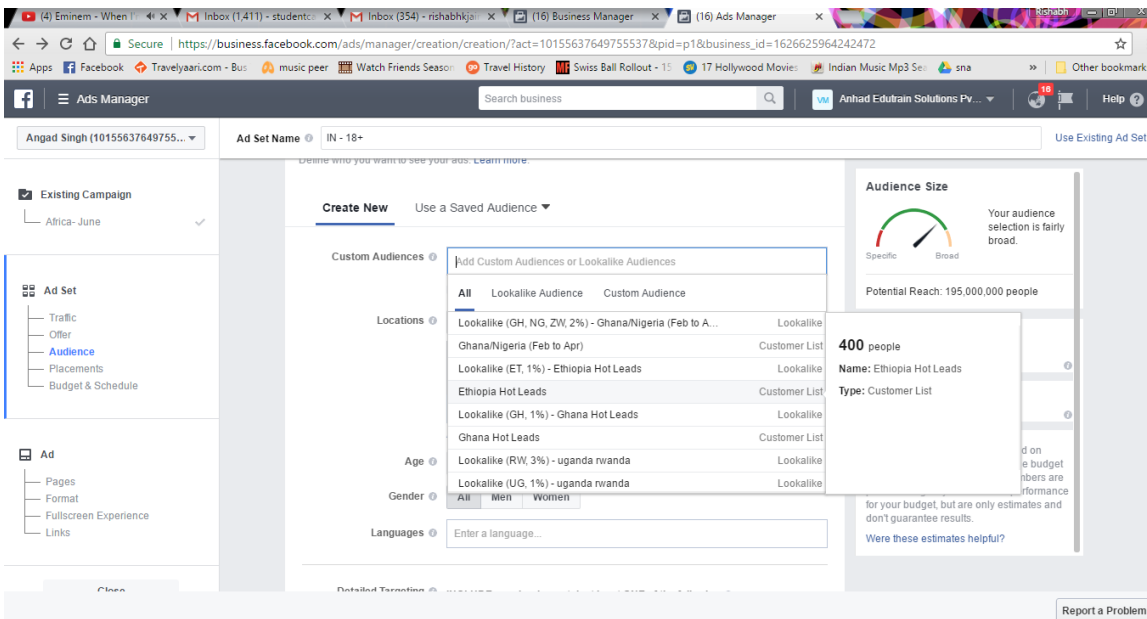
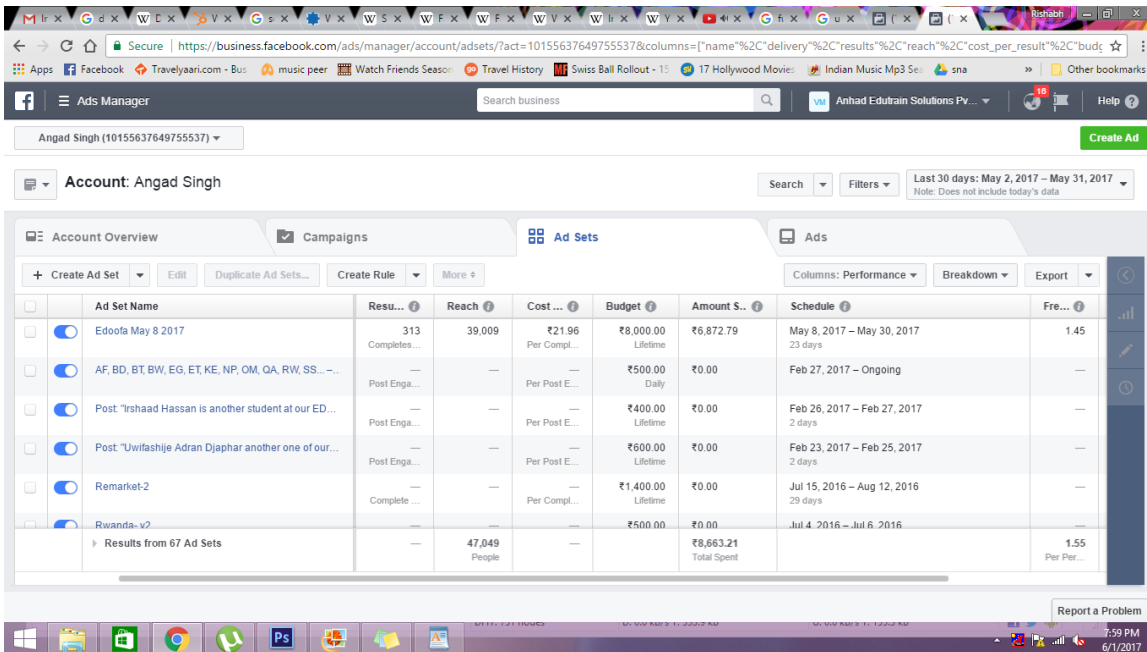


Figure7. Facebook Advertising

WHATSAPP IS USED :

Whatsapp puts laser revolve around building an advising organization that works brisk and constantly wherever in the world. WhatsApp started as an other choice to SMS. Whatsapp by and by

supports sending and getting an arrangement of media including content, photos, chronicles, reports, and region, and what's more voice calls. Whatsapp messages and calls are secured with end-to-end encryption, inferring that no outcast including WhatsApp can read or listen to them. Whatsapp has a customer base of 1 billion people in excess of 180 countries. It is used to send altered constrained time messages to particular customers.

WhatsApp is used by people wherever all through the globe. At edoofa, this stage is used to interface with potential leads from different countries like Nigeria, Ghana, zimbabwe, bhutan et cetera. The teachers endeavor to appreciate the stresses and issues of these understudies and recommend them most reasonable business choices.

INSTAGRAM IS USED :

Latest examinations survey that 93% of prestige brands have a dynamic closeness on Instagram and consolidate it in their advancing mix. Concerning brands and associations', Instagram will presumably help associations with achieving their individual group through entrancing imagery in a rich, visual condition. Moreover, Instagram gives a phase where customer and companions can pass on transparently and particularly, making itself an ideal stage for associations to interface with their present and potential customers.

After facebook, instagram is the most celebrated internet organizing application in african countries and from now on is used by edoofa to build check care.

Hashtags, for instance, #education #studyabroad #ghana #nigeria #zimbabwe #bhutan #africa #engineering #medicine #law #pharmacy #nursing #india et cetera are used so concerned people can without a lot of an extend find us.

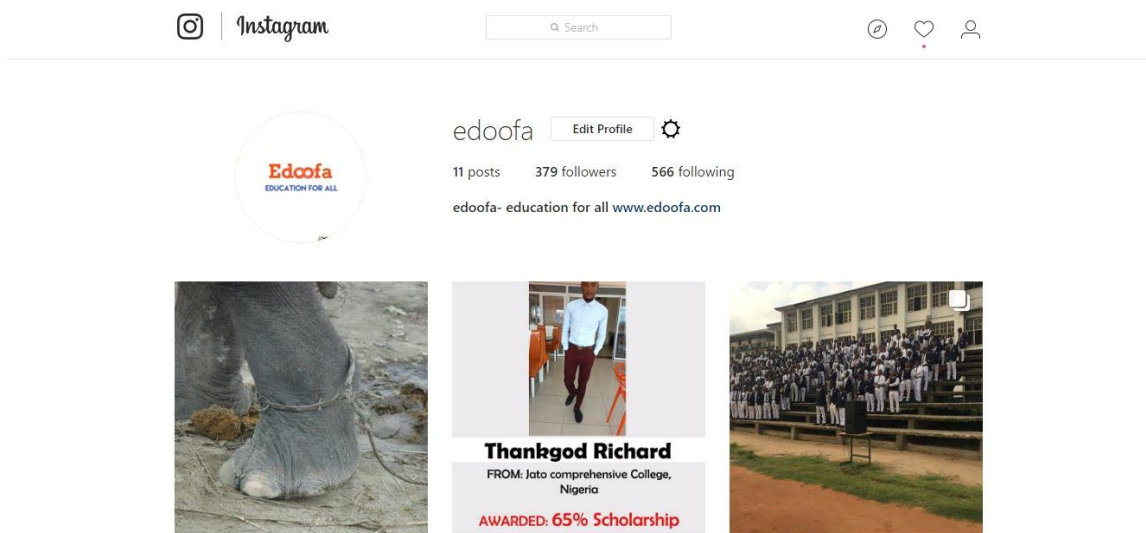


Figure8 Instagram Advertising

YOUTUBE

YouTube is another prestigious road; promotions are done in an approach to manage suit the arranged interest gathering. The sort of vernacular utilized as a bit of the ads and the contemplations used to impel the thing mirror the social occasion of onlookers' style and taste. Besides, the progressions on this stage are if all else fails in a state of agreeableness with the substance of the video asked for, this is another awesome position YouTube brings for underpins. Certain progressions are given sure records since the substance is suitable. Obligated time openings, for example, supporting a video is besides conceivable on YouTube, "for instance, a client who checks for a YouTube video on pooch preparing might be given a maintained video from a puppy toy relationship in works out as intended close by different narratives.

