

EDOOFA - Education For All

Project report submitted in partial fulfilment of the requirement for the degree of Bachelor of
Technology
in
Computer Science and Engineering/Information Technology
by

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Candidate's Declaration

I hereby declare that the work presented in this report entitled “**EDOOFA - Education For All**” in partial fulfilment of the requirements for the award of the degree of **Bachelor of Technology in Computer Science and Engineering** submitted in the Department of Computer Science & Engineering and Information Technology, Jaypee University of Information Technology Waknaghat is an authentic record of my own work carried out over a period from February, 2019 to May, 2019.

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

Preksha Motwani

(151319)

Place: Waknaghat, Solan

Date: 21st June 2019

INTERNSHIP CERTIFICATE



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

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

For Anhad Edutrain Solutions Pvt. Ltd.

Director

Angad Singh
Founder & CEO



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

ACKNOWLEDGEMENT

I would like to present my heartfelt gratitude to everyone who contributed in one way or another during the course of my Industrial Training. I would like to extend my profound gratitude to our director, **Mr Angad Singh, CEO and Founder, Anhad Edutrain Solutions Pvt. Ltd.** for giving invaluable intellectual inputs and guidance right from the very first day.

We would also like to extend my deep gratitude to everyone at Anhad Edutrain Solutions who helped me in understanding and adapting to the culture and functioning of the organization from time to time.

Last but not least, the successful completion of this project would not have been possible without the consistent backing of our mentors, family and friends.

Preksha Motwani
(151319)

Table of Content

- I. Table of Abbreviations**
- II. List of Figures**
- III. Abstract**
- 1. Project Objectives**
 - 1.1. Introduction
 - 1.2. Roles and Objectives
 - 1.2.1. Business Development
 - 1.2.2. Human Resource Management
 - 1.2.3. Sales
 - 1.2.4. Service
 - 1.2.5. Marketing
 - 1.3. Business Model
 - 1.4. Organization of the report
- 2. Literary Survey**
 - 2.1. Start With Why - Simon Sinek
 - 2.2. Intellectual Curiosity - Naval Ravikant
 - 2.3. FBI Negotiators secret to winning any exchange - Christopher Voss
 - 2.4. Storytelling and goal setting - Jordon Belfort
- 3. Proposed Methodology**
 - 3.1. Edoofa: Not an Agent!
 - 3.2. Training our students and Jobs
 - 3.3. Benefits of Edoofa
- 4. Implementation Details**
 - 4.1. Phase 1 - Introduction and Counselling
 - 4.2. Phase 2 - Interview and Eligibility
 - 4.3. Phase 3 - Post Interview Process

- 4.4. Phase 4 - Enrolment Process
- 4.5. Phase 5 - University Sessions
- 4.6. Phase 6 - Admission Process

5. Metrics and Data Analysis

6. Conclusion and Future Work

- 6.1. Conclusions
- 6.2. Future Plans for the Project

REFERENCES

Table of Abbreviations

Abbreviation	Explanation
SEELS	Students Of Edoofa Earning and Learning to Success
SLC	SEELS Learning Centre
EWYL	Earn While You Learn
SEO	Search Engine Optimisation
GD	Group Discussion

List of Figures

Fig 2.1. Golden Circle

Fig 2.2. Simon Sinek TEDx

Fig 2.3. Naval Ravikant Podcast

Fig 2.4. Christopher Voss Negotiation Secrets

Fig 2.5. Jordon Belfort Lessons

Fig 3.1 Edoofa Scholarship Program

Fig 3.2. Sample SLC task

Fig 3.3. (a) Sample Assignment of Students

Fig 3.3. (b) Sample Assignment of Students

Fig 3.4. EWYL - Tiriwashe Mandota

Fig 3.5. EWYL - Paul Zakariya

Fig 3.6. EWYL - Tiyamike Kamatukle

Fig 3.7. EWYL - Kurainashe Mumaniki

Fig 3.8. Blog Article - Tiriwashe Mandota's success with EWYL

Fig 3.9. (a) Student Experience of EWYL

Fig 3.9. (b) Student Experience of EWYL

Fig 4.1. Edoofa Cycle

Fig 4.2. Sample counselling - 1

Fig 4.3. Sample counselling - 2

Fig 4.4. Sample counselling - 3

Fig 4.5 (a) Eligibility Check form

Fig 4.5 (b) Eligibility Check form

Fig 4.5 (c) Eligibility Check form

Fig 4.5 (d) Eligibility Check form

Fig 4.5 (e) Eligibility Check form

Fig 4.6 (a) Interview Sample

Fig 4.6 (b) Interview Sample

Fig 4.6. (a) Sample Interview results

Fig 4.6. (b) Sample Interview results

Fig 4.6. (c) Sample Interview results

Fig 4.7. Sample Acceptance Letter

Fig 5.1. (a) Analysis and stages

Fig 5.1. (b) Analysis and stages

Fig 5.2. SLC Performance Tracker

Fig 5.3. SEELS Student Tracker

Fig 5.4. SEELS Client Tracker

Abstract

Education is an industry which will always have a never-ending supply of input, producing an equally long string of output. The game changer is the process, the infrastructure, platform and the experience. Edoofa is an educator, an asset-light University with three major pillars in its vision for the future of education: Accessibility, Affordability and Employability. There are also the three deliverables of a product which is an amalgam of services formulated to cater to African countries along with some countries from Asia, like Bhutan and Bangladesh.

An easy bifurcation can be made among the kind of students that pursue their higher education. 2 out of 10, those who know exactly what they want to do, have the necessary intellectual resources and academic qualifications to make the right choice and the other 8. These students, while willing to pursue their higher education, lack either the resources or worse, the guidance as to how they should be going about their aspirations. Africa, as a market for the Edoofa Program, is an obvious choice. The education sector is relatively untouched, still a 'blue ocean' and at the same time, the ambition to do well and compete directly with developed nations is rooted in the hearts of the masses.

The Edoofa program is a system designed to recognize these passionate students, provide them with quality higher education that is affordable and also gives them the skills needed in today's time to stay relevant and employable.

As a Management Trainee, I was trained for five different roles: Business Development, Sales, Marketing, Human Resource Development and Service. A detailed description of each of the roles and my key responsibilities have been given in the various chapters and sub-topics in this report.

This report is a summary of the tasks accomplished by me on the project entitled "EDOOFA - Education For All" in my capacity as a Management Trainee at Anhad Edutrain Solutions. It contains details pertaining to the technical, functional and non-functional aspects of the project and my training. It also gives an in-depth explanation of the methodology and procedure used, why they were chosen, how it is being worked upon along with plans for the future.

CHAPTER 1: PROJECT OBJECTIVES

1.1. INTRODUCTION

Every year, thousands of children pass out of high school with one question, what to do next? Those who decide to not pursue their higher education live a life of mediocrity and the others are shown a shiny path toward University. Here's where they are met with three ugly truths about higher education:

- It is not easily accessible.
- Everything comes with a hefty price tag.
- There is little to no guarantee of a positive outcome.

During the market research, it was observed that particularly in African countries like Nigeria, Ghana, Zimbabwe, Malawi, Kenya etc., there is a prominent lack of guidance and resources when it comes to higher education. It is a difficult decision for students and their parents due to the lack of knowledge and exposure.

A pattern can be observed as to why these countries are lacking basic necessities like a decent higher education. A few reasons include:

- Focus on theoretical learning: There is a very little practical or hands-on experience that is provided to students because of a lack of infrastructure.
- Incessant strikes in Universities: The duration of a course is extended by 1-2 years due to these strikes which are especially common in Public Universities.
- Corruption: Seats in Universities are sold against money, instead of academic achievement.
- Lack of knowledge about the kind of course to pursue: Courses pursued by students like bee-keeping, aquaculture, etc. lead them directly to a blind alley. These courses are a dead end and barely have any practical application.
- Little to no exposure to global education and employment scenario: Students tend to remain unaware of how the education sector is progressing all over the world to serve the society and hence, do not keep pace with the world.

While these problems exist at the very core, African youth has seen the power of the phenomenon of ‘Globalization’ and the concept of moving abroad for attaining a good quality education is not foreign to the students there. Studying outside of their country and continent is a lucrative idea for many.

When thinking of an education abroad, the top desired countries to go to include the USA, Canada, UK, and other European countries. Students end up spending millions of dollars in the process of getting a degree. In fact, ‘Student Debt Crisis in the USA’ is a truth of today. It is in fact, the second highest consumer debt category. There are more than 44 million borrowers owing around \$1.5 Trillion in student loan in the USA alone [1].

A rough estimate of education in these countries is \$20000-\$50000 per year of tuition with an additional \$8000-\$10000 per year of living cost. For a large chunk of the students, this sum is too big to bear.

This is where Edoofa comes into play. Edoofa enables a student to gain a quality education in India and also makes it affordable and employability linked.

In recent years, India has emerged as a technologically advanced, meticulous country with a well in place education system. It has people from different spheres excel on a global level. From producing one of the smartest brains in the world to training professionals with the premium quality tools and technology, India is doing it all. The key difference between India and the countries mentioned previously is the cost of an education. Students get to experience a decent quality education abroad at a much much lower cost than they normally would.

It is found that an International student spends around \$6000-\$8000 per year (including tuition and accommodation) in India. The Edoofa program manages to reduce this cost by more than 50% and get it to \$2000-\$3000 per year. This includes tuition, accommodation, food, basic university expenses like books etc.

