## 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

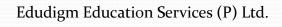
#### Mentoring Associate

- 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
Technology Associate	Web development & design	PHP-MySQL, Javascript, CSS
	Mobile /iphone/Android	AJAX, jquery, DHTML
	Social media Applications	Can use Open source framework
Multimedia Associate	Flash animated websites & video lectures	Adobe Flash, Flex, Flash script
	Science based games	2D animations, Macromedia
Content Associate	Creating study material & test series and presentations	Knowledge of PCM
	Editing of content, articles for our magazine	MS office, English, Aptitude knowledge
Mentoring Associate	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:

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Phase I – Rs. 4000
Phase II – Rs. 10000 + Bonus
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Accommodation & Canteen Facilities provided during Phase II



Certificate & Recommendations

## Next Steps

- Online Application starts @ www.edudigm.in/iitkgp
  - August 11, 2011
- Application ends Aug 23, 2011
- Final Interviews Aug 24, 2011



# THANK YOU

