

**EDOOFA – Education for All**  
**(Industrial Project carried out at ANHAD EDUTRAIN)**

*Submitted in partial fulfillment of the requirements for the award of the Degree  
of*

**BACHELOR OF TECHNOLOGY**

**IN**

**INFORMATION TECHNOLOGY ENGINEERING**

**by**

**Shreshth Chhabra (141413)**

**To**



**JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY,  
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**May – 2018**

**(II)**

## **Certificate**

This is to certify that the work which is being presented in the project report titled “EDOOFA-Education For All (Industrial Training at Anhad Edutrain)” in partial fulfillment of the requirements for the award of the degree of Bachelor of Technology in Information Technology and submitted to the Department of Computer Science Engineering and Information Technology , Jaypee University of Information Technology, Waknaghat is an authentic record of work carried out by Shreshth Chhabra(141413) during a period from February 2018 to May 2018 under the supervision of Dr. Punit Gupta, Department of Computer Science and Information Technology Engineering, Jaypee University of Information Technology, Waknaghat. The above statement made is correct to the best of our knowledge.

Date: - .....

Dr. Punit Gupta

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(III)

## STUDENT DECLARATION

I, therefore, pronounce that this accommodation is my own work, done at **AnhadEdutrain** as Industrial Project from 1 Feb 2018 to 31 May 2018 and that, to the best of my insight and conviction, it contains no material already distributed or composed by someone else nor material which has been acknowledged for the honor of some other degree or recognition of the college or other organization of higher learning, with the exception of where due affirmation has been made in the content.

Place: Wagnaghat, Solan

Signature:

Date: 25<sup>th</sup> May 2018

Name: Shreshth Chhabra

(IV)

## **ACKNOWLEDGMENT**

I take incredible benefit to profit this chance to offer my profound thanks to each one of the individuals who helped and guided me over the span of my Industrial preparing. Right off the bat, I might want to stretch out my significant appreciation to our executive, Sir Angad Singh, for giving me his important time and his direction amid this course.

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Shreshth Chhabra

141413

25/05/2018

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# Chapter – 1

## Introduction

Consistently, a huge number of understudies confront the quandary of finding a school adequate for advanced education while likewise confronting budgetary issues. Understudies are frightened of getting hoodwinked. A few nations that face such tribulations are Nigeria, Ghana, Zimbabwe and Bhutan. There are different reasons because of which such nations neglect to give quality training. Some of them are recorded beneath

- Corruption in instruction area – seats are purchased by cash as opposed to being conceded on justify.
- Universities frequently go on strikes for uncertain eras which defers courses by 1 or at some point even 2 years.
- Courses educated to understudies neglect to give employability.
- Deadlock courses may be sold to understudies that have no bona fide application like Bee keeping and aquaculture.

Bhutanese government gives free instruction till class twelfth and after that there are just select couple of government universities that give legitimate fantastic employment connected training. The individuals who are sufficiently special, choose to move out of the nation for advanced education. The issue of absence of value instruction powers a huge number of understudies from these nations to relocate over the globe.

USA being a noteworthy fascination, understudies burn through a great many dollars to consider in USA consistently. Typically the understudies pay their credits by taking up advances for their instruction. Generally around 75% of the understudies contemplating in USA have an understudy credit. The aggregate sum of this credit lies between \$902 Billion and \$1 Trillion which shows that it is an air pocket simply like the lodging

advance air pocket that the world saw in 2008. An unpleasant gauge says that the cost of training in other created nations lies between \$8000 to \$20000 every year and average cost for basic items ranges from \$6000 to \$10000 every year. For larger part of understudies this cost is difficult to deal with.

EDOOFA is a Meta college which can be additionally called a parallel college which does not possess any foundation or staff of any college yet has a solid nearness in them. EDOOFA helps understudies in getting grant in numerous nations. Alongside grant, EDOOFA likewise furnishes them with low maintenance employments and temporary jobs also to help them self fund their advanced education. Understudies who examine abroad under the EDOOFA PROGRAM are given employments in areas like online networking showcasing, video altering, realistic outlining, content written work, blogging and so on. Such occupations enable understudies to plan for their future, and furnish them with legitimate modern presentation and employment aptitudes.

For the outside understudies who need to class in India, EDOOFA does charm. Ideally the cost of direction in India is reduced by around \$4-5k (tallying instructive cost and motel Fee).



Figure1. complete item outlook

## Chapter-2

### Literature Survey

#### “Microsoft excel for Quantitative data analysis”

Information that can be' tended to as 'a number is known as quantitative information. This sort of information is utilized for quantifiable examination and gives us a more obvious level of exactness in our last outcomes. A numeric variable is taken care of and greater identity boggling and generally scattered precise equations can be made utilizing this technique for examination.

Surpass desires fuses endless that can be used for general data examination.

Four courses of action namely, statistical limits, charts, pivot tables and data analysis tool pack of gadgets are particularly profitable:

1. Allocate Column Header

Give each segment an illustration, edifying header that will be clear when entering data or tolerating yield.

2. Allocate each case with an exceptional ID

You can administer each case in the dataset a remarkable numerical identifier.

#### Entering your Data

- Importing data.
- Managing the data

#### Setting up our Data

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

Effective advancing and methodologies

The target of displaying is to relate our business motivating force to the right customer base. It's an essential thought anyway it can go up against a million particular shades.

- What economics make up your customer base?
- Where do they live?
- Where do they hang out on the web?
- How do they look for things in your forte?
- Who do they listen when settling on decisions in regard to your thing?

### **Facebook Advertising**

They enable you to base on a particular get-together of onlookers in light of locale, interests, age, sex, online lead, and different other factors. Creating Facebook progressions is essential. You essentially require a strong component, a touch of interfacing with duplicate, one picture, and a link. The Facebook Ads Manager comparably makes it genuinely easy to run and test unmistakable notice sets, engaging you to revolve around a triumphant equation and achieve proficiency without requiring moved specific bowed.

#### 1. Google My Business

Arranging our Google My Business (GMB) posting is a champion among the most equipped things we can upgrade the condition our business. Google My Business joins all our different Google stages into one focal place, which intertwines our Google+ profile, Google Maps profile, our Google reviews, access to information on Google Analytics and Google Insights, and that is only a look at a bigger issue.

## 2. Content Marketing

Content marketing is the way toward making and surrounding goal, material, and obvious substance to draw in and hold an unmistakably depicted amassing of people and drive useful client action. Unlike paid publicizing, content advancing spins more around entire arrangement happens as intended. The principal result has a tendency to be low, in any case the entire arrangement, saving change in guests, leads, and clients can with no assistance pass on a business. Content isn't constrained to blog sections. It joins annals, podcasts, online courses, and a considerable social affair of different mediums in which individuals expend data.

## 3. E-Mail Marketing.

A tremendous piece of the comprehensive group who visit our site won't purchase from us in a brief instant. Getting contact information for extra publicizing and "lead supporting" is the most ideal approach to manage offer, and email remains the most raised changing over channel for taking an interest with leads. Email propelling pipes start with a "lead magnet". This is something influencing you offer your site guests as a final product of their email address. Conceivable decisions meld a free advanced download, a free association trial, a "seat" at an online class, page venture, a coupon, and so forth.

Favorable circumstances of email promoting include:

- Low cost
- Global reach
- Easy to automate
- Easy to segment
- Immediate correspondence

- Easy to setup and run
- Easy to track and make strides

### **Noteworthiness of Customer Satisfaction in Sales and Marketing.**

Purchaser dedication is a moving term that measures how things or affiliations gave by an alliance meet or beat a customer's hankering. Client satisfaction is basic in light of the way that it outfits promoters and delegates with a metric that they can use to direct and refresh their affiliations.

A couple of reasons which uncover to us why shopper dependability is so basic.

- It's a principle pointer of customer repurchase desires and steadfastness
- It's a condition of partition
- It decreases customer unsettle
- It fabricates customer lifetime regard
- It diminishes negative verbal trade
- It's more affordable to hold customers than secure new ones

### **Exploring the Impact of visitors on Page with Google Analytics**

Conveyed Journal: International Journal of Web and Semantic Technology

Conveyed Year: 2011

This paper builds up an adaptable philosophy to isolate the adequacy of various factors on different ward factors which all are times strategy and particularly displays to utilize a period design break faith on a champion among the most basic and fundamental once-

over (online visits per visit) Google investigative and in conjunction it shows to utilize the most legitimate information to get a more right outcome.

Web look for mechanical assembly guests have a mix of effect adjacent hits which can't be depicted by single fall away from the faith. On one hand referral guests are especially fitted on straight descend into sin with low effect. Then again, sort out guests enormously influenced site visits. The higher association speed does not just gather higher effect close-by hits and the substance of page and the region of guests can engage association with speed to depict client lead. Returning guests have a few practically identical characteristics with sort out guests.

### **The Adoption of Facebook as Internet Marketing Strategies in Journal Promotion**

Conveyed Journal: International Conference on Information Management and Technology

Conveyed Year: 2016

In the period where access to electronic frameworks organization is a touch of our reliably works out, supports need to stay aware of the expedient pace of progress or danger being old. An unclear thing from in the media scattering industry, the fast change of Open media System has empowered everybody to get to diary/ebooks forever, yet by a wide margin a large portion of the diaries/E-books have not yet been produced a propelling structure. In this paper producer has examined how distributors could get a handle on web showing frameworks through online frameworks organization in the diary scattering industry.

Finally we can reason that the gathering of Facebook as web promoting strategy for journal/E-book creation headway has constructive outcome in growing the visitor action of the journal webpage and extending brand care and customer duty in the journal Facebook fan page. The limitation of this examination is that the essayists simply use the discretionary data from Stat Counter and Facebook understanding for separating the impact of the electronic person to person communication gathering. The future research

must examine customer satisfaction and collect the customer supposition with respect to the quality and repeat of the substance shared in the journal Facebook fan page.