We shot and gathered two or three notice accounts and posted them on youtube. To give a couple of outlines : "experience of african understudies with Edoofa in india " , requested depiction on less known courses like nursing and drug store , school visits, meeting of bhutanese understudies and so forth.



Figure9 Youtube Advertising

BLOG/WORDPRESS IS USED:

Associations that see the necessity for information, innovativeness/and accessibility use online diaries to make their things surely understood and exceptional/and in the end interface with buyers who are aware of electronic interpersonal interaction. Concentrates from 2009 show that customers see scope in the media or from bloggers as being more fair and tried and true than print

advancements, which are not thought of as free or independent. Online diaries empower a thing or association to give longer depictions of things or organizations, can consolidate tributes and would connection be able to and from other casual group and blog pages. Online diaries can be invigorated a significant part of the time and are restricted time techniques for keeping customers, and moreover to procure followers and endorsers who might then have the capacity to be composed to relational association pages. Online society can enable a business to accomplish the clients of various associations using the stage.

Edoofa adequately posts critical articles on wordpress some of which are to an awesome degree renowned. Visa acquisition for nigerian understudies, Edoofa's journey to ghana , why African understudies are picking india as objective for cutting edge training, challanges with african guideline system are a segment of these articles.

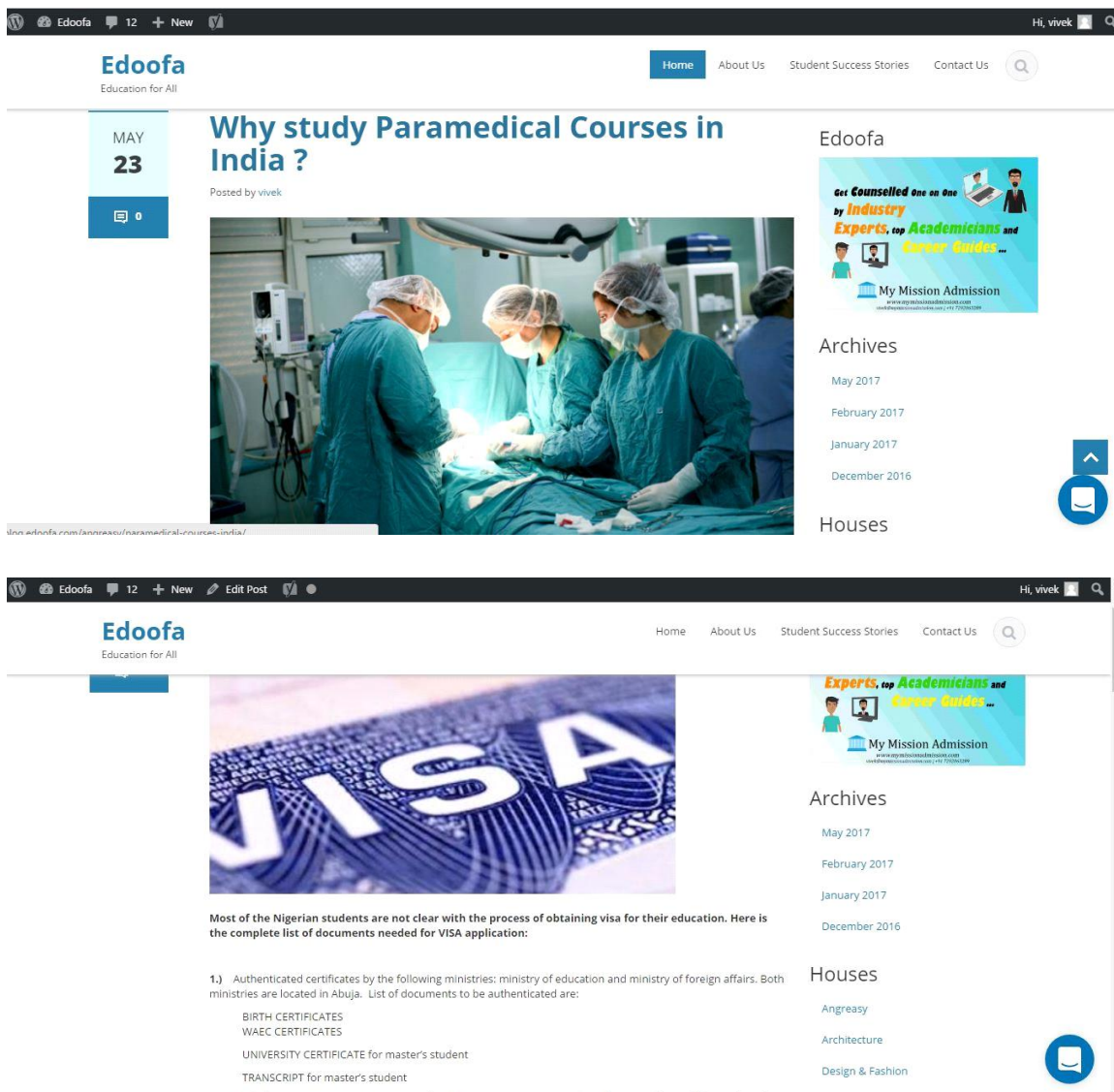


Figure10. Blog Advertising

Chapter – 4

Implementation details

The Initial Phase of the Process is the "Lead age Phase" in which we try to separate our target market and make our courses of action and strategies as showed by the need of our goal advertise. We attempt to grasp their worry by plunging profound into the issues that our customer is looking in their regular day to day existence and what changes are they scanning for. We by then make some pilot tests on few number of trials and the ones which show most extraordinary number of accuracy are used on a greater stage i.e our essential market. In this stage we make use of paid notice on Facebook and through the referral promoting from our viably existing people.

The accompanying time of the technique is the "Lead Capture Phase" in this we endeavor to find the interested assembling of individuals who have gone to our stage either by looking advancements on different individual to individual correspondence organize or through the referral from the present customers. In this our key fixation is to endeavor and impact them to comprehend the issue they are in, and what changes we can offer them so to enhance their condition much.

By then come the a champion among the most basic stage i.e "Lead Maintenance Phase" in which we attempt to attract them on steady timetable with the objective that they don't feel that they are all around overlooked and to make the dead leads, caution again by showing to them a couple or the other stimulating offers we have for them. This method occur with the help of mechanized sends created with the help of Mailer-lite mechanical assembly and with the help of Automated Chat Pop-ups on our site utilizing Intercom development. Which he have especially robotized for our clients and target promote, by watching what their need is.

Once the Lead is kept up and they are demonstrating eagerness for our thing, by then come the time of "Lead Conversion" in which we have to disclose to our clients why our thing is best for them. Additionally, why they need to pick us so as to enhance their life much casing the condition in which they are eventually in. This is done using the Social Media stages and through calling.