To provide students with an education which is linked to employability, Edoofa gives the students an opportunity to work on small online projects that train them in skills like Digital Marketing, Communication, Search Engine Optimisation, Organisation management, Creativity, Content Writing, Graphic Designing etc. By getting this hands-on experience along with their University classes, the student has more exposure and is equipped with skills that an employer looks for in 2019.

1.2. ROLES AND OBJECTIVES

During the course of my Industrial training, I was trained for the following roles with each one having different objectives and responsibilities:

1.2.1. Business Development: For Business Development, I was responsible for reaching out to different organizations and businesses in order to tie up with them so gather freelance work for the Edoofa students to get hands-on knowledge from. This would involve routine calls, heavily relying on networking and my ability to be able to market the novel concept to the business owners.

1.2.2. Human Resources: Directly trained by the Human Resource Manager, I was mostly involved in the screening for the hiring process. It involved calls for temperature check of an applicant, depth of his knowledge about the company and what we do etc. I was also trained to conduct workshops and sessions with Employees about their level of satisfaction at the workplace and receiving and evaluating their feedback about the same.

1.2.3. Sales: In the sales division, I devised a 'Sales Pitch' which would guide my basic interaction with a prospective customer that is the student. The delivery of the pitch is done from a counsellor or expert perspective instead of that of a traditional salesperson. This lends more authenticity and belief in the product. It involves three phases, extracting information from the student, selling the idea of Edoofa to the student and closing the sale.

1.2.4. Service: After enrolment, a student is delivered what s/he was promised. Here, I would provide them with online lectures called 'SLC - SEELS Learning Centre' which were aimed at familiarizing students with the culture and demographics of India so as to make their transition more comfortable. This would require me to design the content and context of lectures and follow up with an assignment. A detailed record was generated for each student's performance. I also worked closely with the SEELS team to ensure that the students were trained and engaged in the tasks given to them.

1.2.5 Marketing: For marketing our product, that is the Edoofa program, to our students effectively, the chief requirement was good quality content on both our blog and YouTube channel. I worked on developing high quality written content for our blog, Facebook and Instagram posts. I also formulated content for YouTube, right from editing and uploading videos to developing supporting content.

1.3. BUSINESS MODEL

After identification of the problems faced by students when it comes to higher education, the three pillars of the vision of Edoofa were established:

- Accessibility
- Affordability
- Employability

What makes us unique is the interesting spin that we have on solving these problems for our students. Anhad Edutrain Solutions, through the Edoofa program, aims to utilise unused inventory (infrastructure and resources) held by different Universities to give its students access to affordable higher education and an overall improved higher education experience.

The issue of Employability is resolved through the Earn While You Learn (EWYL) program managed by the SEELS division. Students of Edoofa are trained in various skills like Digital Marketing, Communication, Search Engine Optimisation (SEO), Organisation management, Creativity, Content Writing, Graphic Designing etc. From a business perspective, our clients (usually, small companies and startups) entrust us with Projects involving improving social media presence, soft PR, SEO etc. and in turn, they get a well-managed brigade of students who are willing to put in effort and time.

1.4. ORGANIZATION OF THE REPORT

This section gives a brief description of the contents of each chapter.

- Chapter 1: Introduction

This chapter contains a brief account of what the Edoofa project is about, my role as a management trainee and a brief description of the business model.

- Chapter 2: Literature Survey

This section reviews and examines the various content, videos and other freely available information that form the basis of the study.

- Chapter 3: Proposed Methodology

This chapter describes the processes and steps involved in the development of a program that works to solve the three major issues that exist in the world of education: Accessibility, Affordability and Employability.

- Chapter 4: Implementation details

This section includes the execution half of the process involved in the execution of the Edoofa program. There is an explanation of each of the steps, what it entails for the student and the Edoofa team.

- Chapter 5: Metrics and Analysis

This segment contains information about the various analytical metrics and tools that we use to quantify our tasks at Anhad while working on the Edoofa program.

- Chapter 6: Conclusion and Future Work

This section contains a description of the conclusions that can be drawn from the results obtained and their analysis. It also has information about the future and scope of expansion of the project as well.

CHAPTER 2: LITERATURE SURVEY

This section reviews and examines the various research papers and freely available information that form the basis of the study and provides an insight into the relevant literature.

At Anhad, we believe that knowledge flows through various mediums and it is the job of a responsible employee and human being to gather all that is relevant to him. During our induction in the first week, we were introduced to a variety of different mediums for information gathering.

One of the biggest sources of learning for us are the global leaders and motivators and their various techniques and talks.

2.1. START WITH WHY - SIMON SINEK

‘Start With Why’ is a simple TEDx talk that focusses on how great leaders inspire action. In all spheres of life, the motive of most conversations is to inspire action. Simon Sinek is a leadership guru and speaker who is an absolute delight to listen to. In this particular talk, he speaks about why people do things. His point is ‘People don’t buy what you do, they buy why you do it’ meaning, in the Golden Circle, if a conversation moves from why to how to what, a leader can inspire action. He talks about the instances of Apple and Wright brothers to talk about purpose, cause and purpose.

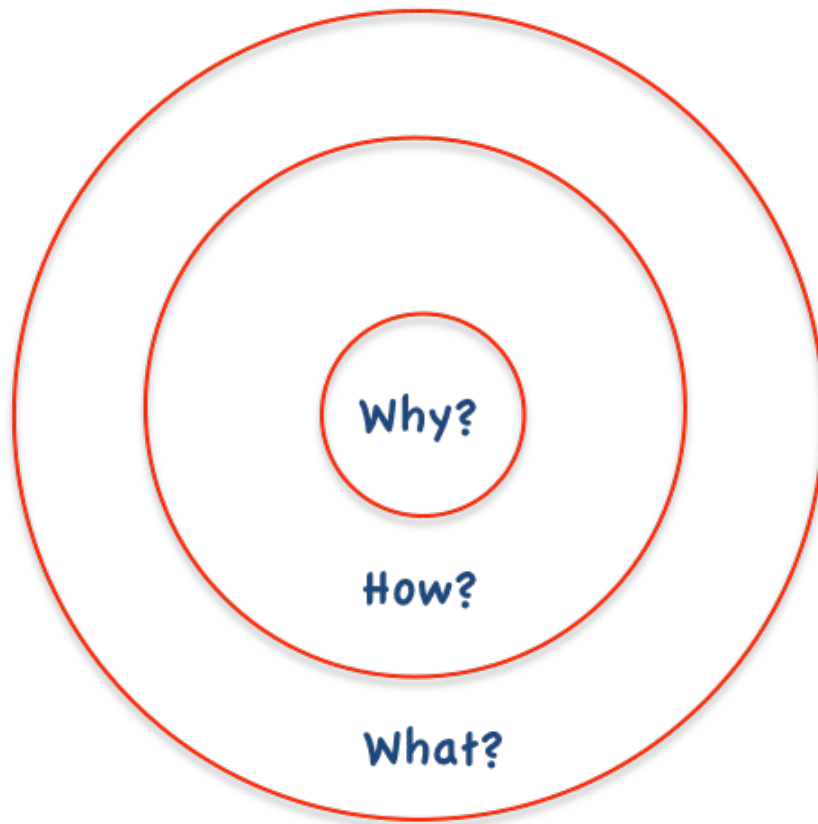


Fig 2.1. Golden Circle



Fig 2.2. Simon Sinek TEDx

2.2. INTELLECTUAL CURIOSITY - NAVAL RAVIKANT

Naval Ravikant is a blockchain and cryptocurrency genius. In the pod case, he talks about curiosity, creativity and leverage. He has three main points that differentiate a regular employee and a valuable professional: Leverage, Specific Knowledge and Accountability.



Fig 2.3. Naval Ravikant Podcast

2.3. FBI NEGOTIATOR'S SECRET TO WINNING ANY EXCHANGE - CHRISTOPHER VOSS

"Never be so sure what you want that you wouldn't take something better." Christopher Voss is the FBI's negotiator who negotiates in hostage situations. In this video, he speaks about his experience, teachings and challenges people face in a situation that demands a negotiation. Voss makes extremely good points like talking about the importance of a positive environment in a negotiation, understanding the situation and perspective of your counterparts, the importance of skills not resumes, objections are opportunities, you're right v/s that's right.



Fig 2.4. Christopher Voss Negotiation Secrets

2.2. STORYTELLING AND GOAL SETTING - JORDON BELFORT

Jordon Belfort is a sales guru turned trainer now. It is obvious for us to want to learn from someone who has a movie made about him! He is a person of intellect, presence of mind and positivity. He talks about how to sell an idea backed up with a story, how to tell the story and goal-setting.