### **African preparing system and issues**

Despite the way that Africa has expanded huge ground towards the accomplishment of Education for All and Millennium Development Goals, diverse difficulties keep undermining the accomplishment of these general focuses by, and past 2015.

Enlightening quality remains a true blue test in Africa. The unit of vitality, clean water and sanitation work environments, including toilets for the two young ladies and youthful colleagues remains a test, especially in typical schools.

One of the primary issue that effect the planning framework in Africa is the nonappearance of qualified instructors is a legitimate test influencing the region. When in doubt the schools and schools are on strike in perspective of which schools and universities stay close-by for a broad time traverse and the person who is influenced the vast majority of this are the understudies. In light of which they need to search for the choice of heading abroad and the issue in this course is the Money. As a large portion of the understudies can't bear the cost of the Cost of living and heading in abroad which will cost them some place in the extent of thousands of Dollars. The absence of eagerness for course and of general progress help has blocked access, quality and the accomplishment of comprehensive focuses for getting ready..

## Chapter 3

### Proposed Methodology

Anhad furnished us with such a preparation, to the point that helped us in turning into the ace of the considerable number of exchanges. My work included taking care of the customers, arranging the basic plans and methodologies, lead discussions, expanding the quantity of tie-ups and furthermore reveling however much as could reasonably be expected leads alongside promoting available to us..

Our preparation helped us in picturing various markets with the assistance of controlled promoting and advertising efforts , suitable research and even created leads through facebook control editor,effectively modifying the attempt to seal the deal as indicated by the objective market, expanding the business with the assistance of consumer loyalty, per lead age cost is streamlined by making greater interest in african markets, ascend in the measure of lead transformation by 20% out of a time of 2 months, lead maintenanceson radio, utilizing facebooksspixel for concentrate the site activity, administration of websites and furthermore the substance showcasing..

Understudies intrigued by higher investigations are partitioned into 2 cans. Considering all out understudies as 100 %, out of them top 20% understudies have a guide set for them. These 20% have apparent scores to get admision in ivy association schools. They have clear vision and are additionally totally mindful of their vocations and future objectives. The staying 80% who have normal or beneath normal score doesn't have clear vision and are uncertain about their future objectives and vocation. They don't have any powerful or dependable method for choosing and investigating the course, school and profession. When they get caught by the private operators of a school, the circumstance deteriorate. These understudies are effectively controlled by the specialists to wind up a piece of school or course they need to offer them. The understudies even in the wake of paying a high sum for the course don't get useful introduction of the business. Every one of these components together lead understudies to a consistent cycle of joblessness and disappointment..

## Edoofavs Agent

A large part that our training involves is the way to understand, and also make the involved leads understand that in what manner Edoofa is not same as an education Agent.

The common aim of all the agents is to exploit the students and earn the maximum profit out of it. There are biased recommendations based on the amount of money payed by the students and the quality of counselling done is also quite low.

They are not loyal to their words and are immoral. Mostly the information provided is hidden and unsure.

At the end , the student ends up without acquiring the required skills. This results in zero return on investment.

Our Edoofa program and organization that provides one with seamless experience is a “parallel university”. They provide appropriate detailed counselling, an entire transparency regarding the universities and also the essential financial information . Edoofa tries to assure approachability, affordability and industrial exposure for the students who have applied , along with inculcating the skills and knowledge in student.

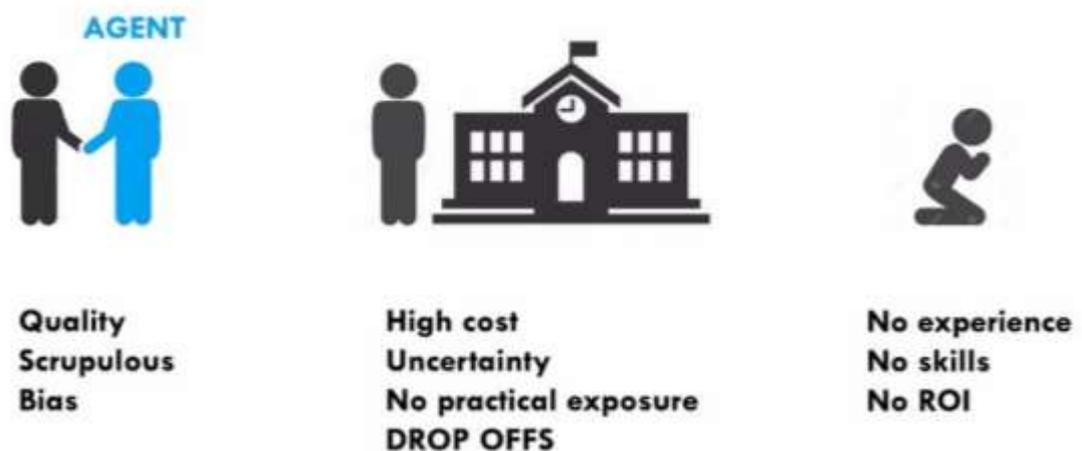


Figure2. Common scenario

EDOOFA is a product that gives education related solutions. A unique self financing model is obtained through this platform which help the students in reducing the amount of money required for higher education and also involves direct interaction among students, college, academicians and industry so that there can be increement in the employability.



Figure4. EDOOFA Edge

Students are more interested in approaching EDOOFA instead of the biased agents. In EDOOFA they are provided with expert career counselling, trainers and counselors suggest the students regarding beneficial and proper employment related course on the basis of their personal preferences and academic background. Their procedure is totally transparent. They provide students with a huge list of courses so that they can select the best option according to their interest and preferences . EDOOFA being a global product with total transparency provides same and authentic process for all. It ensures the affordability and quality of higher education and also provides industrial exposure to the students. This helps students in developing numerous job skills.

### **Training and Internships/Jobs**

The fundamental focal point of Training and Internship cell is preparing of understudies and furnishing them with low maintenance temporary jobs and employments. Understudies will be furnished with FREE 3 months work Training declaration when they return to India. This preparation is very uncommon as it contains a request of various

methods and aptitudes that will be helpful for understudies in landing positions and low maintenance temporary positions effortlessly

Presently, there emerges a few inquiries in regards to the sort of employments or entry level positions that are given through EDOOFA. Fortunately the understudies will be given huge number of chances in India because of various reasons.

The most vital part is that understudies are not required to move out of the lodgings for the work, they can do their work online from their individual places or rooms.

Over the globe, India has the second most elevated number of web clients approx 375 million. What's more, in the previous 15 years the web access among Indians has pointed over approx 7000%. This ascent is real purpose behind the fast development of outsourcing industry in India.

India has the second most astounding wide assortment of independent specialists (roughly 15M), remaining alongside the USA (approx 53M). India is one among the most essential markets wherein abroad gatherings and individuals from various nations outsource their work. This outsourcing of work encourages the researchers to land positions and temporary jobs.

**FREELANCE-** school/undergrads can play out a little low maintenance exercises and can acquire low maintenance, by means of making a venture of two-three or more noteworthy hours every day. This is known as independent, or outsourcing.

Steady with EDOOFA's arrangement and vision, we will convey adequate conceivable outcomes to understudies wherein they'll be fit for winning \$1000-\$1500 or possibly more every year, depending on the necessities of the understudies. There is no chance to get of helping an understudy on the off chance that he wants to squander his chance tattling with associates or smoke pot. On the off chance that you wish to accomplish at that point you certainly need to buckle down for it. In this way, we do masses of directing sessions every week, we find 2 kinds of understudies regularly:

1. talented understudies - they are well-known to outlining and writing computer programs, they're exact at composing, they know promoting and so forth or some different capacities. It's obvious, these individuals can utilize their gifts to procure cash low maintenance. For somebody who's an essayist, he can compose 1-2 articles for every

day and profit out of it. In expansion, there are temporary position potential outcomes for photo planning, video changing, programming and numerous others..

2. Incompetent understudies - that is most extreme of the people. No issues, for the reason that India is the place where there is openings.

There are various low maintenance employments like information section, record altering, advertisement posting, saving tickets, surveying, planning gatherings, composing messages et cetera.

Understudies can likewise work inside the college in library or records branch each day after lessons to gain cash out of it. EDOOFA has an enormous system in India and we'll be utilizing it to help African undergrads. We as of now have delicate tie-ups with 2 of the most vital entry level companies.

### **3 Months Training Program**

The gifted understudies are mainly helped by this preparation program to reinforce their hard abilities and delicate aptitudes, and for the not talented understudies to get a decent turn in these abilities.

This program shifts from understudy to understudy contingent upon their diversions and interests. It contains three stages:

#### 1. Phase 1-Basic Phase

- Hobbies/Interests:
- Making a poll This is improved and change the module as showed by him/her or others
- Communication aptitudes These relational abilities are enhanced with the goal that the understudies to give the understudies a chance to do little low maintenance works like sentence structure check, content composition and so forth.
- Coherency
- Grammar
- Pronunciation

- Work Ethics-Showing the understudies these ethics will empower them to appreciate the work culture of Indian associations better and how to talk with their partners and seniors and work with them in concordance.
- Hard work
- Discipline
- Attitude

#### Phase 2

- Soft Skills-These capacities are required by most of the associations
- Interpersonal
- Leadership
- Team work
- Analytical and legitimate Skills
- Online Quizzes
- Interview arrangements Providing help to the understudies to prepare for the Interview
- Resume Writing
- Portfolio Making
- Group Discussion
- Presentation Skills
- Updating on the distinctive fields of Internships-for instance Video Editing, Blogging, Photography, Content Writing, Digital Marketing, Advertisement posting, Graphic Designing, Social Media Marketing and so forth.