The utilization of the thing is kept astoundingly essential and non-complex with the objective that a regularly expanding number of understudies can benefit by the EDOOFA PROGRAM.

There are various 6 organizes an understudy needs to involvement to be a bit of the EDOOFA PROGRAM. We should call it the EDOOFA CYCLE.

Figure11. The EDOOFA cycle for understudies

Stage 1 This is the place the understudy turns out to be more familiar with about Edoofa through various sources

- o Registration on area Students which come clearly to the site and enroll
- o FB Page Like, Comment and Message-Students who take after Edoofa on Facebook are redirected to the site and are asked for to enlist.
- o Edoofa Check Eligibility-There is an uncommon decision to just check capability for the Edoofa Program on the site without enlisting
- o Intercom-Direct converse with a guide on the site, they are encouraged to enroll on the site and get an individual supporter
- o Referrals-Students who are starting at now a bit of Edoofa, they insinuate their friends and family to Edoofa.

Figure12. First page of the site www.edoofa.com

Figure13. Understudy Sign Up page

Figure14. Understudy's profile (1)

Figure15. Understudy's profile (2)

At the point when the understudy is has finished with garnish off his profile a guide partners with the understudy. To begin with the counselor tries to know the understudy his personality doled out. This is the most fundamental bit of the whole technique. Exactly when understudies are in the fundamental time of the prompting they have alongside zero data about the EDOOFA PROGRAM. It is the action of the guide to give all the key information to the understudies. There are a couple of understudies who have far fetched dreams and demands because of the wrong and broken information fed to them by private administrators or in view of nonattendance of basic data. For example: - advocates need to oversee understudies who require everything in vain. They feel that EDOOFA is an advantageous affiliation that will outfit them with give and give them free motel workplaces since they think they are poor and they justify it. In like manner once in a while far fetched understudies attract with the promoters, who need to finish a pro's program in a field altogether startling from the field in which they did their first degree. A portion of the time a guide needs to go up against understudies who need to look for after an expert's program without doing his four year school instruction.

It is the action of the manual for enlighten the understudies with real finding out about the program, impact them to recognize what is possible and what isn't. In like manner there are various understudies who need to consider in USA or CANADA yet have no real way to meet the cost of direction in these countries. So a guide needs to moreover impact an understudy to understand that there are various diverse choices other than USA or CANADA. Countries that give sensible and radiant guideline which incite occupations.

Since there is no physical correspondence amongst understudies and instructor usually watched that understudies end up inert to the advocates addresses or to the data a guide is giving to them about the EDOOFA PROGRAM, so it is the activity of the advisor to ensure that the understudy does not lose track and move toward becoming in dynamic. Or then again lose all sense of direction in the hallucination of data that the instructor gives to him.

Every understudy is proposed the most appropriate course and nation for his/her advanced education and in the meantime given legitimate data about the EDOOFA PROGRAM which incorporates every one of the advantages an understudy gets if at all he is chosen for the EDOOFA PROGRAM. He is additionally educated about the enrolment charge. Given he comprehends everything and will push ahead the instructor furnishes the understudy with EDOOFA ELIGIBILITY FORM which he needs to fill to advance to the Phase 2.

Stage 2:- Where the program executive further meetings the understudy and waitlist the ones he supposes are appropriate for the EDOOFA PROGRAM.

The meeting is accepted on voice call and every understudy is furnished with the meeting code. There are 2 necessities that must be satisfied for the program chief to take an understudy's meeting.

- The program chief must be furnished with a duplicate of the evaluations got by the understudies at the past level of instruction.
- The program chief must be given the ELIGIBILITY FORM the understudy has

EDOOFA PROGRAM ELIGIBILITY CHECK

Full scholarship
* Required

Name *
Your answer

Country *
Your answer

Mobile Number(Whatsapp) *
Your answer

Email ID *
Your answer

Tell us about your academic background *
Your answer

Tell us about your Family Background *
Your answer

In which country do you wish to study? *
Your answer

Which course do you want to study? *
Your answer

What inspires you to study this course? *
Your answer

What's your dream in life? *

SUBMIT

Figure16(b) Eligibility form ..

Why should this scholarship be given to you? Name some of your qualities which make you better than other applicants *
Your answer

If you achieve your dreams and become successful through our EDOOFA program, what will you do for other students who need help? *
Your answer

SUBMIT

Figure16(c) Eligibility form

The executive in the meeting makes different inquiries to check if the understudy has appropriate learning of the course he needs to seek after. On the off chance that he is clear about every one of the prospects about the EDOOFA PROGRAM. What's more, ultimately if at all he is not kidding for his advanced education. In view of the considerable number of parameters the program chief chooses and sorts understudies into 3 classes.

- ACCEPTED implies the understudy is chosen for our EDOOFA PROGRAM.
- WAITING implies the understudy is in the holding up list is as yet not chosen for our EDOOFA PROGRAM.
- DECLINED implies the understudy isn't SELECTED for our EDOOFA PROGRAM.

Stage 3:- If after stage 2 the understudy is chosen for the EDOOFA PROGRAM, the particular advisor send him/her the EDOOFA ACCEPTANCE LETTER.

To check their outcomes understudies need to login to their profile and download comes about by tapping on the red catch which says 'Download Results'.