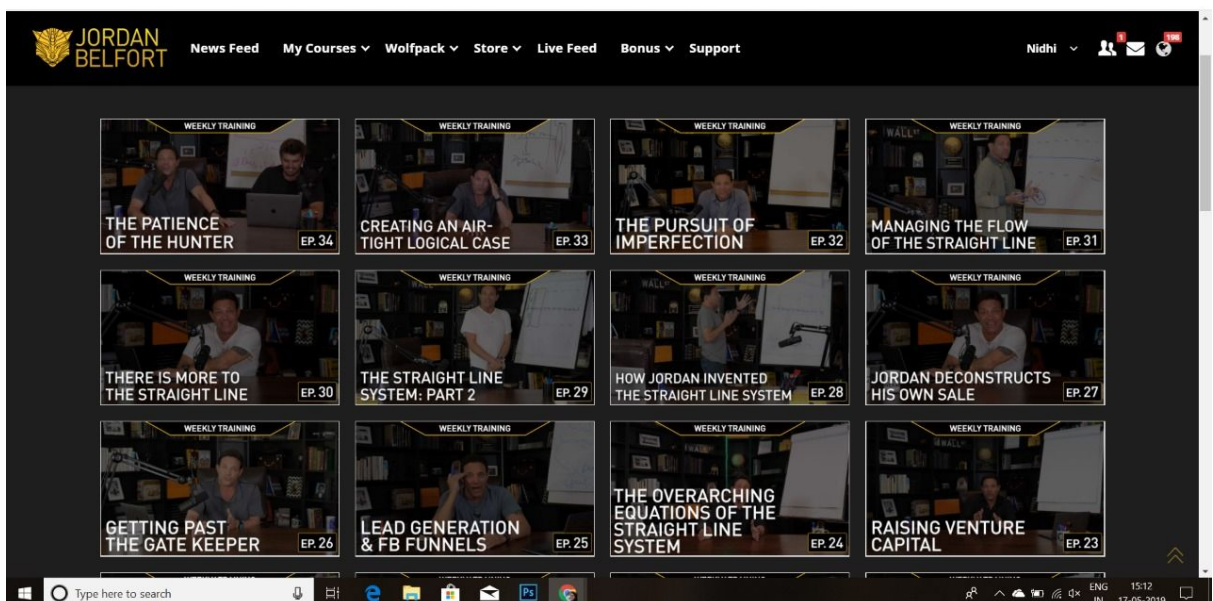


Fig 2.5. Jordon Belfort Lessons

CHAPTER 3: PROPOSED METHODOLOGY

As a trainee at Anhad, I was taught to never restrict myself to one kind of role or responsibility, we were encouraged to work in as many departments as the organization needs us to for smooth sailing. I was responsible for Lead Filtering, Lead Management, conditioning and conversions, content management, increasing tie-ups and client management.

During my training, I was able to learn how to filter leads on the basis of their profile, age and expectations. Once a lead is captured, these factors are carefully evaluated and buckets of students are created. The efficiency of closures increased by roughly 16.67% in 3 months after the profiling of the students was done like this. In the limited time at Anhad, I have tried to understand the basic structure of a sales pitch and bring about effective changes in the same which increased my conversions by more than twice the previous number in the second month of my training. I also engaged in content curation and management for the Edoofa blog and YouTube channel. My job was to create captivating testimonials of our beneficiaries which in turn further aided the sales process a lot. I came up with strategies for managing different students who would work under the EWYL program, as well as the clients that would provide freelance work to the SEELS division for the smooth functioning of the program.

There is a simple bifurcation that can be made between the students who wish to pursue higher education after completing their secondary education. Out of 10 students, the top 2 are those who are informed, have a well-defined plan for themselves and have a crystal clear vision of their career and have a path laid out for themselves. These students are the ones who need little to no guidance and are bound to get a degree from a recognised, maybe even Ivy League college. The other 8 are mediocre students who manage to get average marks and are unclear about their way forward. They have no clarity about the kind of course they would like to pursue or the kind of career they want for themselves. With a lack of credible sources of guidance to make the right choice they often end up making erroneous decisions about their careers, University and the course. These students end up getting a below average education, bearing a cost that is outrageous. Even after this, there is no certainty of being able to secure a job or any hands-on experience or exposure. These students are unable to get the right kind of skills and platform to excel in life. The situation only worsens when the various Agents of Admissions come into play. These agents conveniently exploit the uninformed students to sell

them the University seats and courses that benefit them. The trap is laid and students end up stuck more often they realise. This entire situation gives rise to a failed student who is unemployable and possibly under hundreds of dollars worth of debt.

3.1. EDOOFA: NOT AN AGENT!

An important part of the sales pitch is to make students realise how Edoofa is not an agent, but much more. Edoofa does not get a student an admission to a University through manipulations and trickery which is the number one way for agents to attract students. They tend to be not well educated on counselling students for choosing the appropriate careers. Students end up paying a lot of money on which there is zero return on investment.

Edoofa, on the other hand, is a concierge, a caretaker who is with the student right from the very minute they apply for the program, to when they complete their course here in India and after that. Edoofa is a University within a University. Our students enrol into the Edoofa program only to gain benefits of studying in a University and also the additional ones that Edoofa provides. We conduct a proper, well-formulated counselling sessions for our applicants. In this counselling, each student is given individualized attention, focus on their academic and family background, aspirations for their career and life, ambitions, financial concerns etc. This is done to ensure a student is not misguided about his/her future. We intend to provide our students with seamless education experience.

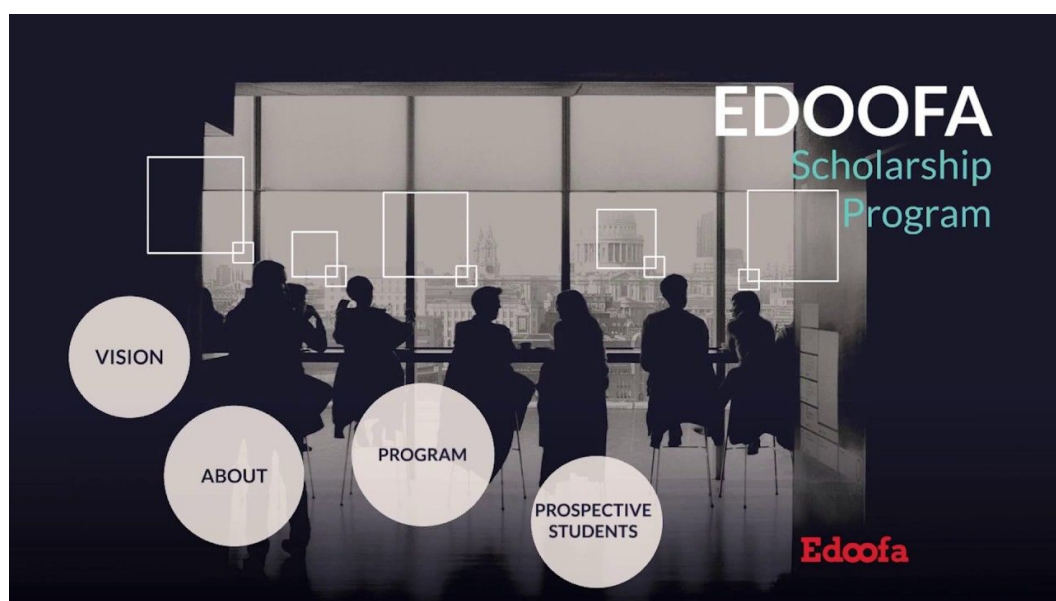


Fig 3.1. Edoofa Scholarship Program

Instead of going to scamming agents, students approach us and in turn, get benefits like expert career counselling and guidance from counsellors who are trained as per their own experiences and preferences. They are provided with a more affordable education that is more job linked and hence, fruitful. Edoofa serves as a platform for constructive interactions between students, universities, employers in the real world and academicians. The process is transparent and hence authentic and credible. A list of suitable career options are provided to the students to choose from and recommendations are made on the basis of the latest changes and updates in the real market, which the counsellors are quite updated on.

3.2. TRAINING OUR STUDENTS AND JOBS

The Employability issue is dealt with through the EWYL program handled by the SEELS team. In the EWYL program, for the first 3 months, students are trained to develop their skills set including soft skills.

This program is customized as per the students' interests and ambitions. It has multiple stages:

STAGE 1- INDUCTION THROUGH SLC

SLC is an initiative that has been undertaken by Edoofa for soft conditioning of the students to get used to all the work they would be getting under the EWYL program. It inculcates discipline and a culture of accountability in the student force which is a necessity in a corporate set up. It also ensures once the admissions process is done, the students still remain engaged and enthusiastic till the time they finally land here in India.

The SLC classes are basically video/audio/textual lessons that are followed up with an assignment ensuring regularity and accountability of the students.

Class5:Explore your Education
Destination

Link: <https://youtu.be/BoAMzcntOyM>

Text: Name, Choosing to study overseas can be a difficult decision. You might be wondering how you'll cope with meeting new friends, living in a new country and perhaps adapting to the new cultural surroundings. To help ease some of your worries, we are here with yet another SLC Class that will provide you with an insight of India's accepting culture and how you shall not keep any inhibitions regarding your education here in India. As writer Ambrose Redmoon has said, "Courage is not the absence of fear, but rather the judgment that something else is more important than fear." Click on the link below to start your SLC Class and relieve the fears that you might have before coming to India.

<https://youtu.be/BoAMzcntOyM>

The assignment for today would include you sharing with us a to how you will adapt to the new cultural environment and what are the qualities you believe will be required in you to make the best of your educational experience here in India. Share your response through email to the given email address:

Fig 3.2. Sample SLC task

TIME	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
08:00	Errands	Updates	Research & Finishing up on SLC Class Assignment	Errands	Research & Finishing up on SLC Class Assignment	Study	Breakfast
09:00	Errands	Attribute	Errands	Errands	Attributes	Errands	Church Service
10:00	TEA BREAK	TEA BREAK	TEA BREAK	TEA BREAK	TEA BREAK	TEA BREAK	Church Service
11:00	Social	Errands	Errands	Social	Errands	Errands	Church Service
12:00	Social	Errands	Updates	Social	Errands	Social	Youth Meeting
13:00	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK
14:00	Updates	Research & work on SLC Class Assignment	Social	Updates	Social	Updates	Family Time
15:00	Attribute	Research & work on SLC Class Assignment	Social	Attribute	Social	Attribute	Family Time
16:00	Fitness	Gardening	Fitness	Research & work on SLC Class Assignment	Gardening	Fitness	Gardening
17:00	Study	Study	Study	Study	Study	Fitness	Study

Fig 3.3. (a) Sample Assignment of Students

KEY:

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

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

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

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

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

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

Takudzwa 2K19FB1521

08/05/2019

Fig 3.3. (b) Sample Assignment of Students

STAGE 2 - RUDIMENTARY LEVEL

This is the first basic level after the SLC classes.

