



# Edudigm

*A Social Initiative by IIT  
Students & Alumni*

*Paradigm in Education*

**Empowering Schools & Students**

**About Edudigm:** The term "entrepreneurship" simply means anybody who starts a business, be it a corner shop or a high-tech start up. We use the word in a narrower sense - *To offer an innovative solution to a frequently unrecognized problem.*

Intense competition, pressure to perform, self and parental expectations, peer pressure are common terms associated with Class XI and XII. Lack of proper guidance and mentoring leads to a state of anxiety, confusion and under achievement for millions of students every year.

We, the alumni and students from IIT felt the need to bring about a change and transform the current system of education through student-empowerment by fostering the concepts of guided self-study and self-belief.

A social initiative based on mentorship model of education, Edudigm aims at providing schools and students with holistic guidance, study material and all that is needed to excel in competitive exams and in life.

**Mission:** To bring about a paradigm shift in the current education system by eliminating the prevailing system of coaching through empowerment of schools and students with the required support and expertise to excel in IIT-JEE and other National Level Competitive exams

**Vision:** Provide quality holistic guidance to students from diverse backgrounds across the country at minimal costs

**Value Proposition:** The *USP's* of our initiative are:

- 1) Mentorship and guidance by IIT students and alumni from diverse backgrounds not only to help students prepare for competitive exams but also guiding them in developing a holistic view of life in general and career in particular.
- 2) To eliminate the need for students to oscillate between various private tutoring centers, thereby helping them save time, money and energy
- 3) Empowerment of schools by providing them with technological as well as academic support and expertise to cater to the demands of competitive exams
- 4) Focus on the self-study-concept building method instead of the mechanical approach of coaching centers, leading to greater self confidence and success
- 5) Besides these, one of the major differentiators of our model is the economics. A price that is 5-10% of what students currently pay, we intend to not only de-commercialize this sector but also make it available to all strata of society.

**Innovative solution to a frequently unrecognized problem:** The problem that we have identified and seek to address can be divided into three levels:

- Level I • Macro Level – Massive Exploitation
- Level II • Micro Level - School Level Problems
- Level III • Granular Level – Students bearing the brunt