#### Phase 3-Propelled Phase

○ Particular Training concerning the understudies intrigue or any past capacity that he/she starting at now has.

○ To giving substance on web

- Digital and Social Media Marketing
- Content Writing and Blogging
- Video Marketing
- Search Engine Optimization

Working low maintenance it is evaluated that understudies can secure a biggest of \$70 to \$80 every month that also in case they work every day and juggle between 2 odd occupations. EDOOFA outfit understudy with cushy employments where he/she can pick up \$80 to \$100 every month.

Information gives the request to the proper reaction **WHAT**. Aptitude gives the reaction to the request **HOW**. State of mind gives the reaction to the request **WHY**. Merging KSA prompts a whole identity.

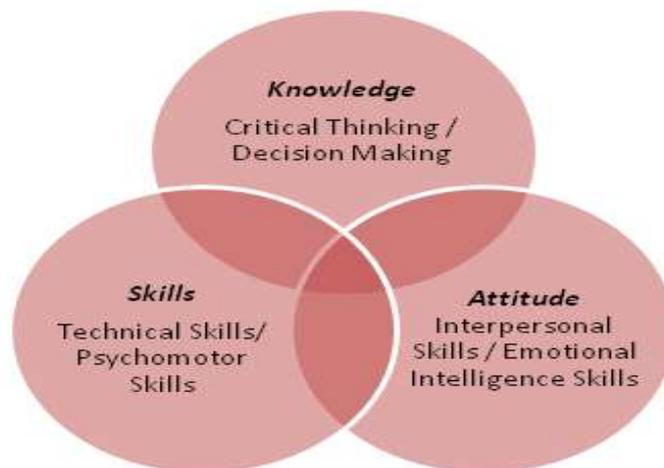


Figure 5. KSA Framework

## **Internships/Jobs**

The cell does corporate tie ups with the different associations and new companies and the resumes of those understudies are sent will's identity ideal for the opening for work given by that specific organization. The meetings are driven by methods for a telephone call or a video call and the picked understudies are given employments and temporary positions

by the affiliation. There are moreover unique points of interest that an understudy gets under the EDOOFA PROGRAM. Every one of them are recorded underneath.

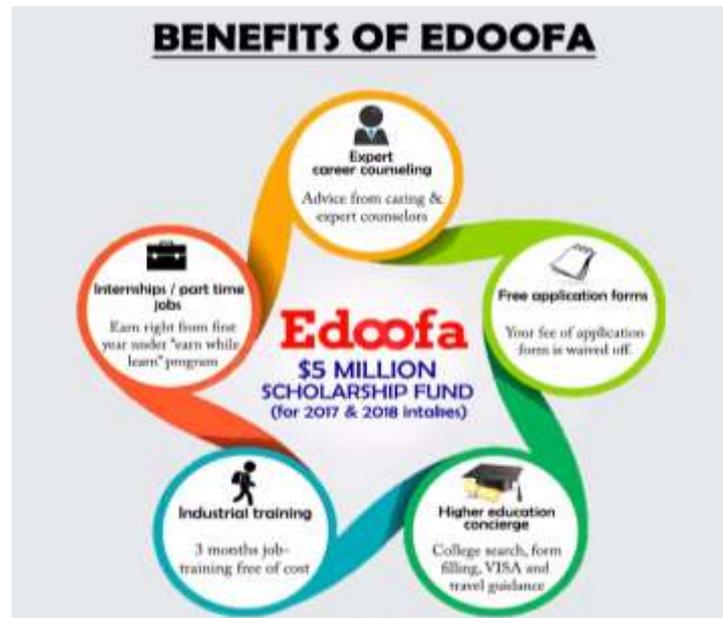


Figure 6. Benefits of EDOOFA

The understudies are helped by the most experienced, mindful and sympathetic vocation guides who assist the understudies with the immediate and significant guidance for their profession development.

- Direct meet with school

Understudies can specifically talk with the confirmation officers and the resources to clear their questions. Straightforwardness is known as the way to moderateness.

- Free application frames

Understudies never need to pay for an application frame twice. EDOOFA's relationship with colleges ensure understudies spare significant cash. As we probably am aware, cash spared is cash earned. Higher education concierge

School look, Application frame filling, Visa and expense installment help, travel direction, preparing and temporary positions. EDOOFA remains with the understudies all through statement of purpose and essay.

The EDOOFA's expert's team profiles student's academic and extra-curricular strengths and prepares or them a Statement of Purpose (SOP) which worthy of sponsorship

- Free work preparing testament course \

The understudies are prepared by EDOOFA for the abilities they require in the present employment markets, aptitudes that the understudies need to flourish in the entry level positions.

## **DIGITAL/ SOCIAL MEDIA MARKETING**

### Advanced MARKETING

Advanced showcasing which is otherwise called the information driven promoting is an umbrella term that is utilized for the promoting of the administrations or items by utilizing the computerized advances, which is predominantly on the Internet, yet in addition including the cell phones, show publicizing, and numerous other computerized medium.

### Web-based social networking MARKETING

Web-based social networking promoting is the use of web-based social networking stages and sites to propel an administration or item. The larger part of these web-based social networking stages have their own specific understood information investigation instruments, which enable associations to track the achievement, advance and commitment of promotion battles. Associations address an assortment of partners through online networking promoting including present and potential clients, bloggers, columnists and the general individuals.

### Long range informal communication sites

Long range informal communication sites grants organizations, people and distinctive relationship to speak with each other and gather associations and gatherings on the web. Exactly when associations join these social channels, buyers can team up with them clearly. That correspondence can be more individual to customers than customary strategies for out bound promoting and publicizing. Interpersonal interaction locales go about as informal exchange or more completely, e-verbal. The Internet's ability to accomplish billions over the globe has given online casual trade a proficient voice and far reach.

In light of interpersonal organizations an advertising model incorporates the beneath

specified advances:

- Selection of the potential informal organizations to utilize;
- Setting out a money related arrangement (with respect to employing online networking brand chiefs or specialists)
- Designing or changing authoritative structures to deal with the informal community in the organizations' market (this may include adding a web-based social networking unit to a current promoting 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 methodology, for example, assessment, information examination, and so on.

## **FACEBOOK**

They enable a thing to give photos, accounts and long depictions, and tributes as different supporters can remark on the thing pages for others to see. Facebook would interface have the capacity to back to the thing's site and besides pass from time to time revives. As of May 2015, 93% of associations promoters utilize Facebook to move their photo.

Edoofa runs two or three ads on facebook. They show up at various positions on the screen. On the off chance that a man taps on this business, he is made to [www.edoofa.com](http://www.edoofa.com). Through Facebook's BM, we were capable track the measure of individuals who went to our site and number of individuals who enrolled/made record on our site.

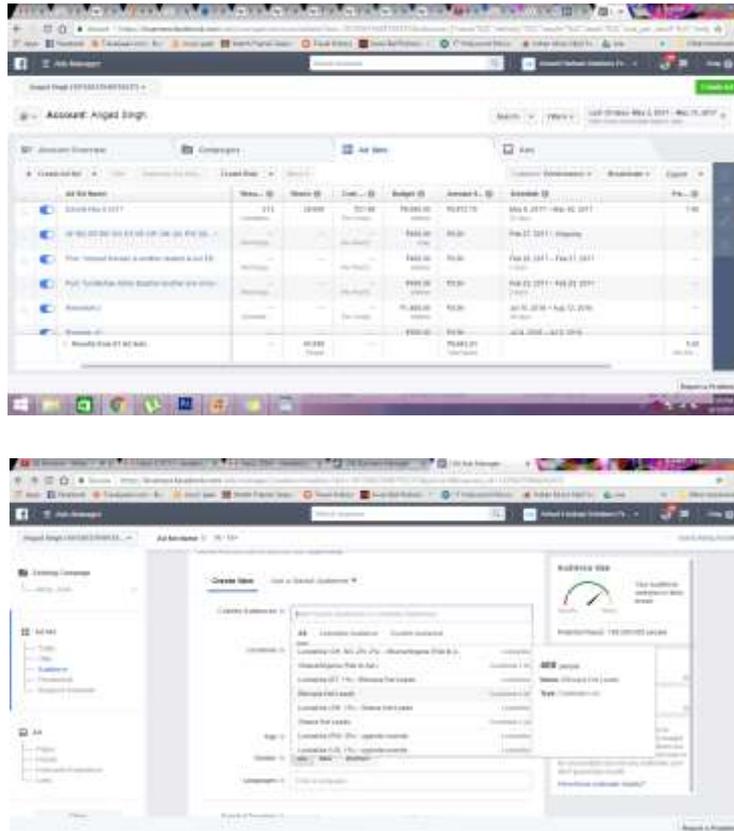


Figure7. Facebook Advertising

## WHATSAPP

Whatsapp places laser acknowledgment on building an informing supplier that works quick and dependably wherever in the global. WhatsApp began as a chance to SMS. Whatsapp currently helps sending and getting an assortment of media alongside literary substance, photographs, films, archives, and region, notwithstanding voice calls. Whatsapp messages and calls are secured with offer up-to-stop encryption, implying that no third birthday festivity comprising of WhatsApp can study or hear them out. Whatsapp has a buyer base of one billion individuals in more than one hundred eighty countries. it's miles used to send tweaked limited time messages to man or lady clients.

WhatsApp is used by individuals everywhere throughout the globe. At edoofa, this stage is utilized to attach with ability leads from unmistakable countries like Nigeria, Ghana ,zimbabwe, bhutan et cetera. the counsels attempt to comprehend the worries and issues of those undergrads and propose them most proper calling alternatives.