- Identifying Interests and inclinations:
 - Designing a form (questionnaire) - Done in order to understand the profile of the student, his interests, inclinations and aspirations. Certain customization of the module is done to aid the student.
- Communication - These skills are a necessity for everyone, irrespective of what they do and where they work. Modules are designed to hit skills like grammar, coherence, pronunciation, etc
- Professionalism - Familiarizing students with the ethics of a workplace enables them to grab the truth about working in a corporate set up better and also make the transition from a student to working professional easier. It will promote them to have realistic expectations and working in harmony when they are employed.

STAGE 3 - INTERMEDIATE LEVEL

By the time we reach this phase, the student is conditioned and ready to be given work. While the skills are not completely in place, the student is willing to learn and has developed better communication abilities.

- Soft Skills - We try to inculcate Leadership skills, organization management, interpersonal skills, teamwork, etc.
- Interview preparations - Aiding the students in getting ready for a bagging a job. It includes tactfully answering questions, resume writing, performing well in GDs and Presentations.
- Introduction to different areas of the upcoming Internships - like Digital Marketing, Video and Audio Editing, Graphic Designing, Social Media Marketing, Blogging, Content curation and editing etc.

STAGE 4 - ADVANCED LEVEL


The student has an overall understanding of what is coming up next, that is, the specific training.

- Development and building upon the specific knowledge of the student.

- Providing content on the internet
 - Digital Marketing
 - Social Media Presence
 - Content curation and blog maintenance
 - Video/Audio Content development
 - SEO

Working with the SEELS Team through the EWYL program students earn Scholarship credits worth of \$50-\$100 per month. This means that the students get to experience the industry hands-on, gain skills and credits at the same time. These credits can be used to further reduce the cost of an education for students, providing them affordability and employability.

We have had astonishing results and progress with the program and a few results and testimonials are mentioned below:



The graphic is a success story for the Earn While You Learn (EWYL) program. It features a red vertical bar on the left with the 'Edoofa' logo at the bottom. The main content is on a light orange background with a faint world map. The title 'Earn While You Learn Program Success Story' is at the top. Below it is a photo of Tiriwashe Mandota, a man in a suit, standing in a classroom. To the right of the photo, his name and country are listed. At the bottom, it states the scholarship credits earned in February 2019.

**Earn While You Learn Program
Success Story**


Name: TIRIWASHE
MANDOTA

Country: ZIMBABWE


SCHOLARSHIP CREDITS EARNED IN
THE MONTH OF FEBRUARY 2019: 6350 CREDITS

Edoofa

Fig 3.4. EWYL - Tiriwashe Mandota



Earn While You Learn Program Success Story




Name: PAUL
ZAKARIYA

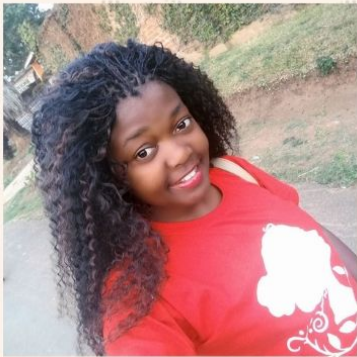
Country: NIGERIA

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

Fig 3.5. EWYL - Paul Zakariya



Earn While You Learn Program Success Story




Name: TIYAMIKE
KAMTUKULE

Country: MALAWI

SCHOLARSHIP CREDITS EARNED IN
THE MONTH OF FEBRUARY 2019: 6100 CREDITS

Fig 3.6. EWYL - Tiyamike Kamatukle

Earn While You Learn Program Success Story



Name: KURAINASHE
MUMANIKI

Country: ZIMBABWE

SCHOLARSHIP CREDITS EARNED IN
THE MONTH OF FEBRUARY 2019: 1000 CREDITS




Fig 3.7. EWYL - Kurainashe Mumaniki

Tiriwashe Mandota has always been one of the brightest students of the Edoofa Scholarship Program. The young man from Zimbabwe, through his passion for learning, his desire for growth and his academic merit, managed to earn a 80% Scholarship on tuition fee to study a Bachelors of Technology in Civil Engineering. And his success story with Edoofa started since then. And now he has waived off his tuition fees for the semester.

The Edoofa Team is now pleased to announce that Tiriwashe Mandota has managed to earn 6900 scholarship credits worth \$100 and has successfully managed to waive off his tuition fees for the semester.

Your next question must be how did he do it? Tiriwashe managed to waive off his fees for the semester through Edoofa's unique Earn While You Learn Program. The Earn While You Learn Program is an integral aspect of the Edoofa Scholarship Program which provides students with real-time live projects from several companies, which upon completion gives them the opportunity to earn scholarship credits that further reduce their tuition fees. Therefore, the Earn While You Learn Program not only enables you to gain valuable work experience that guides them in career-building, but also provides you with the opportunity to further reduce your tuition fees.

Edoofa seeks students such as Tiriwashe who have the passion, hardworking attitude and will to be global leaders/pioneers of the future. With \$7 Million worth of Scholarships and 1400 seats across the globe, Edoofa has a vision, to see Africa as a global leader of innovation, culture and growth. With this vision in mind, our global scholarship program has 400 Seats exclusively reserved for meritorious students across Africa. Admissions have started for the 2019 batch. For more information visit www.edoofa.com

Learn more about us by watching our 2019 Admissions video. The link is given here:
<https://youtu.be/V4jMxz9ZdAA>

Check out our [Facebook Page](#). ***YOU CAN ALSO CONTACT US ON +917838693749 OR STUDENTCARE@EDOOFA.COM.***

Fig 3.8. Blog Article - Tiriwashe Madnota's success with EWYL

"I personally would like to thank my Mentor Mr. Jasmeeth for guiding me in the right track with immense advice and support during an awkward situation. The scholarship credits that I earned till date is not my own hard work and dedication, it's the product of training and internship programme given by Edoofa scholarship programme.

These projects are especially important to the poor background students like us not only with credits but also with digital marketing skill that we need in our daily life. Jasmeeth sir is not only my mentor he lets me treat him like a brother and I trust him.

A teacher doesn't mean that he or she should come and teach on a blackboard and ppt. Our projects are far beyond the syllabus that keeps us governed what is today's world existing. Through the projects, I could learn how to write the blog, do social marketing through Facebook, WhatsApp messenger, Instagram etc. and developed my communication skills".

-Tashi Yangzom

"So, this has been my third-month running receive scholarship credits under the Earn While You Learn Program. And I would love to share that I was able to earn 16250 scholarship credits in just these three months. I really appreciate the opportunity I have been given to show up my skills in marketing, also being able to work under pressure and try to balance your projects tasks and your other college work. It really gives you the taste of what it will be like when u get into the working sector after you graduate.

Now looking and the projects themselves they are manageable but some are really tough to do as you go through the month especially the one of influencing people to use social media for marketing. Many people have the privacy of their social media platforms, they can reject that and similar to this there are many challenges that make up the mindset of an individual.

So that's what I can say about the projects that the rest of the tasks are easy taking and doing. But so far it has been an adventurous journey and I hope it will get better as we move."

-Tiriwashe Mandota

Fig 3.9. (a) Student Experience of EWYL

"Well, it is a very pleasant moment to share my experience that I had gone through. But before switching on to it I feel incomplete without saying a word for My great achievement for the month of March. I would like to personally thank my mentor for his daily guidance, his comments were especially helpful while the research process and the way he groomed me into this level was just pleasure and a great moment that I have felt so far. Besides that most of the credit goes to Edoofa and their team, my dear friends for their help and guidance. Regarding the experience, for me, every day with a new task is a new experience with some new piece of knowledge. Through the projects that I have done so far, I came to know how social media apps and quora platforms help people to communicate all around the world and helps in making people aware about new technical advancement, about the innovation, products and services. Secondly, I came to know how social media marketing and digital marketing help to process their business in our daily life. Besides that, I got a lot of informative knowledge which can be applied for everyone through platforms like Quora. Many more experiences like how to write answers, blogs; writing it really, helps my writing skills, It has given me research and development skills as well. So in the future I am hoping for the best."

-Chimi Tshering

Fig 3.9. (b) Student Experience of EWYL

3.3. BENEFITS OF EDOOFA

Edoofa is certainly different from other scholarship programs, we do not offer grants or physical cash to students, yet making education affordable for them. There are quite a few factors that make Edoofa stand out from the mass of scholarship program. These facts are mentioned below:

1. Affordability through guaranteed scholarships: Through acceptance in the Edoofa program, a candidate is guaranteed a minimum scholarship of 50-100% of their tuition fee. Here, the students save up to \$1000-\$1500 in application fees, Statement of Purpose fees etc., while applying to various Edoofa campuses.

2. Employability through practical training: We believe students shouldn't just learn in theory, they should gain real-world experience as well, that is why we design practical employment oriented curriculum that helps students pick up job skills needed to be employable.

