

An IIT Kharagpur Alumni Initiative

# EDUDIGM

Paradigm in Education



# Edudigm Education Services (P) Ltd

- An initiative by IIT Kharagpur alumni passionate about education
- Started in the year 2009 in Kolkata
- **Vision:** To empower students, parents, teachers, schools and society by combining the best of innovations, ideology and technology to make education enjoyable, accessible and affordable



# The Journey so far....

In a short span, Edudigm has experienced tremendous growth owing to its holistic model and support from teachers, students, parents and schools with:

- ✓ 3 offices in Kolkata at Ballygunge, Salt Lake & Howrah
- ✓ Tie-ups with top schools in the country like:
  - South Point High School
  - M.P.Birla
  - DPS Megacity
  - M.C.K.V Howrah
  - The Heritage School
  - DAV Durgapur
  - Hem Sheela Model
  - BRCM Public School
- ✓ **www.targetiit.com** — Edudigm's discussion forum is this the biggest website in India for IIT-JEE preparations catering to over 5000 students
- ✓ A team of 10 engineers, psychologists & educationists including **8 from IITs**
- ✓ **500+ students enrolled in classroom programs at Kolkata**
- ✓ **Workshops for JBNSTS (Jagdish Bose National Talent Search) & 50+ schools** on science projects, teacher's training & career counseling



# BROADENING OF OUR VISION

Owing to a holistic understanding of the education sector, EESL has diversified its portfolio of products & offerings to cater to the needs of all the stake holders

- **Arjuna** – Mentoring for engineering competitive examinations
- **Chakravyuh** – Online/Offline Testing and Analysis platform
- **Eklavya** – Online Discussion forum with access to mentors, lectures
- **Vedas** – Publications, ConceptMaps, Books
- **Dronacharya** – Teacher’s Empowerment Program
- **Orange Vista** – Newsletter, Products & Lab-up gradation
- **Garuda** – Mobile services, quiz, Apps
- **Acadhelp** – Online assignment support cum virtual tutor
- **iFuture** – Newsletter, Career Assessment & Skills Development
- **Synergytics** – Consulting & marketing support for education houses
- **Techtantra** - Information technology platform for education needs

# EDUDIGM – PARADIGM IN EDUCATION



# Core Team

- Rajiv Agarwal (B.Tech IIT Kgp, RK, MT, 2008)
- Nishant Sah (B.Tech IIT Kgp, RP, ME, 2008)
- Lokesh Verma (B.Tech IIT Kgp, RP, MF, 2008)
- Manish Shankar (B.Tech IIT Kgp, RP, ME, 2008)
- Layak Singh (B.Tech IIT Kgp, LLR, ME, 2011)
- Mayank Yadav (B.Tech IIT Kgp, RP, AGFE, 2009)
- Siddharth Ajith (B.Tech IIT Kgp, PH, ME, 2009)
- Akash Anand (B.Tech HIT Kolkata, CS, 2010)
- Manoj Chaudhary (MBA, ICFAI)

## **Students from IIT Kharagpur as currently contributing as Associates:**

- Faizan Khan – 3<sup>rd</sup> Year, PH, EE
- Nitish Jaipuria – 4<sup>th</sup> Year, AH, Maths & Computing
- Vivek Sinha – 4<sup>th</sup> Year, AH, ME
- Subhajyoti Ghosh – 3<sup>rd</sup> Year, LLR, NA
- Srirangam Ananth – 3<sup>rd</sup> Year, LLR, NA
- Subhomoy Bakshi – 1<sup>st</sup> Year, MMM, MT

# Student Associate Program (SAP) @ IIT Kharagpur

# AIM of SAP

To provide students with the opportunity to get the exposure of working on real time, impact based projects in a growing organization where they can learn, innovate and add value



# VERTICAL

# POSITION

## Web & App Development

- **Technology Associate**
- Developing web platform for various ventures of Edudigm
- Developing new applications based on Mobile /Android /iphone etc.
- Developing educational based software

## Multimedia & Flash

- **Multimedia Associate**
- Creating flash based lecture notes
- Developing flash based / animated websites
- Developing flash based Science games for students

## Content Development

- **Content Development Associate**
- To make animated presentations pertaining to PCM for IIT-JEE, AIEEE etc
- To prepare test series, study materials etc. for various entrance examinations
- To prepare aptitude study materials for SAT /CLEP/GRE etc.
- To edit/write articles for our Science & Career based newsletters & magazines

## Mentors & Counselors

- **Mentoring Associate**
- To mentor & counsel students for Edudigm's various programs
- Active participation on our online discussion forums
- Helping in business development and marketing activities via workshops & seminars

# Profile – Function – Skill set Mapping

Profile	Main Functions	Skill-set & Inclination
<b>Technology Associate</b>	Web development & design	PHP-MySQL , Javascript, CSS
	Mobile /iphone/Android	AJAX, jquery, DHTML
	Social media Applications	Can use Open source framework
<b>Multimedia Associate</b>	Flash animated websites & video lectures	Adobe Flash, Flex, Flash script
	Science based games	2D animations, Macromedia
<b>Content Associate</b>	Creating study material & test series and presentations	Knowledge of PCM
	Editing of content, articles for our magazine	MS office, English, Aptitude knowledge
<b>Mentoring Associate</b>	Mentoring students via online platforms	Zeal to mentor students
	Business development via workshops & seminars	Good communication, marketing and leadership skills

# Selection Process & Parameters

- Motivated & Hard-working
- Enthusiastic & Pro-active contributor
- Walk the talk – Professionalism
- Innovative
  
- C.G. – No bar
- Departments – Open to all
- Years – Open to all
- All entrants through IIT-JEE

# Benefits 😊

- Tangible –
  - Resume & Recommendation
  - Stipend
  - Further Association with Edudigm
- InTangible –
  - Learning & Experience of working in Real Time Projects
  - Contribution that can be valued and assessed
  - Fundas – Networking, Internships, Jobs, Entrepreneurship

# SAP Details

- How many are we going to select – 4 for each position
- How long is the association –
  - Phase I – 8 weeks
  - Phase II – 4 weeks
  - Associates who perform well in Phase I would be promoted to Phase II to work at Edudigm Kolkata during December, 2011
- Stipend:
  - Phase I – Rs. 4000
  - Phase II – Rs. 10000 + Bonus
- Accommodation & Canteen Facilities provided during Phase II
- Certificate & Recommendations

# Next Steps

- Online Application starts @ [www.edudigm.in/iitkgp](http://www.edudigm.in/iitkgp)  
- August 11, 2011
- Application ends – Aug 23, 2011
- Final Interviews – Aug 24, 2011

THANK YOU