## INSTAGRAM

Present day considers measure that 93% of refinement creators have a searing proximity on Instagram and consolidate it in their advancing blend. in association with makers and undertakings, Instagram's point is to assist social occasions with accomplishing their different gatherings of spectators by methods for enthralling imagery in a rich, unmistakable condition. plus, Instagram offers a phase in which individual and director can pass on unreservedly and clearly, making itself a to a great degree come full circle organize for relationship to interface with their front line and capacity clients.

After facebook, instagram is the best eminent web based systems administration utility in african worldwide territories and along these lines is utilized by edoofa to fabricate stamp affirmation.

Hashtags together with #training #studyabroad #ghana #nigeria #zimbabwe #bhutan #africa #engineering #medicinal calm #regulation #pharmacy #nursing #india et cetera are used so concerned people can without a lot of an extend

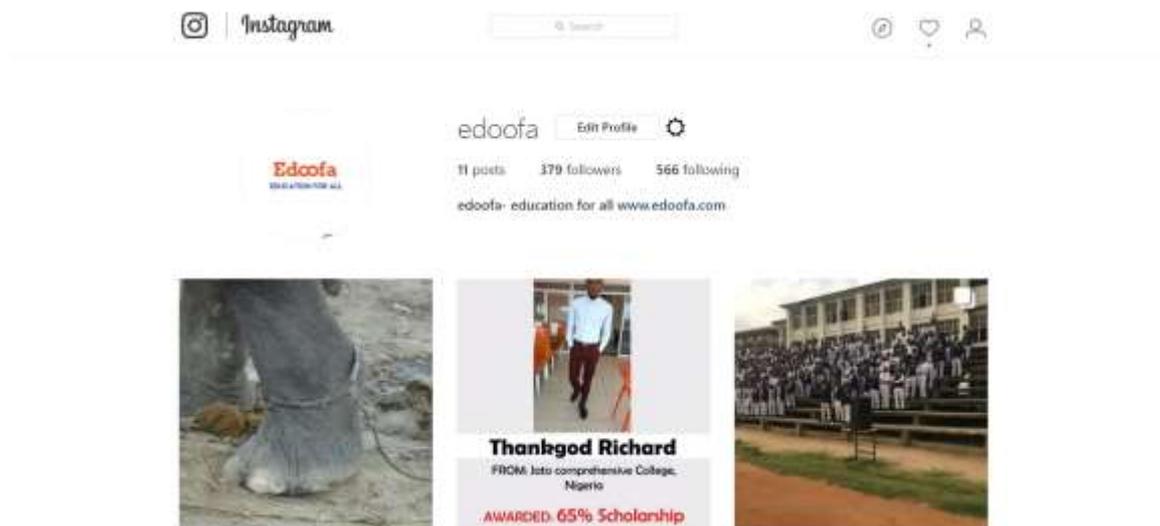




Figure 8 Instagram Advertising

## YOUTUBE

The ads and the thoughts used to offer the item mirror the intended interest group's form and taste. moreover, the ads in this stage are normally in a state of harmony with the substance material of the video asked for, that is some other preferred standpoint YouTube brings for sponsors. certain ads are furnished with specific movies for the reason that substance is applicable. Special open doors which incorporates supporting a video is likewise feasible on YouTube, "for instance, a man who scans for a YouTube video on puppy training can be provided with a supported video from a canine toy organization in comes about along the edge of various movies.

We shot and aggregated a few promotion films and distributed them on youtube. to call a couple of "appreciate of african undergrads with Edoofa in india " , focused on portrayal on less perceived aides like nursing and drug store , school visits, meeting of bhutanese understudies.

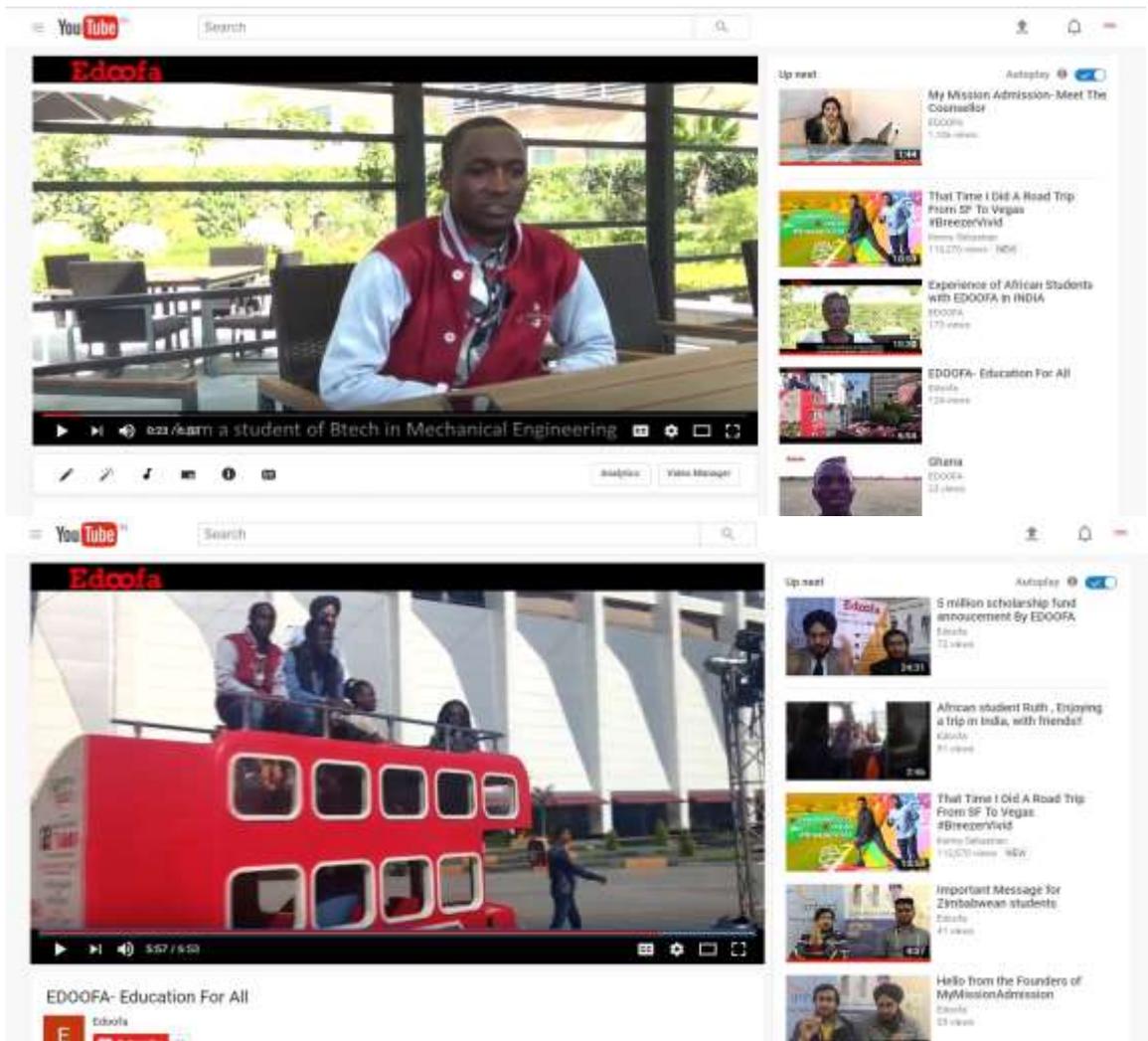


Figure 9 Youtube Advertising

## BLOG/WORDPRESS

Associations that comprehend the requirement for data, inventiveness/and openness contract online journals to make their items well known and specific/and over the long haul achieve out to buyers who're conscious of web-based social networking. contemplates from 2009 show that clients see scope in the media or from bloggers as being more noteworthy unbiased and dependable than print ads, which are not thought of as free or unprejudiced. Web journals enable an item or organization to give longer portrayals of administrations or items, can include tributes and may hyperlink to and from various social group and weblog pages. Web journals might be refreshed much of the time and are special systems for protecting customers, and moreover to acquire devotees

and endorsers who would then be able to be coordinated to interpersonal organization pages. on line gatherings can allow a business to accomplish the customers of various organizations the use of the stage.

Edoofa effectively posts material articles on wordpress various which may be amazingly well known. Visa obtainment for nigerian understudies, Edoofa's outing to ghana , why African undergrads are choosing india as get-away spot for higher preparing, challanges with african preparing machine are some of those articles.