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

4. Expert Career Counselling: We believe no student should be denied access to the right information at the right time in their career planning because we know its value. Therefore, we ensure that the most caring, experienced and empathetic career counsellors help our students with direct and actionable advice for career growth.

5. Higher Education Concierge: We undertake all major responsibilities of guiding our students throughout their journey of higher education with us - Right from career selection, Course and College identification, Application form filling, Visa and fee payment assistance, travel guidance, training, and internships. Edoofa stays with the students throughout their journey of Higher Education.

CHAPTER 4: IMPLEMENTATION DETAILS

Once a lead is generated through various advertisements on Facebook, Instagram, word of mouth and referrals, they are officially a part of the Edoofa ecosystem. The first step is 'Sorting of Lead' which is done manually by checking if a particular lead is in the right age group for the course that they want to pursue (for example, 25-26 years of age for a Bachelor's degree.) Leads are also differentiated on the basis of their expectations from Edoofa. While we provide affordable education, we do not encourage entitlement behaviour or give our students the feeling of grants or charity. The students who do not align with the vision are separated from our target lot, here itself. These students are handled through emails and compelling messages until they are conditioned to be counselled.

The leads/forms who manage to pass this stage are allotted to the counsellors. Each counsellor pays special attention to every lead allotted to him or her. In the initial phase of the conversation, there is a basic 'vision alignment' where our students open up about their concerns and how Edoofa will solve their issues.

To be a part of the Edoofa Program, a student has to go through a certain set of steps, which we like to call the ‘Edoofa Cycle.’

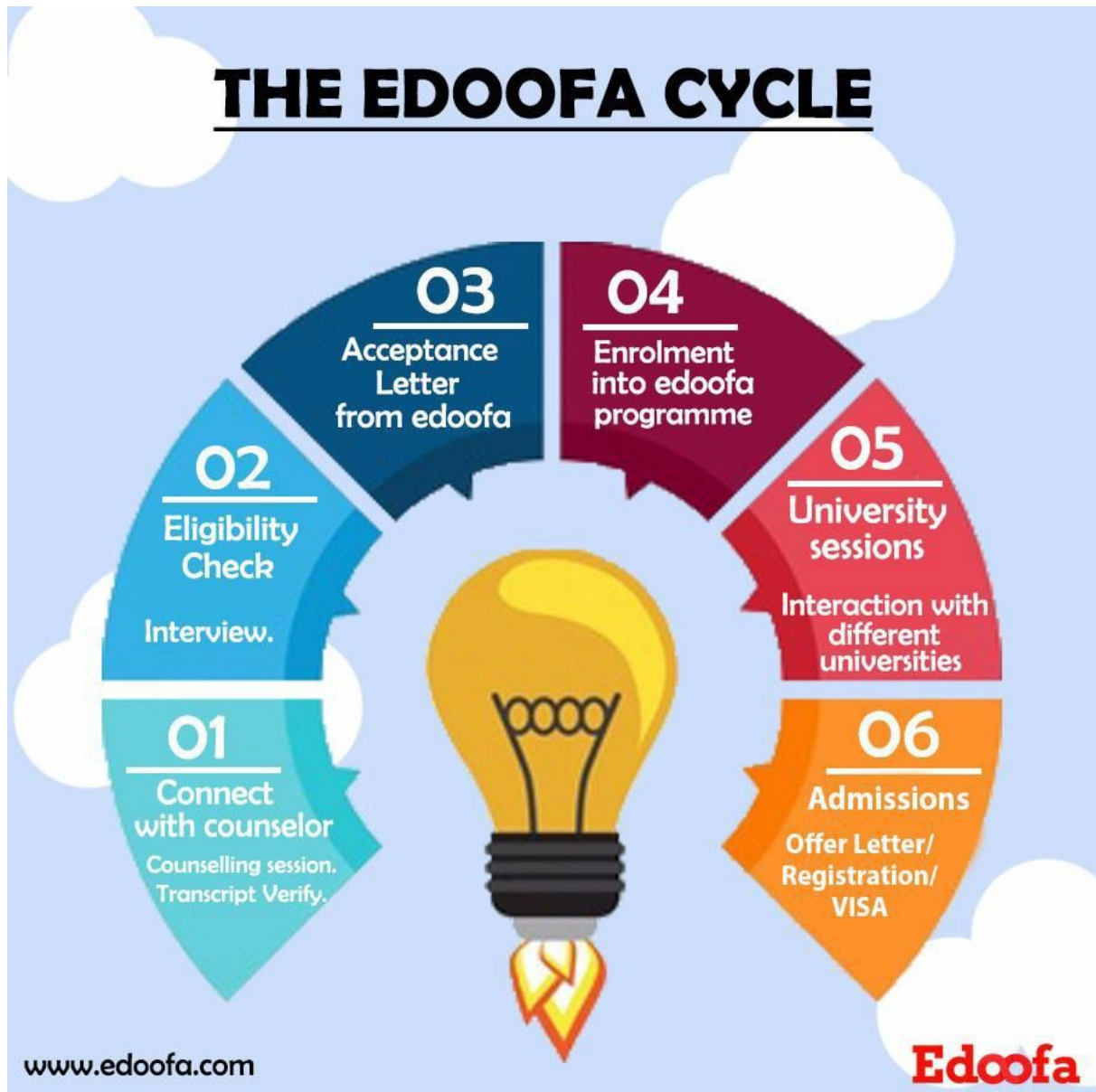


Fig 4.1. Edoofa Cycle

In Step 1, the counsellor will conduct the counselling process, to guide the student about the kind of career, course, University they should go for.

In Step 2, the counsellor sends the student an Eligibility Check Form that s/he needs to fill up. If this form gets approved by the Edoofa Academic Board, the Program Directors at Edoofa conduct the student's interview to check the student's eligibility for the Edoofa Program.

In Step 3, If a student manages to clear the interview process, then the student gets selected into Edoofa program and get an acceptance letter of the Edoofa Program.

In Step 4, the student finalizes the enrollment into the program by completing the Enrollment Fee Formalities.

In Step 5, once the student is enrolled into the Edoofa program, the Academic Board works on your application and the student would have sessions with Multiple Universities.

In Step 6, Once the student gets an admission into the ideal university aligned with the course and career growth, the student is given the admission letter from the university. After that, Edoofa helps the student with Visa Documentation as well and the journey to success with Edoofa starts.

4.1. PHASE 1: INTRODUCTION AND COUNSELLING

In this phase, the student discovers about Edoofa through various sources like Facebook, Instagram, word-of-mouth from their schools, friends and their parents and guardians.

Students are contacted by their counsellors over WhatsApp. Here, the counsellors really get to know the student and their profile, ambitions, their family and academic background along with the financial standing at the time.

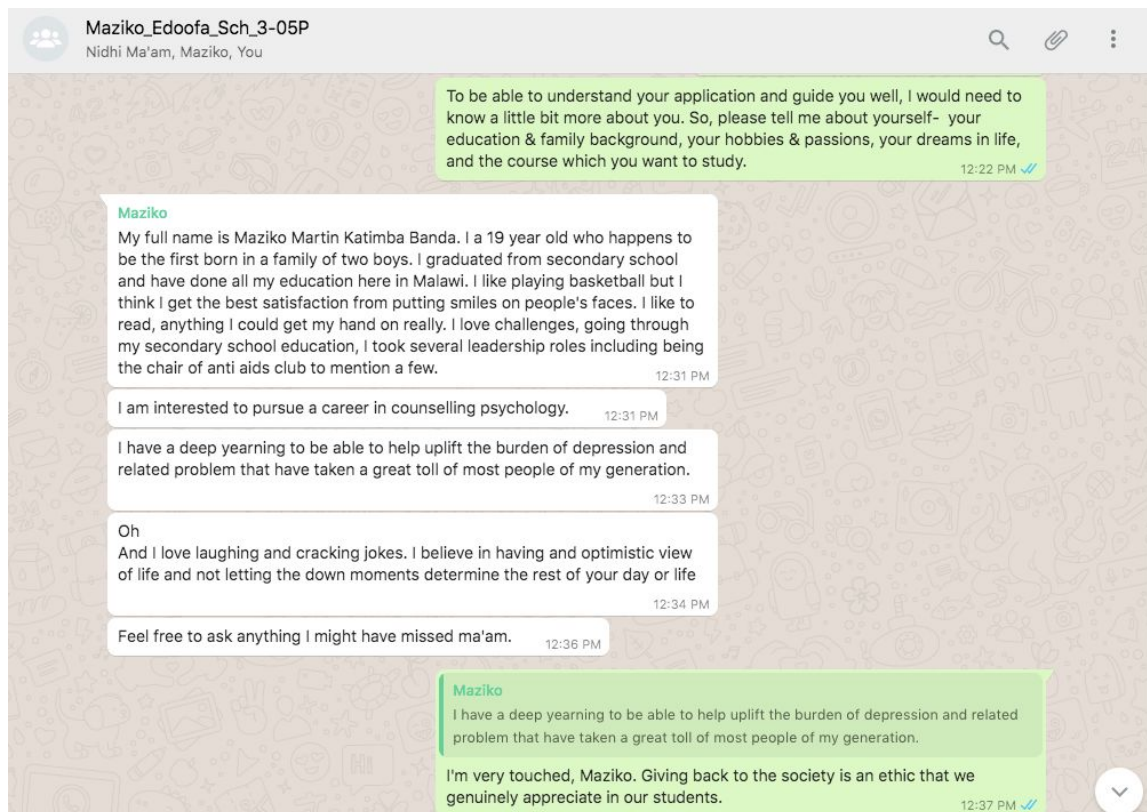


Fig 4.2. Sample counselling - 1

The relevant documents are asked for and the appropriate course as per the grades and inclinations is allotted to the student. Expertise in this allotment comes with experience, so, for newer counsellors, it is recommended to seek help and guidance from their superiors.