### Level I - Massive Exploitation

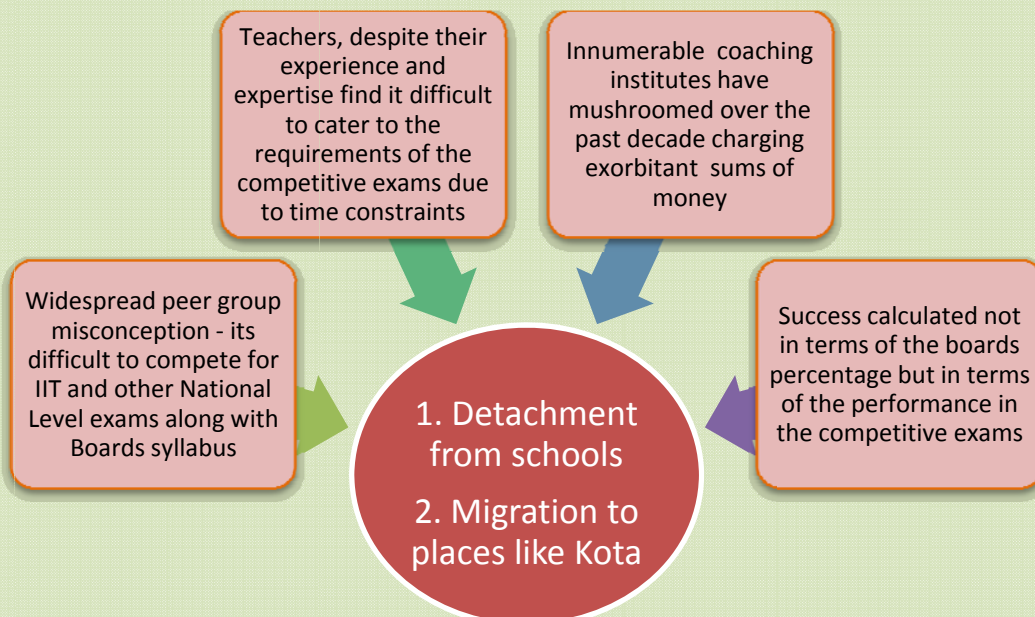
#### Economic Exploitation

- Innumerable coaching institutes have mushroomed all over the country which charge students exorbitantly high sums of money to the tune of lacs of rupees a year.
- With every passing year, the fees charged is increasing exponentially making it nearly impossible for even the middle class let alone the poor segment to compete on a level platform to prepare for National Level exams
- Programmes have been started to prepare for students right from class VI, thus fleecing parents and students of lacs of rupees for almost 5-6 years

#### Intellectual Exploitation

- All these coaching institutes make students slog for hours, turning them into mechanical machines. Most students loose their path mid-way or in the end neither fare well in the competitives nor in the board exams
- Hordes of students are tutored in one class. There is no scope for personalized mentoring to meet the specific requirements of the individuals

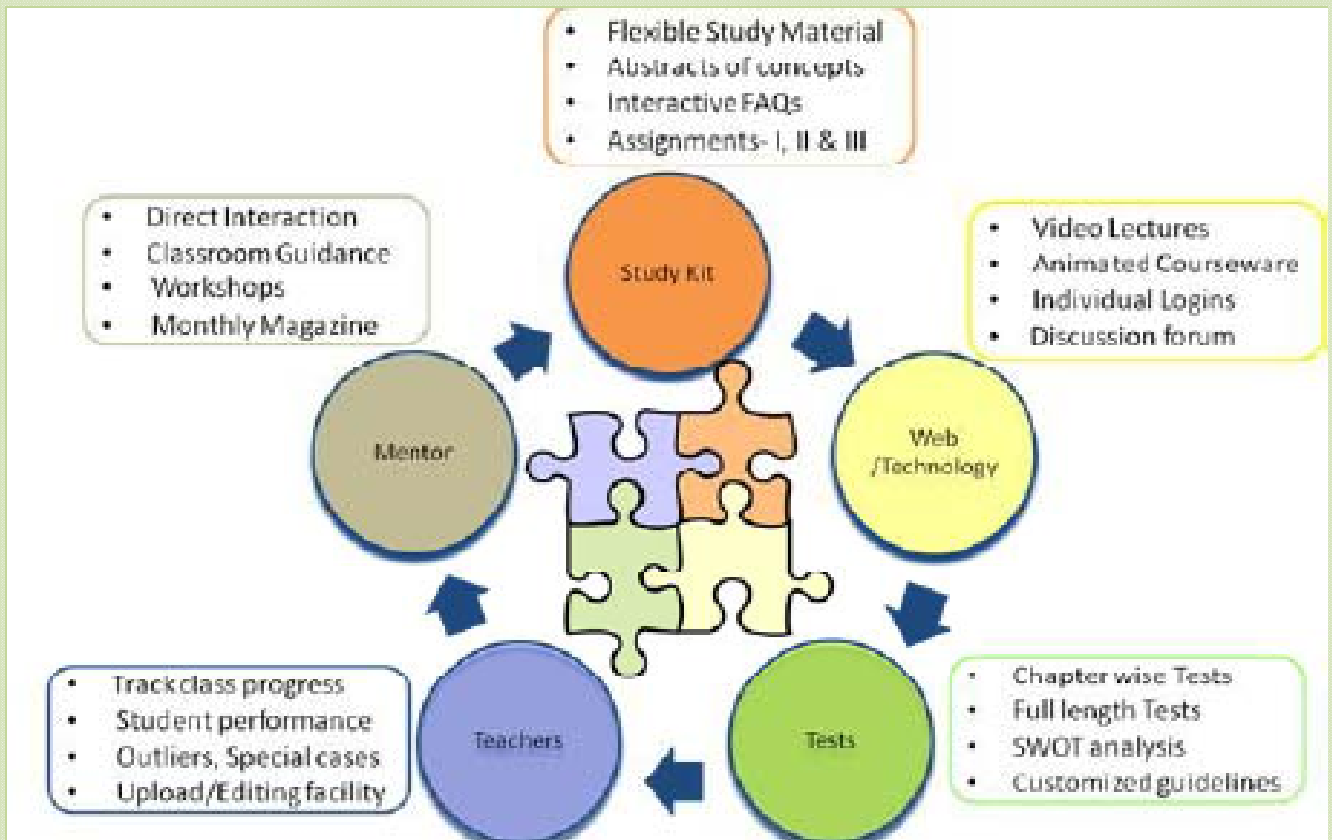
### Level II - Problem at the School Level