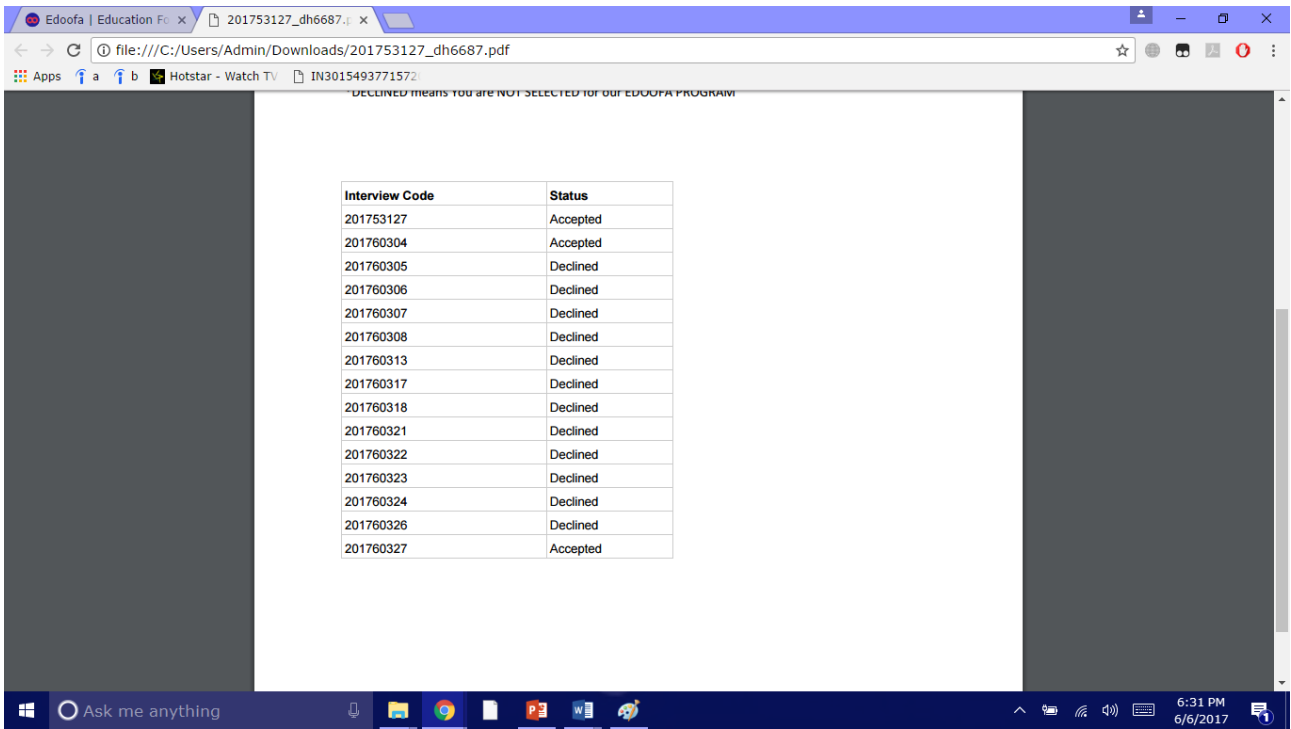


Figure17. An outlook of the downloaded version of results

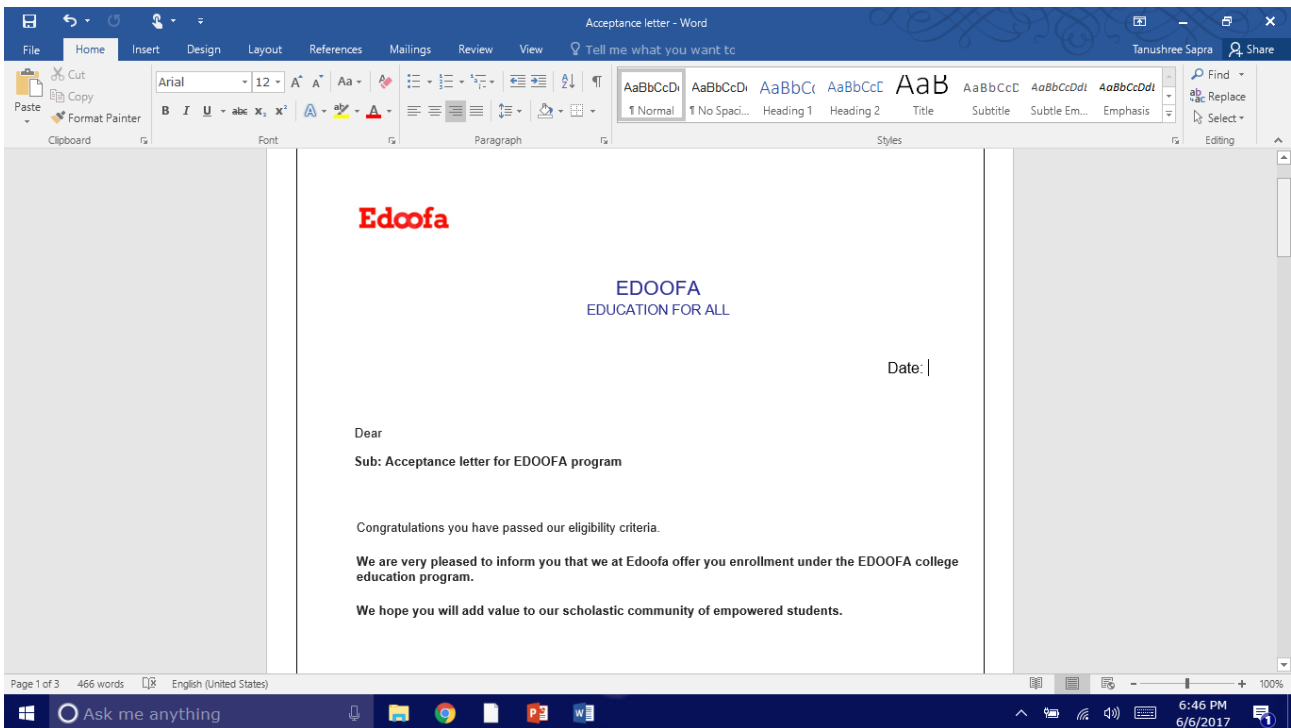


Figure18. An overview of the EDOOFA acceptance letter

Phase 4:- The understudy id acknowledged for the EDOOFA PROGRAM needs to pay an

enrolment expense of \$200. In the event that the understudy neglects to do as such, his/her letter is repudiated.

There are numerous approaches to influence the installment of the enrolment to expense. An understudy can influence an immediate installment into the bank to account said in the acknowledgment letter. An understudy can likewise utilize Paypal to make the installment. An arrangement has additionally been given on the site to influence the installment of the enrolment to expense.

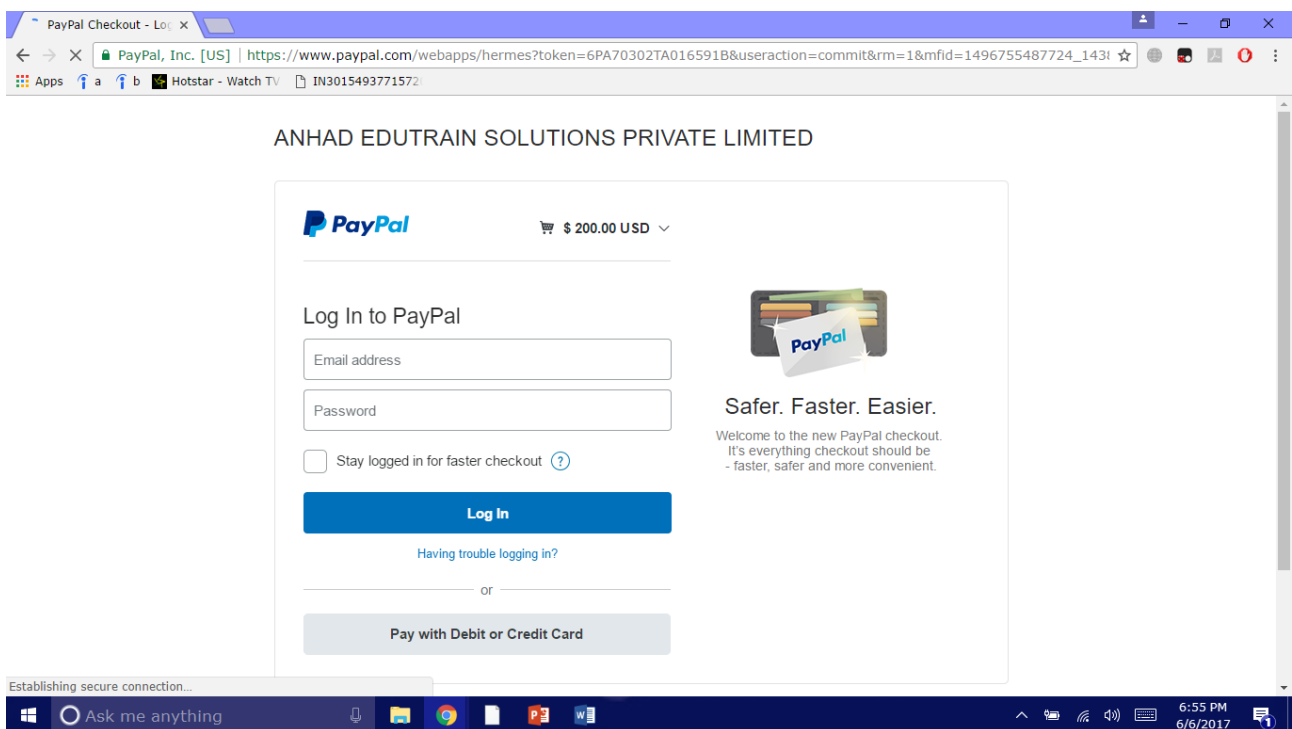


Figure19. A provision on the website to make the payment of the enrolment fee

Phase 5:- The students who pay the enrolment fee and become the part of the EDOOFA PROGRAM are then provided with a direct interaction session with the university EDOOFA chooses for the student. Usually a student is interviewed by 3 to 4 universities to decide his/her quantum of scholarship and from all those the student can choose for himself the one he wants to study in.