The tuition in these countries ranges from \$20000-\$50000 per year, with a living cost of \$800-\$1000 per month. This is beyond the reach of many. In fact, the high cost of education created a circle of debt and failure that is easy to fall prey to. As the counsellor, we make a conscious effort to help the students realise the real-time scenario and make the right choices. Most students look up to these countries because of the superior and glorified education systems there. India, however, strikes a perfect balance between the availability of decent quality education and a relatively low cost of tuition and living.

The counsellors also take up the job of explaining each and every aspect of the Edoofa program carefully and meticulously to the students.

Once the student has the blessing and support of his/her parents, guardians and family, they are given the eligibility check form which has basic questions related to the application of the student and his/her understanding of the Edoofa program.

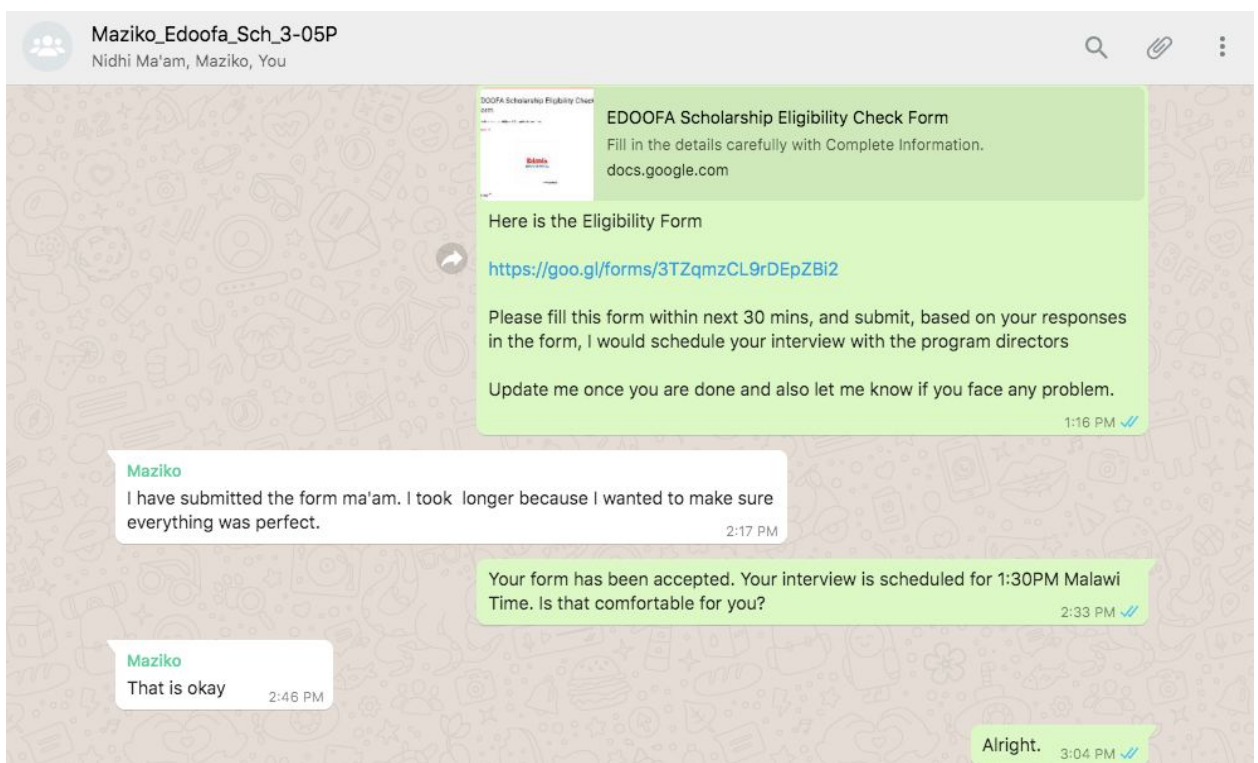


Fig 4.4. Sample Counselling - 3



Fig 4.5 (a) Eligibility Check form

Name *

Your answer

Country *

Your answer

WhatsApp Number *

Your answer

Email Address *

Your answer

Gender *

☐ Male

☐ Female

☐ Prefer not to say

Fig 4.5 (b) Eligibility Check form

Date of Birth (DD/MM/YYYY) *

Your answer _____

What is the name of your counselor? *

Your answer _____

Tell us about your academic background. (Name of Schools/Universities and Year of completion) *

Your answer _____

Junior High School Completion Year? *

Your answer _____

Senior High School Completion Year? *

Your answer _____

This form contains five questions, each with a red asterisk indicating it is required. The questions are: Date of Birth, Name of counselor, Academic background, Junior High School Completion Year, and Senior High School Completion Year. Each question is followed by a text input field labeled 'Your answer'.

Fig 4.5 (c) Eligibility Check form

Bachelor's Degree Completion Year (If applicable)? *

Your answer _____

Master's Degree Completion Year (If applicable)? *

Your answer _____

Tell us about your Family Background (20-40 Words) *

Your answer _____

Which course do you want to study? (Specify with Bachelors/Masters) *

Your answer _____

What inspires you to study this course? *

Your answer _____

This form contains five questions, each with a red asterisk indicating it is required. The questions are: Bachelor's Degree Completion Year, Master's Degree Completion Year, Family Background, Course of study, and What inspires you to study this course. Each question is followed by a text input field labeled 'Your answer'.

Fig 4.5 (d) Eligibility Check form

In which country do you wish to study after discussion with your Counselor? *

Your answer

What are your dreams in life and career goals?(20-40 Words) *

Your answer

Why should you be accepted into the Edoofa program ? (20-40 Words) *

Your answer

Who will sponsor your Education? *

Your answer

SUBMIT

Never submit passwords through Google Forms.

Fig 4.5 (e) Eligibility Check form

4.2. PHASE 2: INTERVIEW AND ELIGIBILITY

The Program Director at Edoofa conducts the Eligibility check interview for the students who fill up the form well. The interview is conducted over WhatsApp through voice notes. Each student is provided with a unique interview code.

The counsellors provide the Program Directors with the insight about the particular student's special situation and ambitions in life, the Program Directors and counsellors work closely on this aspect of the students' process.