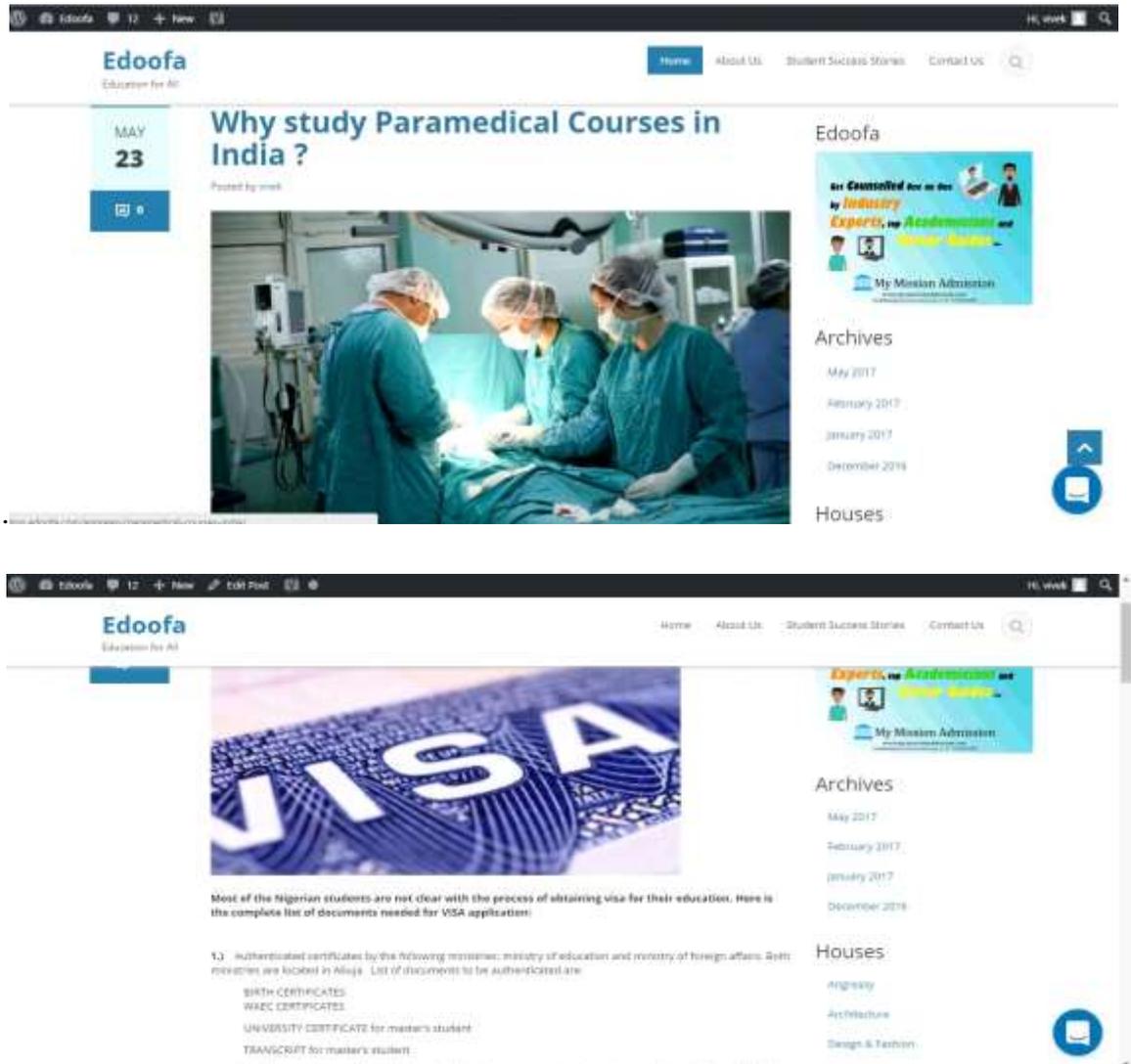


Figure 10. Blog Advertising

## **Chapter – 4**

### **Implementation details**

The Initial Phase of the Process is the "Lead age Phase" in which we endeavor to analyze our target market and make our game plans and methodology according to the need of our goal advertise. We attempt to understand 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 investigations and the ones which demonstrate most prominent number of precision are used on a greater stage i.e our standard feature. In this stage we make usage of paid advancement on Facebook and through the referral promoting from our formally existing people.

The accompanying time of the system is the "Lead Capture Phase" in this we endeavor to get the charmed gathering of spectators who have passed by our stage either by looking notification on different individual to individual correspondence arrange or through the referral from the present customers. In this our essential focus is to endeavor and impact them to comprehend the issue they are in, and what changes we can offer them so to enhance their situation much.

Once the Lead is kept up and they are showing excitement 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. Besides, why they need to pick us keeping in mind the end goal to enhance their life much casing the condition in which they are before long in. This is done using the Social Media stages and through calling.

The use of the thing is kept to a great degree fundamental and non-complex with the objective that a regularly expanding number of understudies can benefit by the EDOOFA PROGRAM.

There are various 6 arranges an understudy needs to involvement to be a bit of the EDOOFA PROGRAM.

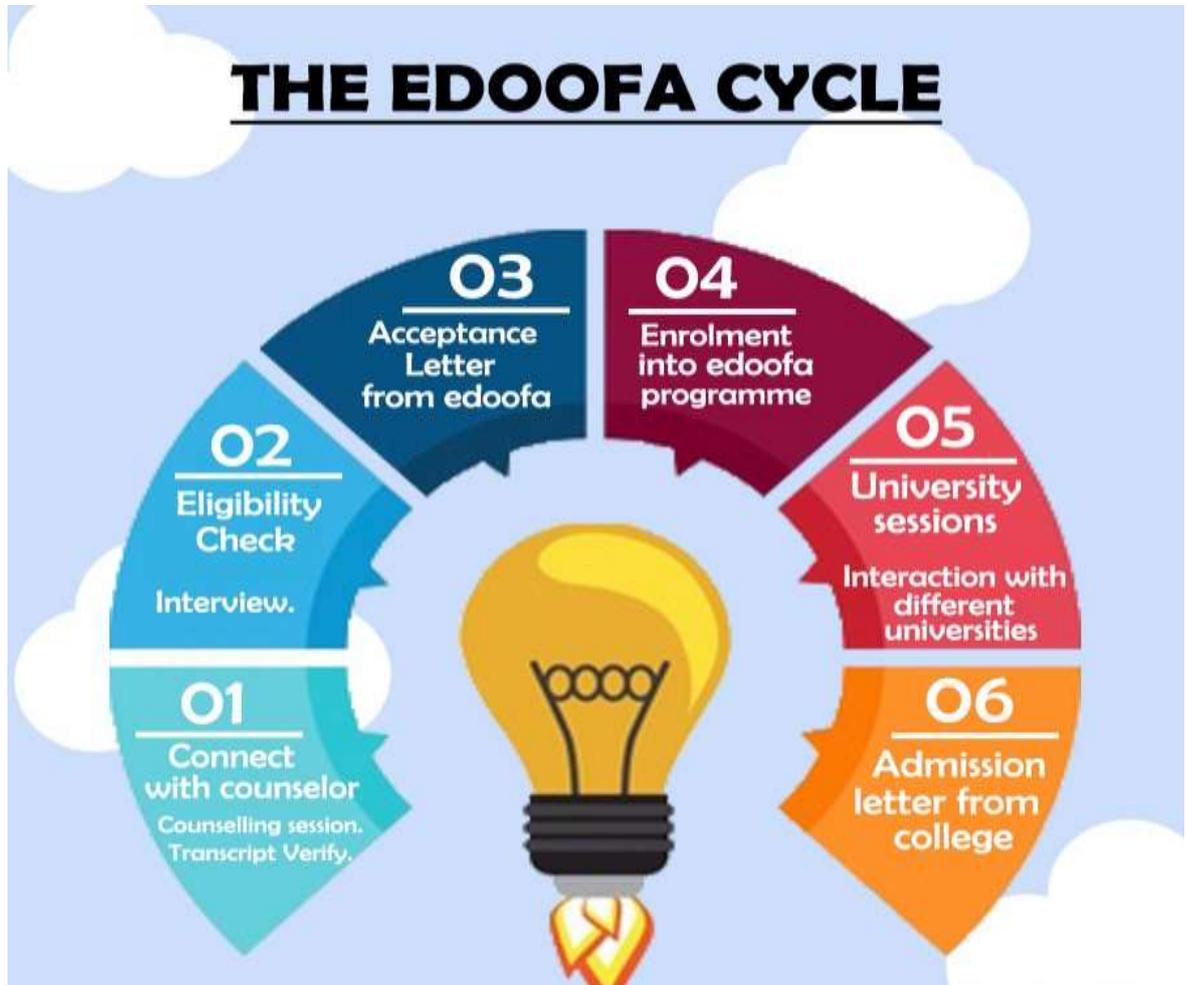


Figure11. The EDOOFA cycle for students

**Phase 1:-** This is the place the understudy becomes more acquainted with about Edoofa through different sources

oRegistration on location Students which come specifically to the site and enlist

oFB Page Like, Comment and Message-Students who take after Edoofa on Facebook are diverted to the site and are requested to enlist.

oEdoofa Check Eligibility-There is an uncommon alternative to simply check qualification for the Edoofa Program on the site without enrolling

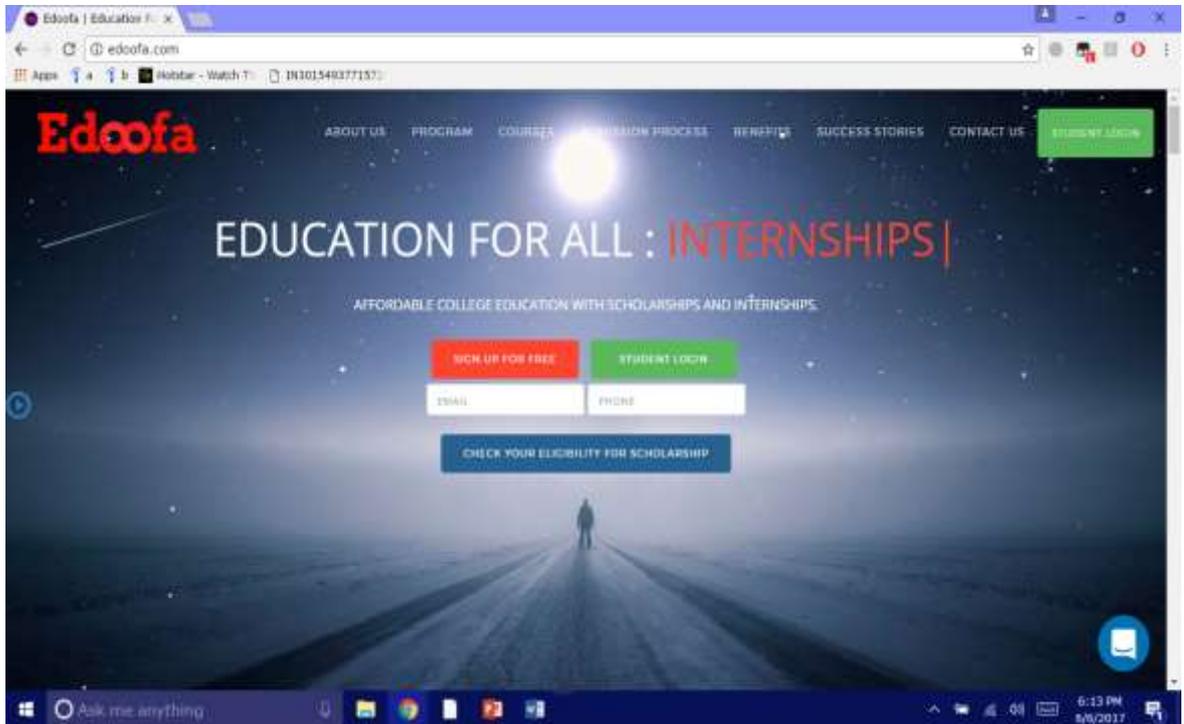


Figure12. Front page of the website [www.edoofa.com](http://www.edoofa.com)