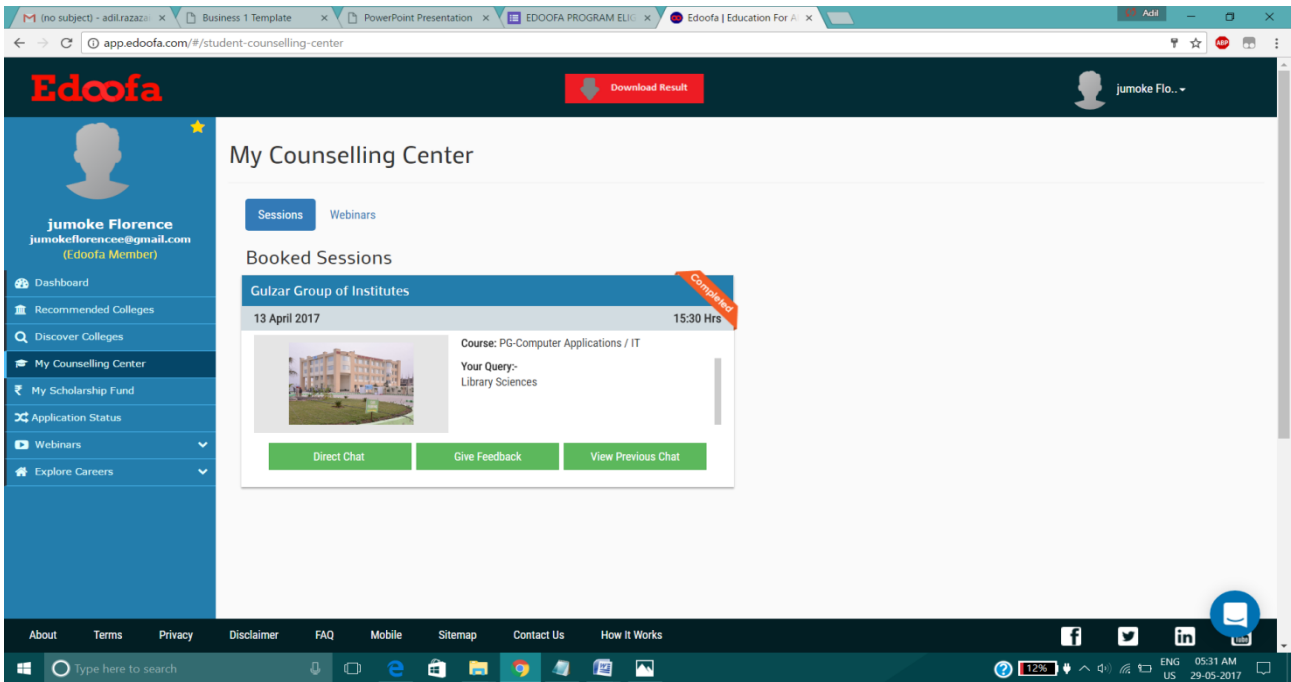


Figure20. An enrolled student’s interview scheduled for 13th April 2017 with Gulzar Group of Institutions for the course Library Sciences.

Phase 6:- After the meeting the colleges send understudy his/her temporary confirmation letter, expressing out his/her expense structure for the year additionally determining the quantum of grant granted. An understudy at that point picks the college he/she needs to examine in. After that an understudy needs to pay 25% of his yearly charge to the college ahead of time to book his seat in that specific college. Once the booking sum is paid the understudy's affirmation in that specific college is finished.

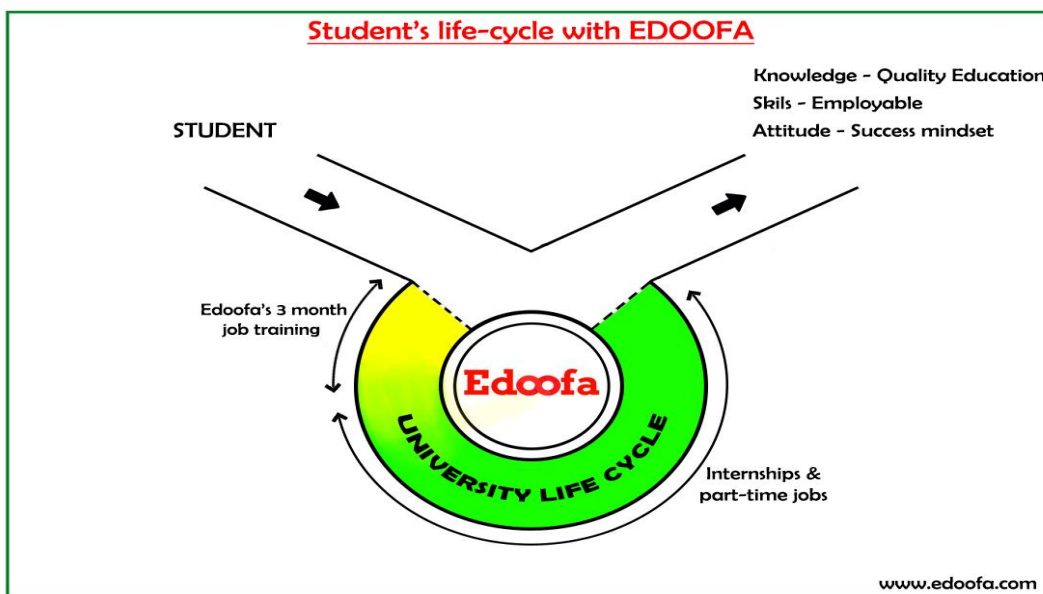


Figure 21. Student life-cycle

Example of a chat-

Hello Kofi., This is ISHA career counselor at Edoofa.

Thanks for showing interest in our organization, I'm here to help you connect with universities, look for part-time online income opportunities & internships and help you apply for the \$5 MILLION Scholarship for 2018 which our founders announced.

How are you?

Thanks

My doing well

I trust you're doing great

Hello Good Morning Akrofi

I hope you are doing good

Sorry for the delayed response as we keep close from work on Sundays.

Drop me a message when you are online so that we can start with your session

Good morning

I trust you're fine this morning

Hello ,Yes I am

So starting with the process ahead I will now be sharing the edoofa program video that will guide you more about the program and will give you better idea about the picture of the edoofa scholarship program

So dear watch this very important video and get back to me when done

Edoofa Program

<https://www.youtube.com/watch?v=t9WyyJOo4IU&feature=youtu.be>

The video comes from the experience and wordings of Mr Angad Singh , the founder of Edoofa . Please be attentive and revert back to me after 15 minutes So that I may guide you with the best

If you face any internet issue let me know

Thanks

Did you finish with the video ?

Yes

Am done with the video

So what are your learnings from the video ?

I have learnt that the program talks about students who are passionate and prepared to go for a higher education.

Great

I will now share with you the edoofa vision

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.

Did you know all this?

Yes

So, let me now tell you about the process moving ahead, please refer to the image which I've shared. It's called Edoofa cycle.

So in Step 1, as your counselor, I will conduct your counseling process and also check your eligibility for the \$5 million Scholarship according to the responses to my questions.

In Step 2, I will send you an Eligibility Check Form that you need to fill. This form would play a crucial role in conducting the next process. If this form gets approved by the Edoofa Academic Board, we will conduct your interview to check your eligibility further.

Ready to get started?

Ok

I will be looking forward for that

So, please tell me about yourself- your education & family background, your hobbies & passions, your dreams in life, and the course which you want to study.

My name Mark Ayiku Kofi Akrofi and I am twenty eight years old. I come from a humble family and I am having three siblings all males. My parents were both traders, but it was rather unfortunate I lost both my father and mother in 2008 and 2010 respectively. Reading and research information has always been my hobby and I hope and pray that with information technology which I always passionate about will be used to solve problems and inspire the youth in my community.

Okay dear

Also please tell me what do you aspire to be ?

I aspire to be a software engineer developing software and systems to solve day to day problems within my community and the country at large

Okay noted please

Also I want you to tell me about your educational background ?

I completed senior high secondary school and I enrolled myself in a film academy and did video editing

So the latest degree with you only the senior high am I right ?

Yes

Okay So can you send me the shot of your senior high grades ?