Level III - Problems at the Student Level



Our Solution: The five pillars of support and expertise



**Delivery Model & Offerings:** Our delivery model has the following features and offerings:

1) **Web based support:** Our website <http://www.edudigm.in> has the following features:

- a) Video Lectures
- b) Animated Courseware using flash and presentation tools
- c) Online tests, feedback and analysis using Artificial Intelligence & Analytical Tools
- d) Customized book lists and time lines for students to meet their specific requirements
- e) Individual student log in and e-mail facility

We have created a high end technology platform that would provide the students with a real time analysis of his/her progress along with recommendations for future progress like time schedule and management routines, list of books, SWOT analysis and focus areas to enhance performance would be provided.

2) **Study kit:** The study kit provided to schools and students includes:

- a) Exhaustive, precise and scientific study material
- b) Three Levels of Assignments (Level I, II & III) with increasing level of difficulty
- c) Chapter wise abstracts
- d) Interactive dialogue format course material
- e) Monthly magazine

3) **Tests:**

- a) Chapter wise tests
- b) Section wise tests
- c) Full length test series
- d) Psychometric tests

4) **School Faculty Facilities:** Updated study material developed by our team which would be flexible to meet the requirements of the school curricula and teaching methodology.

Teachers would have further access to the website to:

- a) Track the performance of his/her class
- b) Track the performance of individual students, top 10 and bottom 10 percentile
- b) Upload assignments
- c) Make announcements in the school forums

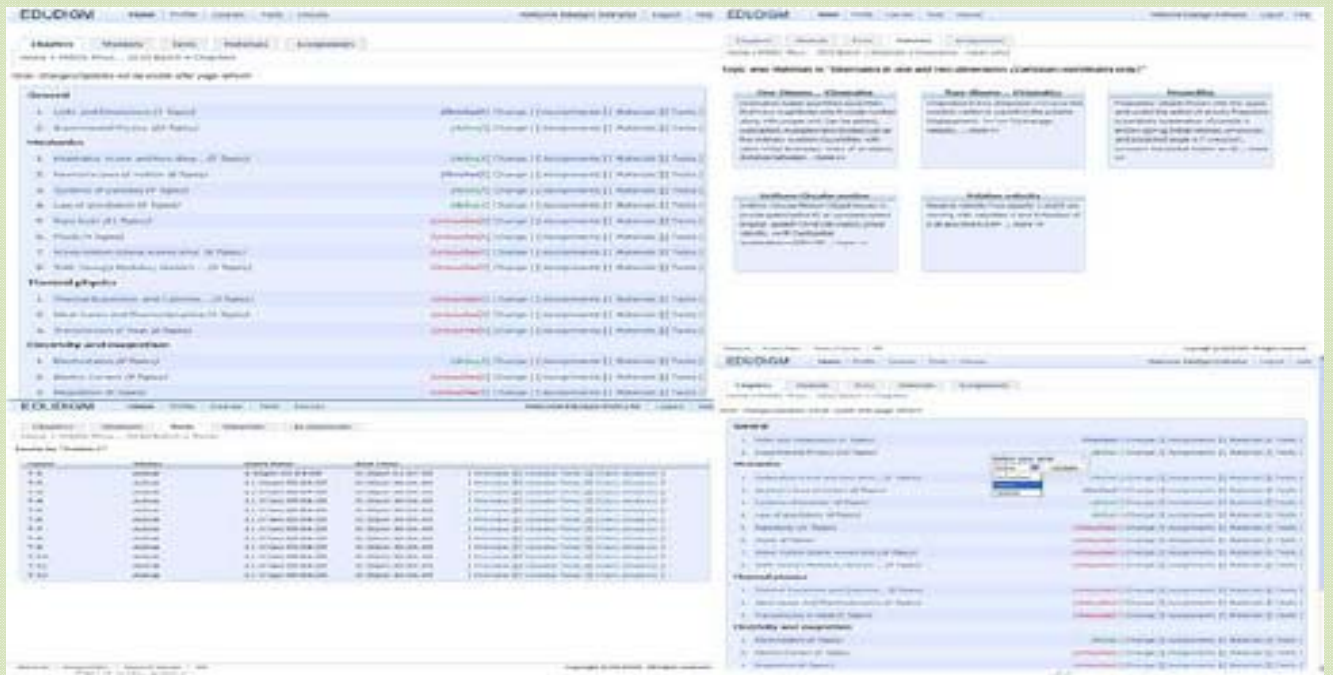
5) **Mentorship:** We have built a strong network with IIT students and alumni who would act as mentors to help students. Every student would be assigned one mentor who would be available at all times besides having access to the complete network through our website. The various contact points with the IIT students and alumni are as follows:

- a) Online Discussion Forums
- b) Call an IITian
- c) Workshops & Seminars

These are snapshots from our website which uses a high end technology platform, analytical tools and artificial intelligence developed by us to provide in-depth and customized analysis to the students, their teachers as well as the mentors.



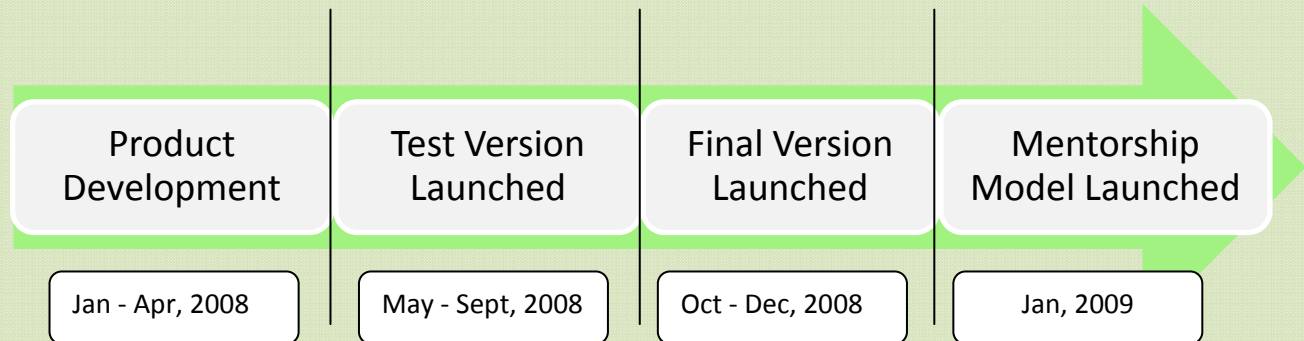
The website will act as an instructor available 24X7 for the students



Teachers would be able to track their class and student performance through our website

## CURRENT STATUS:

We have been working on this model since the beginning of our final semester at IIT Kharagpur. Over the last one and a half year, we have invested around Rs. 5,00,000 for the office space, computers, servers, bills etc. The following timeline shows the rapid progress we have made:



Our test version product, [www.targetiit.com](http://www.targetiit.com) is where we have devoted a lot of time and energy in guiding, mentoring and answering queries faced by the students for free. We currently have over 2000 users registered with us, making our product the only free and fastest growing web portal for IITJEE and other competitive preparation in India.