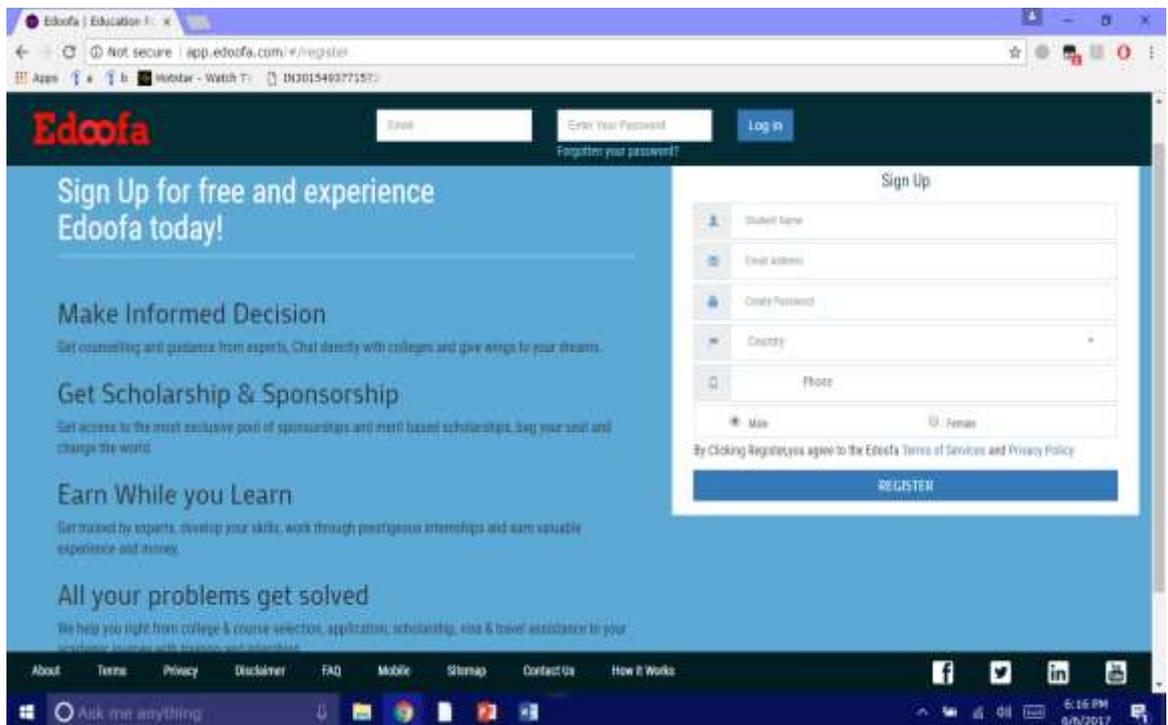


Figure13. Student Sign Up page

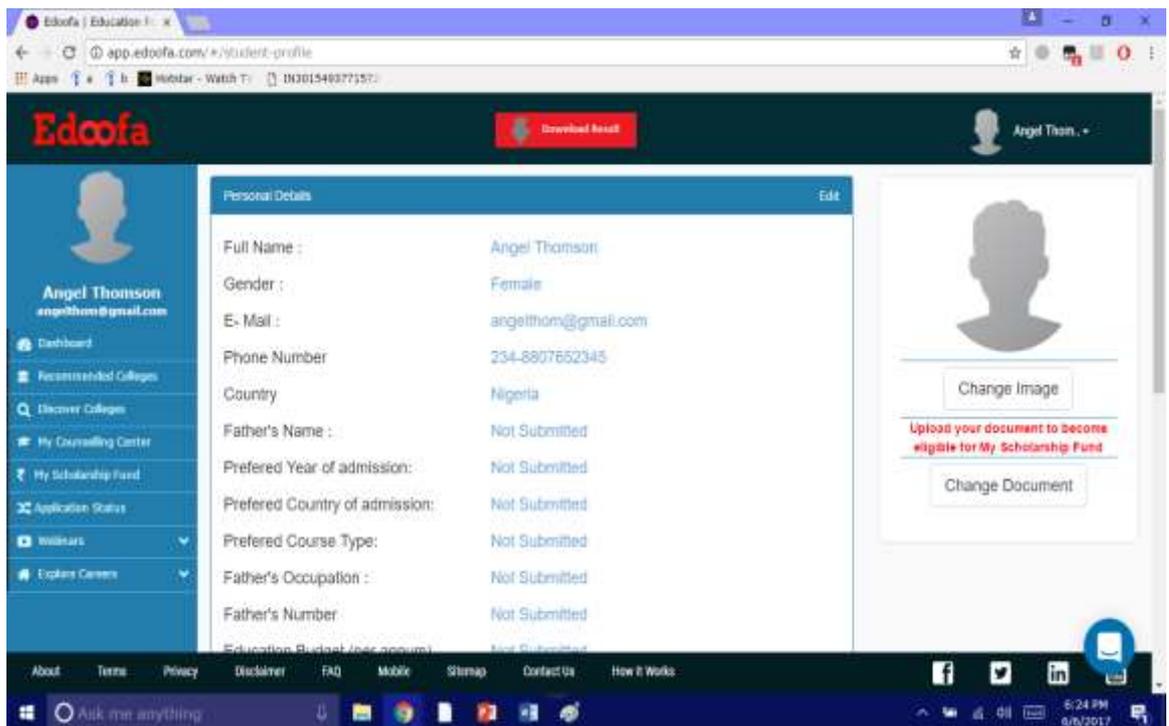


Figure14. Student's profile (1)

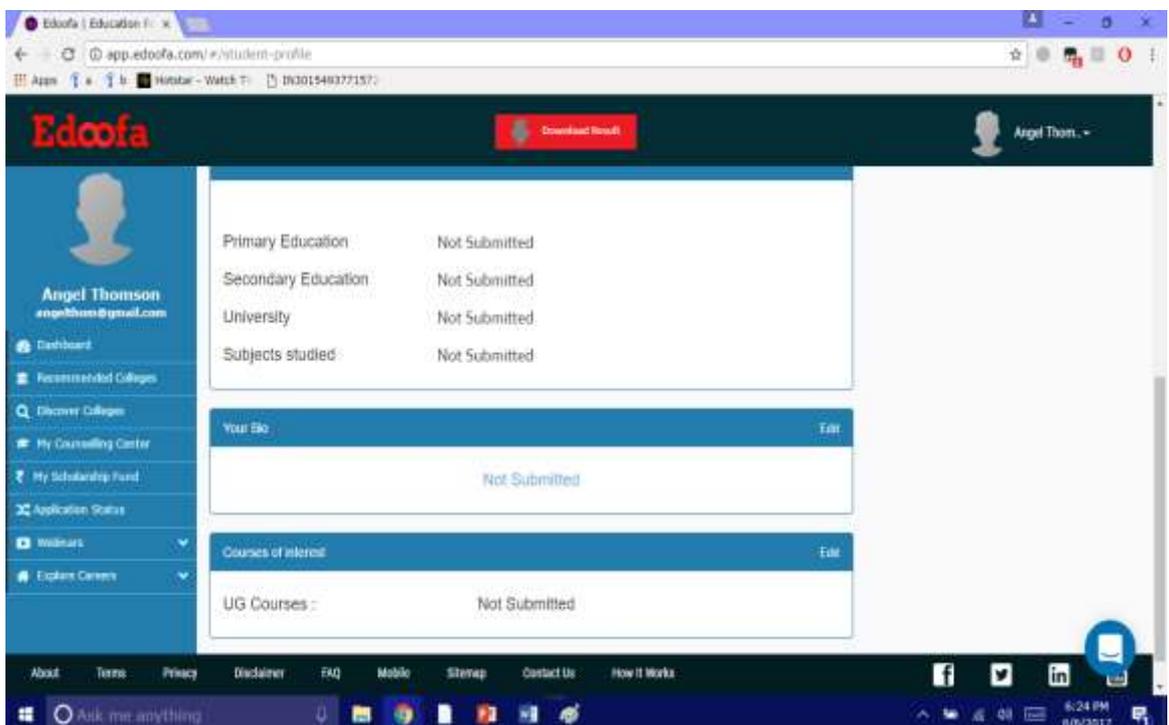


Figure15. Student's profile (2)

When the understudy is has completed the process of topping off his profile an advocate associates with the understudy. Initially the advisor tries to know the understudy his identity allocated. This is the most critical piece of the entire procedure. At the point when understudies are in the underlying period of the guiding they have practically zero information about the EDOOFA PROGRAM. It is the activity of the advisor to give all the essential data to the understudies. There are a few understudies who have implausible dreams and requests due to the wrong and defective data encouraged to them by private operators or because of absence of essential learning. For instance: - advocates need to manage understudies who need everything for nothing. They feel that EDOOFA is a magnanimous association that will give them grant and give them free inn offices since they think they are poor and they merit it. Additionally now and then doubtful understudies connect with the instructors, who need to complete an ace's program in a field entirely unexpected from the field in which they did their first degree. Some of the time an instructor needs to confront understudies who need to seek after an ace's program without doing his four year certification.