So that I may guide you with the best course

Please can I send it to you in the evening

Because am not at home in the moment

Okay send me to the earliest we will proceed by that time

Okay

That's my certificate

Okay I will update the academic board and let you know

Thanks

U will be counting on you

I will be updating you tomorrow by 7AM Ghana time

Thank you

Okay

Hello Good Morning

Can you please tell me that did you reappeared for mathematics exam ?

Good morning

No, I have not

I have tried but circumstances beyond my control pulled me back

okay Noted

Okay dear as per your interests and your grades you do not have physics and chemistry as the chosen subjects in your senior high

So you are not eligible for being the software engineer ,Rather we have a similar course Bcahelors in computer application as the most suggested course for you

Okay

So please, what's the way forward

Do you have any idea about the course I had suggested you ?

Not really but I think it is related computer application and software development.

I will guide you more on this course

Master of Computer Applications (MCA) is a three-year (six semesters) professional Master's Degree in computer science. It covers various aspects of computational theory, programming, algorithm design and optimization, network and database management, mobile technologies, electronics, mathematics, probability, statistics, accounting, finance, etc.

The MCA program prepares students to take up positions as system analysts, systems designers, Programmers and managers in any field related to information technology. The program, therefore, aims at imparting comprehensive knowledge with equal emphasis on theory and practice.

Okay

So how do you like the course ?

It is okay by me

Can you tell me about your research on studying abroad so far? Have you applied anywhere previously? What countries have you looked at?

I have realise that studying abroad gives you the opportunity to explore more and also have access to facilities in terms of practicals. This is the first time am attempting. I have never tried it before

OKay so what country do you wish to go ?

India

Please tell me what do you know about India and Indian Education, and has anyone in your know or family been to India before?

Dear I had shared with you about the masters of computers application ,now I am sharing about the bachelor's in computer eduaction

Bachelors in Computer Application. The course duration is 3 years.

The main advantage of doing BCA is that you get to play with the newest technology and who knows you might end up creating your very own software, app or website or any other thing.

And BCA also allows you to enter into IT Sector without getting admission into BTech. BTech is a difficult course not

The choice is upto you whether you want to enjoy the technology that comes out everyday or do you want to be a part of creating it.

Computer science majors are in high demand, according to the NACE. The organization's 2011 Student Survey found that more than 56 percent of computer science majors who applied for jobs had received offers -- making it the major with the highest application-offer rate.

How do you feel about the course ?

I know India was a former British Colony and gained her independence in 1947. India is the third largest economy in the world in terms of GDP. India has make a mark over the years in the area of technology, hence the establishment of various technological institutions across the country and her uniqueness in culture.

Good I will be guiding you more

After the US, India is now becoming the preferred choice for Higher Education for foreign nationals

Because of the population and 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, startup 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 are Indians ☐☐☐☐

The best part is the difference in the cost of living as well, it's 1/10th compared to USA, Canada etc.

Did you know all these facts?

Quite interesting, am learning a lot from you

Thanks

Let's move ahead before we discuss how Edoofa makes education affordable through scholarship, I want to evaluate your understanding of the same and help you build it further. See, every sincere higher education aspirant should understand the importance of financial preparation for studying abroad.

So, Before we proceed, I have 2 questions for you:

1.)According to you, why is financial preparation important for every higher education aspirant who wants to study abroad?

2.)Since higher education is supposed to be a family decision, In your preparation for studying abroad, have you actually discussed it with your family, or looked for sponsors, along with doing your research?

It is important for you to know where you're coming from and where you intends going. Financial preparation is so important to me because that is what will really propel me to actualize my dream. Thus the cost involved in my studies, in terms of tuition fee, accommodation, books, visa and other miscellaneous costs. If am able to properly planned for my finance, then am good to go.

As I said earlier, because I lost both parents, I have since assumed the responsibility of taking care of my other siblings. I have on number of occasions tried discussing it with my family relatives.

Great

Okay, now let me help you understand how the Edoofa scholarship works, In India, the average cost of Higher Education is around \$6000-\$8000 per year, spent by an international student.

But through our EDOOFA Scholarship Fund, we bring down this cost to something which is very affordable for the students.

For the selected students who are able to qualify for the EDOOFA Program by undergoing various tests, the cost comes down to \$2000-\$3000 per year. This cost includes

1. Remaining Tuition fees (if any)
2. Basic University Expenses (Books, etc.)
3. Food
4. Accommodation

So, as its understandable, Edoofa isn't a fully funded scholarship program, but for selected few students, we make higher education affordable. Now, for a vast majority of students, the cost (\$2000-\$3000 per year) if you're found eligible for the Edoofa Program is affordable, what are your views about it?

Okay

Is there no other way to cut down cost further to easily make it affordable for prospective students?

Dear the cost ahd been reduced from \$6000-\$8000 to \$2000-\$3000

Am okay

Is 2000-3000\$ per year fees affordable to you?

Yes

Now, that we have discussed the Indian Education, moving ahead, please share your understanding about the Earn While You Learn Program of Edoofa?

Job opportunity is given to the student while studying to earn money in other to support his/her education

Great

I will share with you more about the earn while you learn

Earn While You Learn

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. You 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 you admission in a university. Edoofa stays with you for the course of your academic life (3-5 years).

This starts with the 3-month training, during which, we help build the required technical skills like digital marketing, organization, management etc and soft skills like communication skills, leadership, presentation skills, teamwork etc in you. We then help you get online work opportunities for you to learn employability skills while actually working part-time after classes.

We make sure you get a quality education during the course of your 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.

What do you think about the program?

It is very good

I would really appreciate if we would connect tomorrow as I have closed from work

So I am scheduling your session for tomorrow at 7 a.m Ghana time

I want you to be ontime

Blessings for the day

Okay

Thank you

Do have a good night

Hello Good Morning

I hope you are doing good

Good morning

So is this the right time to proceed further

By his grace am good

That's Good dear

So moving ahead

Okay So starting with the process further I have a video of the earn while you learn to share with you so that you have a better understanding about the program

So watch the video that I am sending you ad get back to me after 5-7 minutes

Earn While you Learn

<https://youtu.be/MU-1zSAh6Dw>

The video comes from the experience and wordings of Mr Angad Singh , the founder of Edoofa . Please be attentive

If you face any internet issue let me know ?

Sorry it's rather unfortunate, am having challenge with the network

Okay Do not worry I will send you the transcribed version
of this

Am still having problem with the Internet

EARN WHILE YOU LEARN

Hi, Very good day to you. Everyone watching this video, I am Angad, I am the founder of Edoofa program and I am making this very special video today to enlighten you to the Earn while you learn program. Now this is very exciting and lot of students are enthused and excited by the prospect of earning money while they are in school. They want to understand and get clarity about the Earn while you learn program and so in this video, I am going to give you more information about the vision. Why we are doing this earn while you learn program, why we run this program, why do we give opportunities to the students to work while they are still in school and college and most importantly we are also going to learn about the kind of work opportunities, internships, projects or jobs that students do and also I am going to answer two very important questions related to this program.

Let me first talk to you about the vision. Having spent a decade ,more than 10 years in higher education, counselling tens of thousands of students and working with these students ,seeing them grow in their journey of not only higher education but in employment, so we have believed, and there are certain believes in the economy, that if the students are able to complement the knowledge and the degree that they get from the college with the real life working skills and right kind of positive attitude, they are able to succeed much better than others in the job market.

Job markets have become very competitive, so the purpose the SEALS program is to equip our students, to educate them and provide them right kind of knowledge of the current and future job market that are going to be in the economy,5-10 years from now and also, we want our students to understand and acquire the skills to be successful tomorrow jobs. Most importantly how do we do it, by instilling a positive attitude, that our students become self-dependent, We realise that while you may need our help to get here but our success will be felt once at the end of the program, you are independent and are able to secure jobs, employers want you and that can only happen by the earn while you learn program.

So the kind of work that you would be doing, that can prepare you for the digital economy are digital jobs, online jobs. So what we have done is we have procured projects and opportunities from different companies and we have broken them down into small projects and tasks ,and these tasks can help students to earn scholarship credits and these credits can help you in bring down your fees.