During this time we developed the courseware, improved our web deliverables and created a platform from where we could launch our final product with the aim of creating our website a complete instructor for the students thereby eliminating the coaching system of education. We started by conducting a Career Guidance workshop in Kolkata in January which was attended by more than 300 students from Kolkata, Durgapur and other places in Eastern India.  
[http://www.telegraphindia.com/1090129/jsp/careergraph/story\\_10451120.jsp](http://www.telegraphindia.com/1090129/jsp/careergraph/story_10451120.jsp)

Our initiative, Edudigm ([www.edudigm.in](http://www.edudigm.in)) has been received with tremendous appreciation not only by students but also by many schools. The cost structure for our program which is:

For The one year program: Rs.3000

For The two-year program: Rs.5000

(Additional 10.3% service tax)

**THE ROAD AHEAD:** We are determined to bring about a paradigm shift in this sector of education; hence we plan to take it to the National Level by the end of this April.

We plan to conduct an **ALL INDIA MERIT CUM SCHOLARSHIP TEST** on the 2<sup>nd</sup> of **May** to increase awareness about our program and admitting students into the same.

Our well connected network of IITians who are spread all over India would help us in conducting workshops, mentoring students and reaching out to students and schools thus realizing our dream of providing students from all strata of society with quality holistic guidance to excel in competitive exams in particular and life in general.

**About Us:** The core team of Edudigm comprises its four founders who are graduates from IIT Kharagpur:

**Rajiv Agarwal**, Head, Business Development & Marketing: B.Tech, Metallurgical & Materials Engineering

Rajiv's interest lies in Chemistry especially organic and inorganic. He was involved with a lot of extracurricular activities and entrepreneurial activities at IIT where he started the Technology Transfer Group, the first of its kind student initiative in India and conducted IndAc'08 to successfully transfer technologies from the academia to the industry. IIT Kharagpur's first department newsletter and Dramatics Workshop were also conceptualized and initiated by him. His experience during internships at Business schools in the US, Finland and IIM Calcutta, along with a year's exposure in the industry have led to a sound understanding of business and management. He left an offer to study abroad to pursue his dream of bringing about a transformation in the education sector of India.

**Nishant Sah**, Head, Operations: B.Tech, Mechanical Engineering.

Nishant has been mentoring and teaching students for the last one year and is rated as one of the best in Physics and Maths. With a 99.98 percentile out of 3, 00,000 students who took CAT'07, he has proved his intellect at many levels. He successfully started the most participated event "WoodStock" for Kshitij'07, the largest techno-management fest in India. He was instrumental in implementing an online mess management system which was adopted by all hostels in IIT Kharagpur. He envisions an India where education is accessible to all through the use of technology for massive cost reductions and availability. His strength is that he has taught and mentored students for IIT JEE and has been involved in technology development.

**Lokesh Verma**, Head, Web Development: B.Tech, Mechanical Engineering

Lokesh takes care of all our web related issues. He has designed a very innovative web platform which uses high end technology and artificial intelligence. His programming skills have been appreciated greatly by the innumerable projects he has been involved in. The long list of recommendations he has received from all his clients bear testimony to fact. He was the Head, Design Team at Kshitij'07. He worked as a summer intern at GE. He has held positions like Head, Technology Event Councillor (Undergraduate & Postgraduate courses) and General Secretary Technology at his hostel at IIT Kharagpur. He views the future as one where education brings equality in the country. He believes that this cannot be achieved unless the country brings equality in education for all.

**Manish Shankar**, Head, Knowledge Services: B.Tech, Mechanical Engineering

Manish has been instrumental in designing the study kit and the online test series. He was an active sports person at Kharagpur. He has been involved in guiding students directly and indirectly over the web. He has been involved in IndiaIndexed, a technology startup and a couple other web portals. His humble background has been a great motivator to help spread education to the most remote places in the country.

Besides the four of us, we have a network of IIT students and alumni all over the country who help us in the course development, mentoring, conducting seminars and workshops.

The logo for Edudigm, featuring the company name in a blue serif font on a light blue, textured rectangular background.

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