It is the activity of the instructor to edify the understudies with legitimate learning about the program, influence them to acknowledge what is conceivable and what isn't. Additionally there are numerous understudies who need to think about in USA or CANADA however have no way to meet the cost of instruction in these nations. So an instructor needs to additionally influence an understudy to comprehend that there are numerous different alternatives other than USA or CANADA. Nations that give moderate and top notch training which prompt occupations.

Since there is no physical correspondence amongst understudies and instructor usually watched that understudies end up inert to the advisors addresses or to the data an advocate is giving to them about the EDOOFA PROGRAM, so it is the activity of the guide 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 likewise educated about the enrolment expense.

Given he comprehends everything and will push ahead the guide furnishes the understudy with EDOOFA ELIGIBILITY FORM which he needs to fill to advance to the Phase 2..

**Phase 2:-** Where the program chief 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 prerequisites that must be satisfied for the program executive to take an understudy's meeting.

- The program executive must be furnished with a duplicate of the evaluations acquired by the understudies at the past level of instruction.

The program executive must be given the ELIGIBILITY FORM the understudy has filled.

The screenshot shows the top portion of a digital form titled "EDOOFA PROGRAM ELIGIBILITY CHECK". Below the title, it says "Full scholarship" and "\* Required". The form contains five input fields, each with a red asterisk indicating it is required: "Name", "Country", "Mobile Number(Whatsapp)", and "Email ID". Each field has a "Your answer" label and a horizontal line for text entry.

Figure16(a) Eligibility form

The screenshot shows the bottom portion of the digital form. It contains five text-based questions, each with a red asterisk indicating it is required: "Tell us about your academic background", "Tell us about your Family Background", "In which country do you wish to study?", "Which course do you want to study?", "What inspires you to study this course?", and "What's your dream in life?". Each question has a "Your answer" label and a horizontal line for text entry.

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 chief in the meeting makes different inquiries to check if the understudy has legitimate 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, finally if at all he is not kidding for his advanced education. In view of the considerable number of parameters the program executive chooses and arranges understudies into 3 classifications.
- 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..

**Phase 3:-** On the off chance that after stage 2 the understudy is chosen for the EDOOFA PROGRAM, the individual guide 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'..

Interview Code	Status
2017E027	Accepted
2017E006	Accepted
2017E008	Declined
2017E008	Declined
2017E007	Declined
2017E008	Declined
2017E013	Declined
2017E017	Declined
2017E018	Declined
2017E021	Declined
2017E022	Declined
2017E023	Declined
2017E024	Declined
2017E028	Declined
2017E027	Accepted

Figure17. An outlook of the downloaded version of results

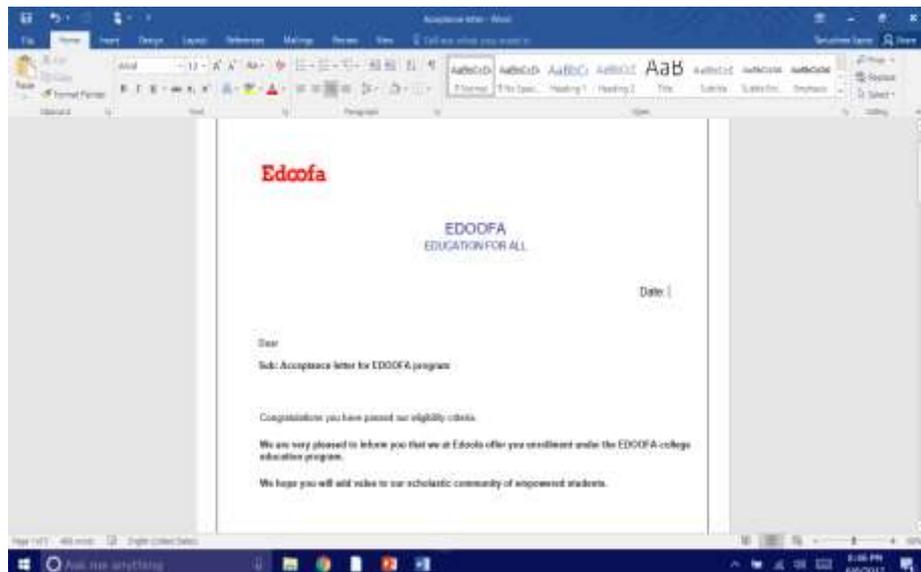


Figure18. An overview of the EDOOFA acceptance letter

**Phase 4:-** The understudy id acknowledged for the EDOOFA PROGRAM needs to pay an enrolment charge 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 likewise been given on the site to influence the installment of the enrolment to charge.

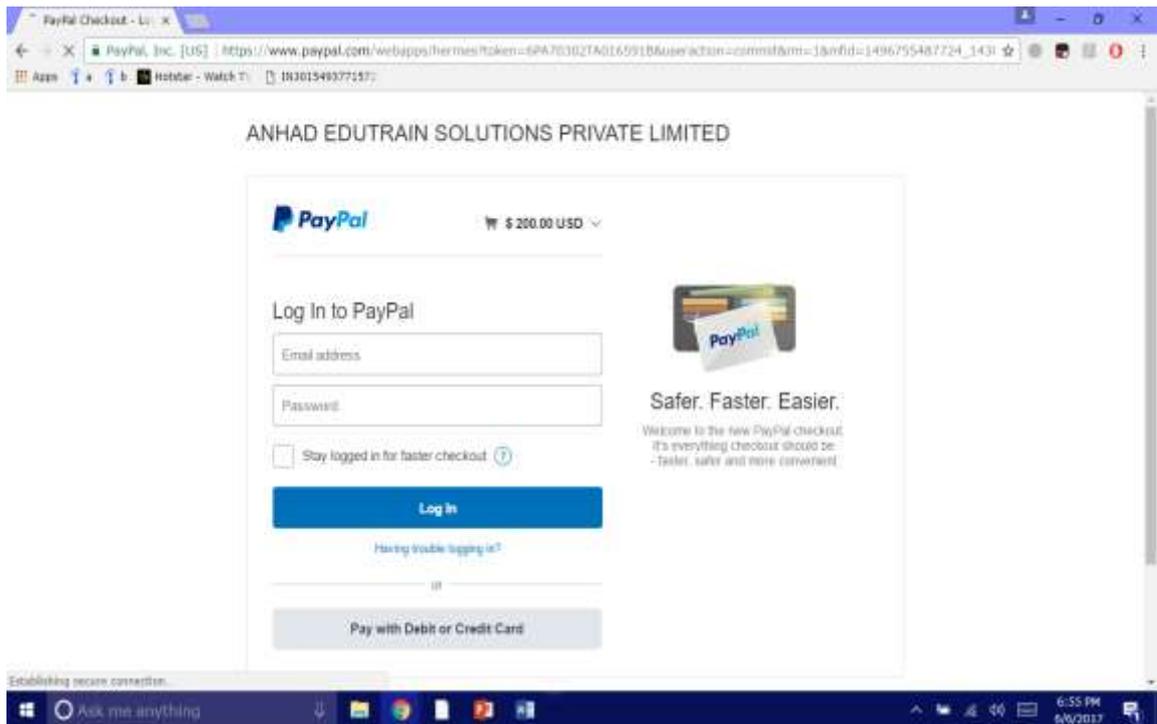


Figure19. A provision on the website to make the payment of the enrolment fee

**Phase 5:-** the understudies who pay the enrolment cost and develop to be the piece of the EDOOFA program are then provided with a prompt communication discussion with the college EDOOFA decides for the researcher. typically a researcher is met by three to four colleges to decide his/her quantum of grant and from every one of those the student can select for himself the main he wants to observe in.

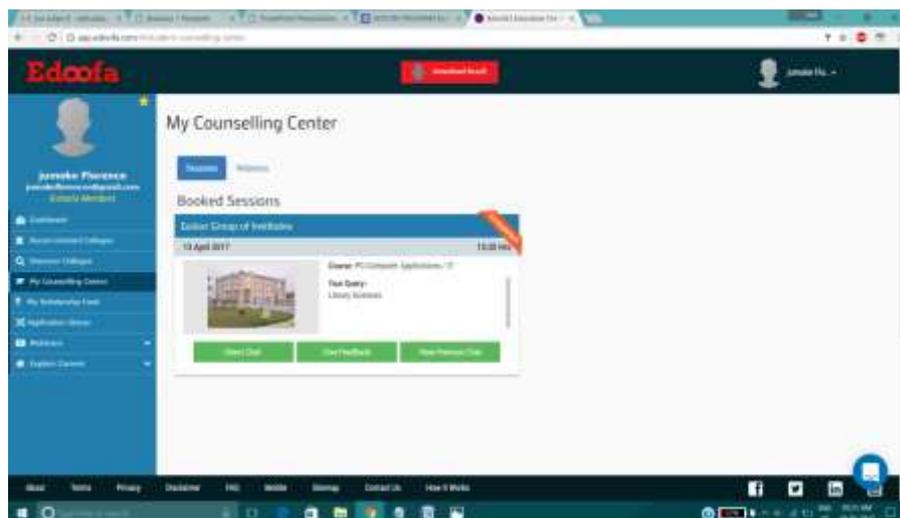


Figure20. An enlisted understudy's meeting booked for thirteenth April 2017 with Gulzar Group of Institutions for the course Library Sciences.