While a lot of students get excited prospect of earning scholarship credits. First realise what kind of jobs they might be doing. So all we expect our student and first we train them is to work on their laptops and mobile phones, and that is how we are connected, we are connected digitally. So all our students are living in the digital era, train them for task and are going to be delivered online. Some tasks might also require you to stay in your campus talk to fellow students, fill out...

You can just read this

For that

I am done reading it

Great dear ,So what is the most striking point that you have noticed in this program

Thus, for now my focus should be on getting a recognized to get a degree that will prepare me with the required skills and attitude for successful employment once I complete and not focus my mind on getting a part time job

**recognized institution

Yes okay ,Good learnings dear

Most students have a hard time understanding the Edoofa's Earn While you learn program when we tell them that we'll train them for 3 months and help them earn scholarship credits helping to pay off school fees through online opportunities & projects, they develop their own understandings & beliefs about the program.

Most students have a 'free money' mentality, they think its a get-rich-quick program. That's wrong. Practically speaking, if you talk to anyone in your country who's doing a job, you'll realize that they work very hard. They

started with little income and with time, over the years, after hard work, their incomes increase. There's no shortcut to success, there's to overnight success for anyone in the world.

While you're in India, you'll have to take Edoofa's 3 month training seriously- learning the right skills, learning about the online work opportunities and market scenario, study the opportunities available, be disciplined & proactive with the Edoofa experts who'll train you. You have to focus on LEARNING first, only then will you be able to EARN.

Students should make arrangements for the required fee- \$2000-\$3000/year, and treat the 'Earn While you learn' program earning separately. Also, you have to pay the school fee first, only then will you be successfully granted admission. On practical terms, the work opportunities won't get you full time earning.

The program directors are only looking for those students who have a long term vision for a strong foundation of success. Some students will make a lot of credits, others won't make any credits, and it'll only depend on the level of seriousness of students.

Do you follow ?

Yes

So moving ahead I want you to be actively available for next 20 minutes so that we can finish for today's process

Does it mean if you're not able to pay fully, no admission?

Okay

I will now be sharing with you the edoofa benefits

So, now that you've understood how the scholarships & the Earn While You Learn Program works, let's talk about all the benefits of the Edoofa Program which you'll receive if you're found eligible for the Edoofa Program:

1. Firstly, we will help you build your application. We counsel our students rigorously and understand their true passion. This way we can build a strong STATEMENT OF PURPOSE for our students which increases their chances of getting a good scholarship. Statement of purpose creation generally takes

\$100-\$300. However, for deserving students, who are found eligible for the Edoofa Program pay no charges for STATEMENT OF PURPOSE creation.

2. Then we send your application to various colleges for acceptance offers. Generally, an international student like you has to spend a minimum of \$1000-\$1500 on application forms of different universities and colleges. But students enrolled in our Education Program are able to apply for zero application fee.

3. After a student's form is selected, we also arrange interviews with colleges to help the student decide his choice of college. After the colleges review a student's form and select them for their courses, we help the students contact the colleges and choose their choice of course.

4. We also provide a 50%-100% Scholarship on tuition fees. Once the student clears the eligibility for our program, we help them get 50%-100% Scholarship. The amount of scholarship is depended on the strength of the application.

5. Our program also includes a 3 Month Training to help students improve their skills to acquire internships. We also provide a 3-month training program for our students to help them develop basic skills of acquiring projects and solving their problems solitarily.

6. Then we also Help Students earn scholarship credits under our 'EARN WHILE YOU LEARN' program. Under this program, Edoofa has procured projects and opportunities from different companies and we have broken them down into small projects and tasks, and these tasks can help students to earn scholarship credits and these credits can help you in bring down your fees.

So, if you're found eligible for the Edoofa Program after being interviewed, you'll be presented with an opportunity to enroll in the Edoofa Program for the enrollment fee of \$200.

Did you read please ?

Can you please elaborate more on the the enrollment fee?

Yes

let's talk about all the benefits of the Edoofa Program which you'll receive if you're found eligible for the

Edoofa Program:

1. Firstly, we will help you build your application. We counsel our students rigorously and

understand their true passion. This way we can build a strong STATEMENT OF PURPOSE for our

students which increases their chances of getting a good scholarship. Statement of purpose

creation generally takes \$100-\$300. However, for deserving students, who are found eligible for

the Edoofa Program pay no charges for STATEMENT OF PURPOSE creation.

2. Then we send your application to various colleges for acceptance offers. Generally an international

student like you has to spend a minimum of \$1000-\$1500 on application forms of different universities

and colleges. But students enrolled in our Education Program are able to apply for zero application fee.

3. After a student's form is selected, we also arrange interviews with colleges to help the student decide

his choice of college. After the colleges review a student's form and select them for their courses, we help

the students contact the colleges and choose their choice of course.

4. We also provide a 50%-100% Scholarship on tuition fees. Once the student clears the eligibility for our

program, we help them get 50%-100% Scholarship. The amount of scholarship is depended on the

strength of application

5. Our program also includes a 3 Month Training to help students improve their skills to get online work

opportunities and solving their problems solitarily. This training alone is worth THOUSANDS of dollars.

6. Then we also Help Students get tasks/projects under our 'EARN WHILE YOU LEARN' program to assist

students to earn scholarship credits while schooling helping to pay of school fees. Under this program, we

help students by connecting them to companies for part time online work opportunities and projects so

they gain required skills and become employable in the long run

So, if you're found eligible for the Edoofa Program after being interviewed, you'll be presented with an

opportunity to enroll into the Edoofa Program for the enrollment fee of \$200.

Another reason why students LOVE Edoofa, is because Edoofa has the vision, we take pride in helping

deserving students get 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 by getting online work opportunities and become

employable in the long run.

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 part time Online

Opportunities and projects.

You can read this for better clarity

So shall we proceed now ?

Yes

Is everything clear ?

Yes

Okay

So next we are on a important step

So dear next we are moving to an important step

which is the

2018 admissions video

it is a very important video by the co founder which gives us the better insight of the program and the 2018 admissions

<https://www.youtube.com/watch?v=zC13symGCxg&feature=youtu.be>

The video comes from the experience and wordings of Mr Vivek , the founder of Edoofa . Please be attentive and tell me once you are done after 5-7 minutes

Okay

Still no stable internet, the video link is not loading

I will send you the transcribed version

2018 VIDEO:

Hey guys. How is it going. My name is Vivek and I am the co-founder of Edoofa. What you see behind me is actually a wall which has a lot of photos, when we met the African students when they landed on the Indian Airport, we clicked these photos, and these photos actually remind me of 2017 and how amazing that year went for us. 2017 was a remarkable year because we impacted thousands of students, a massive community of African students who came to India and as you are listening to me right now, as you are watching me right now, those students they are living the life of their dreams going to their dream colleges studying their dream course. They are working and they are earning and this specific video is about how you can do exactly the same. So guys, moving ahead, I want to share two things with you in this particular video. 1st is 'The Global Trend'. Now you have to understand that millions of students mobilize from one part of the world to the other. So, students go from Africa to India, students go from India to America, students go from Europe to America to Canada, and millions of students globalize. Guess when their preparation starts? They don't knock the university door one week or let say 10 days before the admission season is about to close. The preparation for higher education has to start month and year ahead of time. Right now the next intake that we are looking at, after the huge success of 2017, is the July-August intake of the year 2018, which is this intake right now. And students have already started preparing for it that's the Global trend. And guess what, students last year when they followed this Global trend, we observed something spectacular and then we observed an interesting phenomenon. If you guys remember, we announce a \$5 Million Scholarship fund fall for the scholarship for India, for our Edoofians and we did not expect that fund to last till the year 2018, and there is a very small Quantum of fund that is remaining and guess what, 100 of students enrolled and have been enrolling for the past few months, not for the year 2017 but for the year 2018, and as you are listening to the video right now, there are... so, its a limited time period opportunity. Now Edoofa program has potential to change any student's life and make them employable in the long run and give them affordable education. However, because of our limited capacity to serve, we cannot serve each and every student. So, if you are interested in studying abroad, if you want to come to India and see yourself living the life of

your dreams, the time is now. The next step for you, if you are connected to a counselor, the next step for you is your eligibility check and then if you are one of those students who are found eligible for the Edoofa program, the next step for you is getting enrolled into the Edoofa program, by paying the required fee mentioned by your counsellor and your Program manager. So take action right now and All the best!