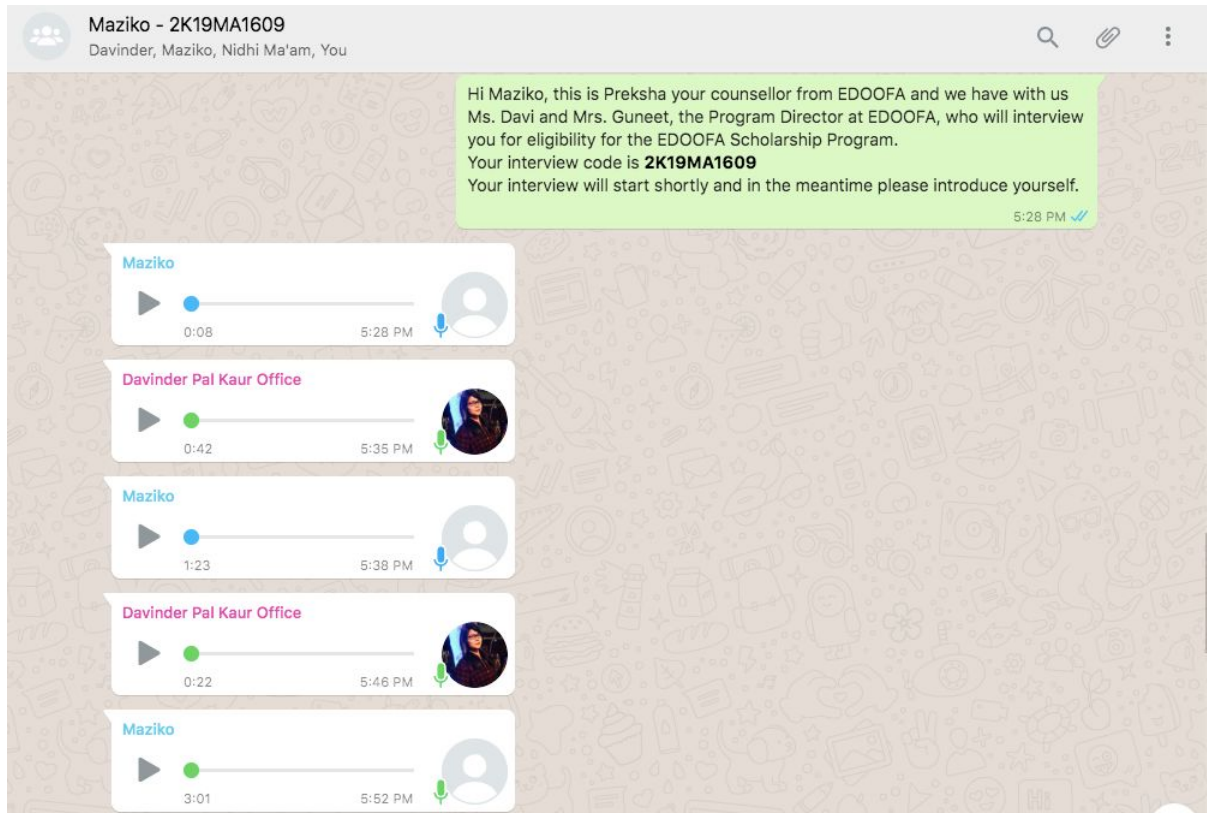


Fig 4.6 (a) Interview Sample

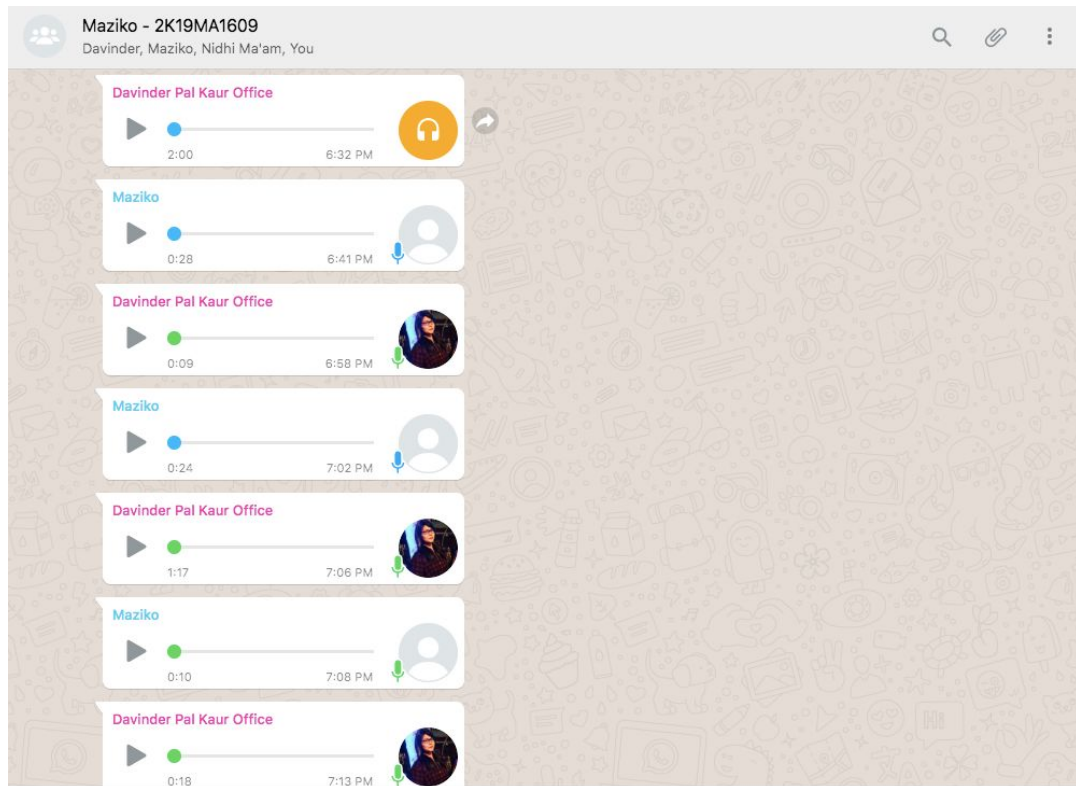


Fig 4.6 (b) Interview Sample

4.3. PHASE 3: POST INTERVIEW PROCESS

Post interview, the students are provided with their results, there are three categories of the results:

- **ACCEPTED:** The applicant has been accepted into the Edoofa Program
- **WAITING:** The applicant is on the waitlist, it will be reviewed
- **DECLINED:** The applicant has not been selected for the Edoofa Program



Interview Result of 14th May 2019

Result Indication:

***ACCEPTED** means You are SELECTED for our EDOOFA PROGRAM.

***WAITING** means You are in the Waiting list and are still NOT SELECTED for our EDOOFA PROGRAM

***DECLINED** means You are NOT SELECTED for our EDOOFA PROGRAM

***ABSENT** means You have not appeared for the Interview

2K19MA1371	ACCEPTED
2K19MA1401	DECLINED
2K19MA1402	DECLINED
2K19MA1403	DECLINED
2K19MA1404	DECLINED
2K19MA1405	DECLINED
2K19MA1406	DECLINED
2K19MA1407	DECLINED
2K19MA1408	DECLINED
2K19MA1409	ACCEPTED
2K19MA1410	WAITING
2K19MA1411	DECLINED
2K19MA1412	DECLINED
2K19MA1413	DECLINED
2K19MA1414	ACCEPTED
2K19MA1415	DECLINED
2K19MA1416	ACCEPTED
2K19MA1417	DECLINED
2K19MA1418	DECLINED
2K19MA1419	DECLINED
2K19MA1420	DECLINED

Fig 4.6. (a) Sample Interview results

2K19MA1421	ACCEPTED
2K19MA1422	DECLINED
2K19MA1423	ACCEPTED
2K19MA1424	WAITING
2K19MA1425	ACCEPTED
2K19MA1426	DECLINED
2K19MA1427	DECLINED
2K19MA1428	ACCEPTED
2K19MA1429	ACCEPTED
2K19MA1430	DECLINED
2K19MA1431	DECLINED
2K19MA1432	DECLINED
2K19MA1433	DECLINED
2K19MA1434	ACCEPTED
2K19MA1435	DECLINED
2K19MA1436	ACCEPTED
2K19MA1437	DECLINED
2K19MA1438	DECLINED
2K19MA1439	DECLINED
2K19MA1440	ACCEPTED
2K19MA1441	DECLINED
2K19MA1442	DECLINED
2K19MA1443	DECLINED
2K19MA1444	DECLINED
2K19MA1445	DECLINED
2K19MA1446	DECLINED
2K19MA1447	DECLINED
2K19MA1448	ACCEPTED
2K19MA1449	ACCEPTED
2K19MA1450	ACCEPTED
2K19MA1451	DECLINED
2K19MA1452	DECLINED
2K19MA1453	DECLINED
2K19MA1454	DECLINED

Fig 4.6. (b) Sample Interview results

2K19MA1489	DECLINED
2K19MA1490	DECLINED
2K19MA1491	DECLINED
2K19MA1492	DECLINED
2K19MA1493	DECLINED
2K19MA1494	DECLINED
2K19MA1495	DECLINED
2K19MA1496	DECLINED
2K19MA1497	DECLINED
2K19MA1498	DECLINED
2K19MA1499	DECLINED
2K19MA1500	DECLINED

** This is a system generated result and hence requires no signature **

Fig 4.6. (c) Sample Interview results

If the student has been accepted into the Edoofa program, they receive an Acceptance Letter of the program.



ANHAD EDUTRAIN SOLUTIONS (P) LTD
79 2ND Floor, J-Block, DDA Market, Vikas Puri, New Delhi – 110018
info@anhadedutrain.com

Date: 15th May, 2019
Reference No.: 2K19MA1371

Dear Ernest Adom,

Sub: Acceptance letter for EDOOFA program 2019

Congratulations you have passed our eligibility criteria.
We are delighted to inform you that we at Edoofa offer you enrollment under the EDOOFA college education program. The course offered to you after your eligibility interview is **Bachelors of Business Administration**. You have been found eligible for a scholarship to pursue this course at an Edoofa campus in India. We hope you will add value to our scholastic community of empowered students.

GENDER	FULL NAME	
MALE	Ernest Adom	
STUDENT CODE	DATE OF BIRTH	COUNTRY
IC0305190029	09/12/1996	GHANA

For Anhad Edutrain Solutions Pvt. Ltd.

Director

ANGAD SINGH
CEO and Director, EDOOFA

www.anhadedutrain.com

www.edoofa.com

Fig 4.7. Sample Acceptance Letter

4.4. PHASE 4: ENROLMENT PROCESS

After receiving the Acceptance letter of the Edoofa Program, a student is supposed to pay the program fees which makes them eligible for reaping all the benefits that the Edoofa program offers.

There are a variety of modes of payment a student can use, they can directly transfer it to the bank account, use PayPal or process the payments through our local community managers in their respective countries.

4.5. PHASE 5: UNIVERSITY SESSIONS

Once the student is a part of the Edoofa program, the student's application is worked upon by the Academic Board and the Admissions Team. Documentation is completed and Statement of Purpose is worked upon. Multiple University interactions are arranged for the students. They get to interact with 3-4 Universities at the end of which they receive a Letter of Intent from these Universities with the exact quantum of scholarship and the yearly cost is mentioned clearly.

4.6. PHASE 6: ADMISSIONS PROCESS

After receiving the Letter of Intent or offer letters from multiple Universities, the student makes an informed decision about which University s/he wants to go for. After the payment of Registration fees (for reserving the seat in the University,) the student receives an Admission Letter from The University after which we begin the SLC classes and SEELS training.

CHAPTER 5: METRICS AND ANALYSIS

Managing and running an operation heavy organization, a very important aspect is data analysis.

When working with a dynamic workforce and in an equally fast changing market, it is essential that this analysis of data, lead management and conversion ratio is done on a frequent basis. There is a standard conversion ratio of around 5% which we found to be optimum, this ratio determined lead allotment per head per day. For instance, if counsellor X can close 1 out of 20 leads for the conversion of 6-8 leads in a month, he must speak to 120-160 leads a month, meaning around 4-5 new leads every day.