**Phase 6:-** After the meeting the universities transport understudy his/her temporary confirmation letter, calling attention to out his/her rate shape for the year moreover indicating the quantum of grant introduced. An understudy at that point picks the college he/she needs to observe in. After that an understudy needs to pay 25% of his yearly charge to the college prior to digital book his seat in that specific school. when the booking amount is paid the understudy's affirmation in that specific college is completed.

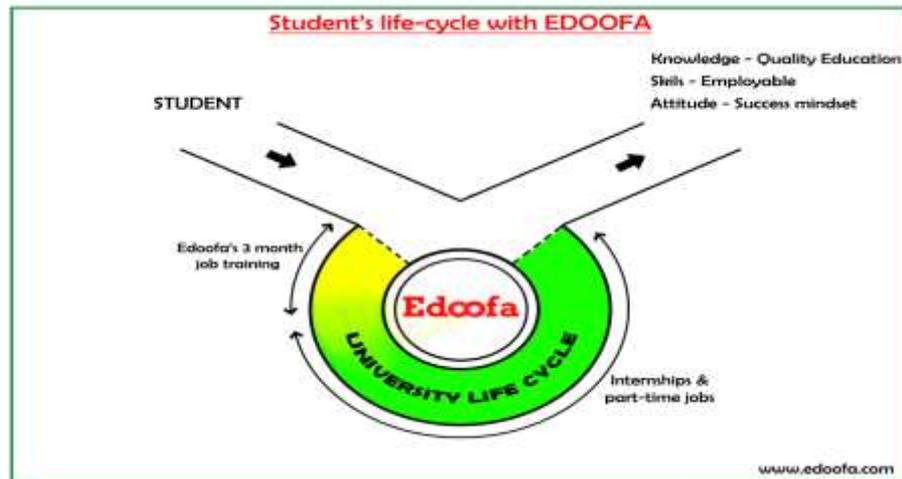
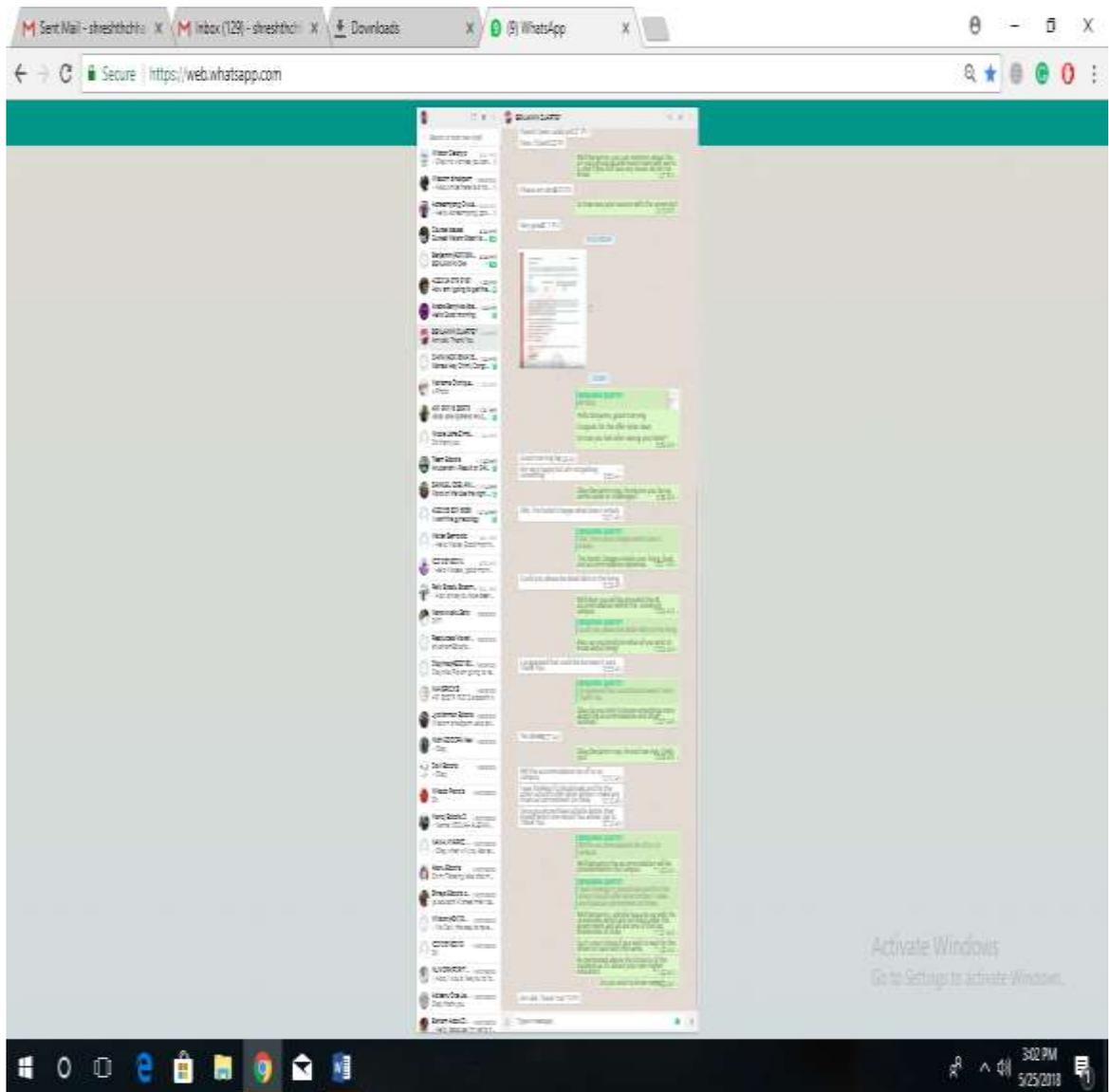


Figure 21. Student life-cycle

## Example of a chat-



## Chapter-5

### Business Metrics and Data Analysis

#### Data Management and Process Engineering

A major piece of our every day errand transformed into tasks. What's more, a key piece of tasks is data investigation.

There's a commercial center trendy and organization hope benchmark of "1 out of 20" lead transformations, that is regarded an accomplishment.

Dfferent measurements like "in procedure" and "generally speaking every day discussions" gave the idea of what number of results in allot to anybody. So permit's say the entire "In strategy" leads are 300. So it can be gathered that there can be cycle 15 changes through the stop of two weeks.

Following 4 months of assessment, we established that amid a normal on 20 drives, eight meetings have been accomplished out of which 1 transformed into changed. This helped presently not handiest music the business increment, but rather likewise turned out to be an indispensable execution tracker for director and different representatives alike.

An exceptional venture metric transformed into "dead". It transformed into a posting of the considerable number of leads which went idle in view of different reasons. It helped make specially crafted films, articles and voice notes for them and mass market to them through email battles another pivotal business endeavor metric move toward becoming normal directing time.

# SALES FUNNEL

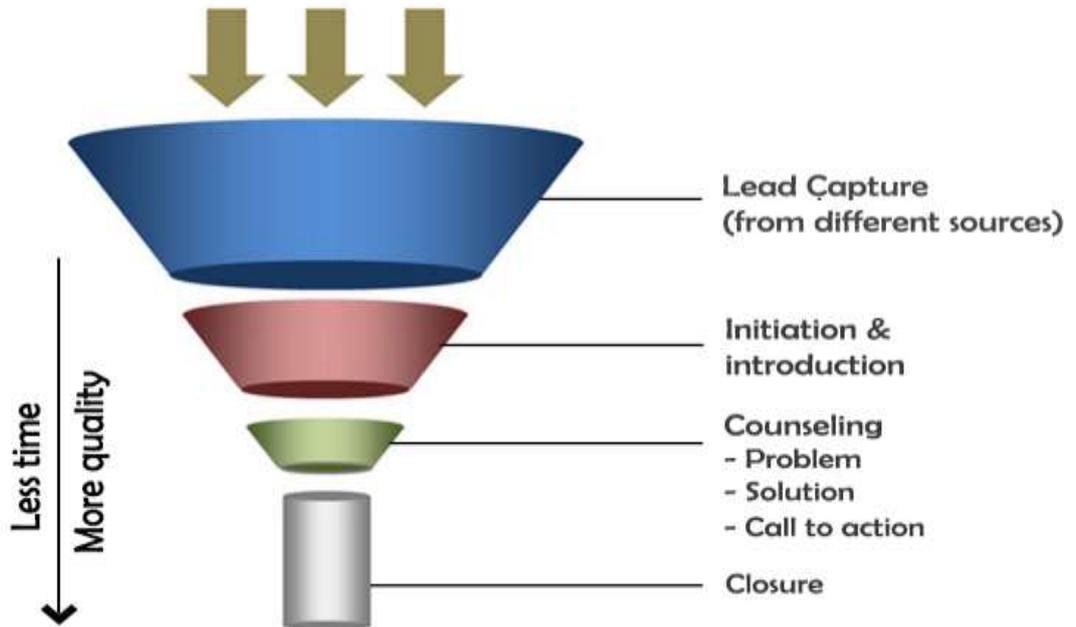


Figure 22. Sales Funnel

The primary driver of this metric swung into to investigate the speed of the framework, it additionally helped us to realize that how moderate is our procedure at show and what had been the components that made it progressive. It helped us to improve upon the speed of the method and to observe certain moment subtle elements which we will exchange to have the capacity to upgrade the general pace of the way.

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