You can read this

And let me know when done after 5 minutes

Am done reading

Okay ,have you understand the importance of time ? what else have you learned from Mr Vivek?

The limited capacity to serve and the time factor

Yes dear

As we are done with your counseling session, now let me brief you about the fee payment timeline, please refer to the Edoofa Cycle image

Step 1- Connect with a counselor- since we're chatting, you're already on step 1, as seen in the Edoofa cycle image.

Step 2- Eligibility Check- Interview results are declared a day after the interview.

Step 3- Acceptance Letter- acceptance letter is issued the same day as result declaration.

Accepting the offer and getting enrolled into our program by paying \$200. Edoofa team then starts working on your application & statement of purpose. These documents are sent to the universities, to prepare for the next step.

Step 4- Enrollment into the Edoofa Program- The payment of \$200 is to be made within few days to a couple of weeks. The more proactive & agile you are in completing these formalities, the sooner Edoofa will start working on your application & statement of purpose. And sooner we'll move onto the next step.

Step 5- University Sessions- You start the university sessions within a week's time after enrolment.

Transparency is why students LOVE Edoofa. In this step, you get to interact with different universities on our platform so that you can get to know the universities better, you the universities get to know their candidates better.

Step 6- Admission Letter - Once you're done with the university sessions, you get multiple offer letters from the universities. You can select the one you like the best. To finalize the admission and book a seat in the University for the 2018 intake the student is supposed to pay \$500-\$750 which will be part of the first year cost of \$2000-\$3000 over the next few weeks to month after you have enrolled into the Edoofa Program. Once you book your seat, you get the official admission letter from the school. This letter can be used for VISA.

Do you have clarity on this?

Did you go through this ?

Yes

It's clear to mr

Now, I want you to go through all the benefits of the Edoofa Program and our entire chat, and let me know if you have any questions before we proceed.

This is important so that we may proceed further ?

You can ask if any doubts so that we can proceed with the eligibility check

No doubt

We can proceed

Okay dear

Before we proceed tell me is there any doubt about the course chosen , about the fee payment timeline ,?

I have now understood all the process and am now clear in my mind

No doubt

Okay dear

So, moving ahead, we've now come to the end of Step 1 of the Edoofa Cycle, which is counseling. For the next step, which is Eligibility check, I'll give you the Eligibility Check form, which you have to carefully fill. I'll then take that form to the academic board, and if they like it, I'll schedule your interview with one of the program directors

But before that, I want to see how prepared you are. Our next discussion is scheduled for 9 AM TOMORROW, before that:

1.) Watch this video, in which Mr Vivek, the Co-Founder of Edoofa shares 8 things which students need to keep in mind before the interview.

<https://www.youtube.com/watch?v=0sxmFsw3WQ8>

These 8 things are insights from the Edoofa Academic Board when they analyzed the performance of Edoofians who were declared eligible.

2.) to learn more about the type of students we look for, have a look at these videos in which Edoofians from your country share their experience

videos: <http://blog.edoofa.com/angreasy/experience-edoofians-india/>

pictures (Edoofians from Africa studying in India): https://drive.google.com/drive/folders/0Bx6T3F4SN_nOVFdwR3ExbDM4V0k

3.) Last, see, higher education is supposed to be a family decision, which is why, I'd like you to discuss Edoofa with your family/sponsors

a.) Edoofa's vision and benefits if you're eligible

b.) Value & Cost of Education in India and the course which you're applying for.

c.) Fee payment timeline (Enrollment fee (\$200) & Registration fee (\$500-\$750)

d.) About when you want to go for your National Service (optional, not for every student)

Sounds good..?

Okay

Do have a good evening

Yes dear

Also show them all the videos I had shared with you .

I need some time to do just that

May I know by what time please

May be by Monday

Do your parents /sponsor live far away ?

My parents are late but my sponsor is not around at the moment

Okay dear we will discuss by Friday

Alright

You can also share these 2 with your parents

Thank you

You're welcome

Hello Kofi,

To take your application further, I have a few questions for you, to see how prepared you are, for your eligibility check interview with the Program Manager.

So drop me a message when you're online and we'll proceed.

Chapter-5

Business Metrics and Data Analysis is done

Data Management and Process Engineering is done

A huge piece of our day by day work was tasks. Furthermore, a key piece of tasks is Data Analysis.

There's a market standard and friends hope benchmark of "1 out of 20" lead transformations, which is esteemed a win.

Different measurements like "in process" and "aggregate day by day discussions" gave what number of prompts allot to every individual. So suppose the aggregate "In process" leads are 300. So it can be deduced that there might associate with 15 changes before 2 weeks' over.

Following 4 months of examination, we watched that in a normal on 20 drives, 8 interviews were done out of which 1 was changed over. This helped track the business development, as well as ended up being a fundamental execution tracker for administrator and different representatives alike.

An extraordinary business metric was "dead". It was a rundown of the considerable number of leads which went dormant because of different reasons. It helped make redid recordings, articles and voice notes for them and mass market to them by means of email battles.

SALES FUNNEL

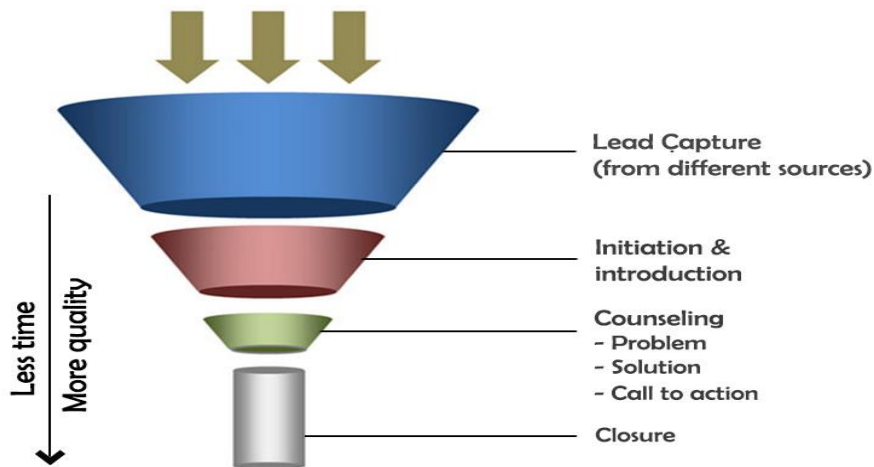


Figure 22. Sales Funnel

References

1. Mohammad Amin Omidavar, Vahid Reza Mirabai, Narjes Shokry, “Analyzing the impact of visitors on page views with Google Analytics”, International Journal of Web & Semantic Technology (IJWesT) Vol.2, No.1, January 2011
2. George K. Amoako, Emmanuel Arthur, Christiana Bandoh, Rachel Kafui Katah, “The impact of effective customer relationship management (CRM) on repurchase: A case study of (GOLDEN TULIP) hotel (ACCRA-GHANA)”, African Journal of Marketing Management Vol. 4(1), pp. 17-29, January 2012
3. 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
4. <http://www.edoofa.com/>
5. <http://www.thisafricaonline.com/News/Key-issues-on-education-in-Africa>
6. <https://martechtoday.com/salesforce-survey-customer-satisfaction-important-marketers-revenue-customer-acquisition>
7. <https://blog.hubspot.com/marketing/content-marketing-strategy-guide>
8. <http://www.excel-easy.com/data-analysis/sort.html>
9. <https://www.intercom.com/>