Different stages and states are allotted to each lead every day to manage the lead allotment and capture for the next day. It also helps in categorising students and creating buckets which contribute to the organization of data and efficiency. Few of these stages are:

- Not On WhatsApp
- Zero Response
- Pre-counselling
- Documents
- Course Finalized
- EWYL discussion
- Dead

Name	Country	Course Finalised	Chat Stage	Important Remarks	Group Creation Stage	Follow Up Date	Zero Response (Lead Allotted Date)
Bright Anim	Ghana	Economics	2- Pre-Counseling process		Personal Chat		10-May-2019
Senyo Dasebu		master in human resource manament	0 - Zero Response		Personal Chat		10-May-2019
Adu-Baffour Lawrence	Ghana	Information Technol	3- Background		Group Created		10-May-2019
Johnny Mills	Ghana	Finance	6- India Pitched		Group Created		10-May-2019
Kankam Drake (Prince)	Nigeria	MSC IT	5- Course Finalized		Group Created		10-May-2019
Alfred Amankwah	Zimbabwe	MBA finance	7- India Cost Discussed		Group Created		10-May-2019
Emmanuel Amoah	Nigeria	MBA healthcare	13- FD		Personal Chat		10-May-2019
Samuel Arthur	Malawi	Msc maths	6- India Pitched		Group Created		10-May-2019
Nana Frympong	Nigeria	MPHIL in Art Educati	4- Documents		Personal Chat		10-May-2019
Eunice Asiedu	Zimbabwe	policy study in politk	4- Documents		Group Created		13-May-2019
Kwabena Darko	Nigeria	ICT	2- Pre-Counseling process		Personal Chat		13-May-2019
Collins Bakaara	ym	B pharma	5- Course Finalized		Group Created		13-May-2019
Richard Babah	com	Textiles	4- Documents		Group Created		13-May-2019
Kingsley Adom	Nigeria	MBA	8- EWYL		Group Created		13-May-2019
Louis Boateng Asare	Ghana	MBA IB	6- India Pitched		Group Created		13-May-2019
Ishak Abudu	Ghana	Environment	2- Pre-Counseling process		Personal Chat		13-May-2019
Antonio Woedze	Kenya	electrical engineerin	4- Documents		Group Created		13-May-2019
Yousouf Kingston	Nigeria	information technol	2- Pre-Counseling process		Personal Chat		13-May-2019
Naomi Kyekye	Kenya	social and environm	3- Background		Group Created		13-May-2019
HISSAM ELHAM	Nigeria	ACCOUNTING	28- NOW				13-May-2019

Fig 5.1. (a) Analysis and stages

Name	Phone	Email	Country	Course Finalised	Chat Stage	Important Remarks	Group Creation Stage	Follow Up Date	Zero Response (Lead Allotted Date)
Wahdat Ullah Adil	wahdatullahadil@gmail.com	775427597	I am graduated from Engineering faculty of kandahar university	Engineering	0 - Zero Response		Personal Chat		15-May-2019
Shukoor Safi	abdulshukoorsafi@gmail.com	93765940053	bachelor degree	BCA	4- Documents	unresponsive after india cost	Group Created		15-May-2019
Umat, Halali Yakubu	halalumar@gmail.com	246159589	Degree	Information technology Education	2- Pre-Counseling process		Personal Chat		15-May-2019
Caleb Asamoah	asamoahcaleb@yahoo.com	274367668	1st Degree	Psychology	2- Pre-Counseling process		Personal Chat		15-May-2019
Douglas Mensah Walters	warren_brown3@yahoo.com	233547937415	SHS	Computer Science	2- Pre-Counseling process	no response today	Personal Chat		15-May-2019
Ally Dusabimana	allymadma@gmail.com	250782303213	Masters	Biomedical laboratory sciences	7- India Cost Discussed		Personal Chat		15-May-2019
Arif Ullah Khan Shinwary	arifullahhabib23@gmail.com	778291342	school graduated	BBA Business Administration	4- Documents		Group Created		15-May-2019
Karongo Bryan	karongobryan@gmail.com	256759067499	bachelors	accounting	28- NOW				16-May-2019
Emmanuel Diaw	ediaw@st.ug.edu.gh	546062615	Bsc Admin	MBA MARKETING	4- Documents		Group Created		16-May-2019
Bernard Ayensu	ayensubernard@gmail.com	246567888	Diploma	agriculture	28- NOW				16-May-2019
Bra Jay Tee	pureinhrt@gmail.com	501234969	Bachelor's degree	communication	4- Documents		Group Created		16-May-2019
Oppong Prince	oppongprince991@gmail.com	578885124	HND ACCOUNTANCY	ACCOUNTING	3- Background		Personal Chat		16-May-2019
Ellen Mensah	mensah.ellen318@gmail.com	544481140	B.A. Communication Studies	Business Administration	2- Pre-Counseling process		Personal Chat		16-May-2019
Nana A Bella	belinda.esinam94@gmail.com	247985848	WASSCE	Nursing	0 - Zero Response		Personal Chat		16-May-2019
Evans John Baah	baah.evans123@yahoo.com	270668167	Tertiary	Business Management	2- Pre-Counseling process		Personal Chat		16-May-2019
Seraj Uddin Azizi	serajazizi.feb@gmail.com	749796730	high school	medical	2- Pre-Counseling process		Personal Chat		16-May-2019
Hekmatullah Bick	hekmatullahbick@gmail.com	379699711	Bachelor of business administration	Master of business administration	28- NOW				16-May-2019

Fig 5.1. (b) Analysis and stages

For the SLC classes and SEELS work, very detailed documentation of a student's performance is done. This is done to keep a check on the performance of students, quantitatively and qualitatively. (Exact performance numbers have been hidden for confidentiality purposes)

	A	B	J	K	L	M	N	O	P	Q	R	S
1	S.no	Name	Task 1- Essay 16/3	Assignment Format	Task 2- India Essay 30/3	Task 3- EWYL 8/4	Task 4 -Comm 11/4	Task 5 Ed.Dest.- 15/4	Task 6 21-century skills- 18/4	Task 7 SLC- 24/4 Edooftan	Task 8 SLC- 24/4 Models	Task 9 SLC- Productivity
25	24	HAMADOU Moustapha Adamou	27/3:message sent on group 29/3:Replied on group good response.		1/4:Task shared 4/4:Reminder sent 4/4:Consulting with english teacher regarding any mistakes. 8/4:Reminder sent 8/4:Normal response	9/4:Video sent 11/4:Good reply	11/4 - video sent 12/4:Good reply	15/4:Video sent 16/4:Good reply	18/4:Sent	Video sent:24/4 24/4- Call done, task shared	30/4:Sent	
26	25	Emmanuel kwaku Odomepleh	27/3:Shared Message on group 2/4:Reminder sent Removes from current SLC Batch									
27	26	Jubeda Benjala	27/3:Contacted Personally-Davi 1/4:good response and presentation		2/4:Video shared 4/4:Task shared 8/4:Good reply	8/4:Video sent 9/4:Reminder sent 9/4:Good response	11/4 - video sent 12/4:Good reply	15/4:Video sent 17/4:Good reply	23/4:sent	25/4:Video sent 1/5:Task shared	2/5:sent 3/5:Good reply	6/5:sent 8/5:Good r
28	27	Mtsunage Deborah Kalonga	26/3:message sent on group 28/3:Reminder sent again 28/3:Normal response		2/4:Task shared 4/4:Had doubts were cleared 8/4:Reminder sent 8/4:Good response	8/4:Video sent 9/4:Reminder sent,message read 11/4:Good reply	11/4 - video sent 16/6:Good reply	16/4:Video sent 19/4:Good reply	19/4:Sent	24/4:Video sent 25/4- busy, call for 26/4	30/4:sent 6/5:Good reply	6/5:sent

Fig 5.2. SLC Performance Tracker

			PeeBuddy									
			Quora answers= 113	Blogs= 13	Amazon Helpful reviews=40	Facebook shares= 20	Facebook comments= 25	Instagram likes= 20	Instagram stories=6	Upvotes= 1250	Forms= 6	Sales=5
Manpower	Stipend/Credits	to be paid										
Michael												
Linda												
Asalia												
Osman												
Adrian												
Chimi												
Tiyamike												
Paul												
Kurainashe												
Tiriwashe												
Tashi												
Mon Maya												

Fig 5.3. SEELS Student Tracker

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

Fig 5.4. SEELS Client Tracker

CHAPTER 6: CONCLUSION AND FUTURE WORK

6.1. CONCLUSIONS

Edoofa as a project has been able to tackle the three major hurdles that a student wishing to pursue a decent higher education faces: Accessibility, Affordability and Employability. By being asset-light and utilizing unused inventory, Edoofa can reduce the cost of education and with the help of the SEELS Division, it is able to provide its students with the hands-on experience that gives them skills and resources to keep them relevant in the Corporate set up today.

In the due course of my internship, I have been able to learn the various aspects of a functional corporate setup including Business Development, Human Resource Management, Sales, Service and Marketing.

With the help of a regularised monitoring system and data to back it up (as explained in Chapter 5,) employees at Anhad are constantly striving to achieve better results. It is an ethic and teaching that has been engraved in my mind during my internship of work here.

6.2. FUTURE PLANS FOR THE PROJECT

- In the next phase of Africa market, the Edoofa program will be optimising its functioning by setting up local community managers in African countries like Ghana and Nigeria who will work independently under the guidance of managers at Edoofa. This will not only increase community connect but also build trust and testify for the credibility of Edoofa.
- Edoofa will also expand to India in 2019. Anhad Edutrain Solutions is planning to bring the benefits of Edoofa program to the large student base in India, plan development for which is currently in process.

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