



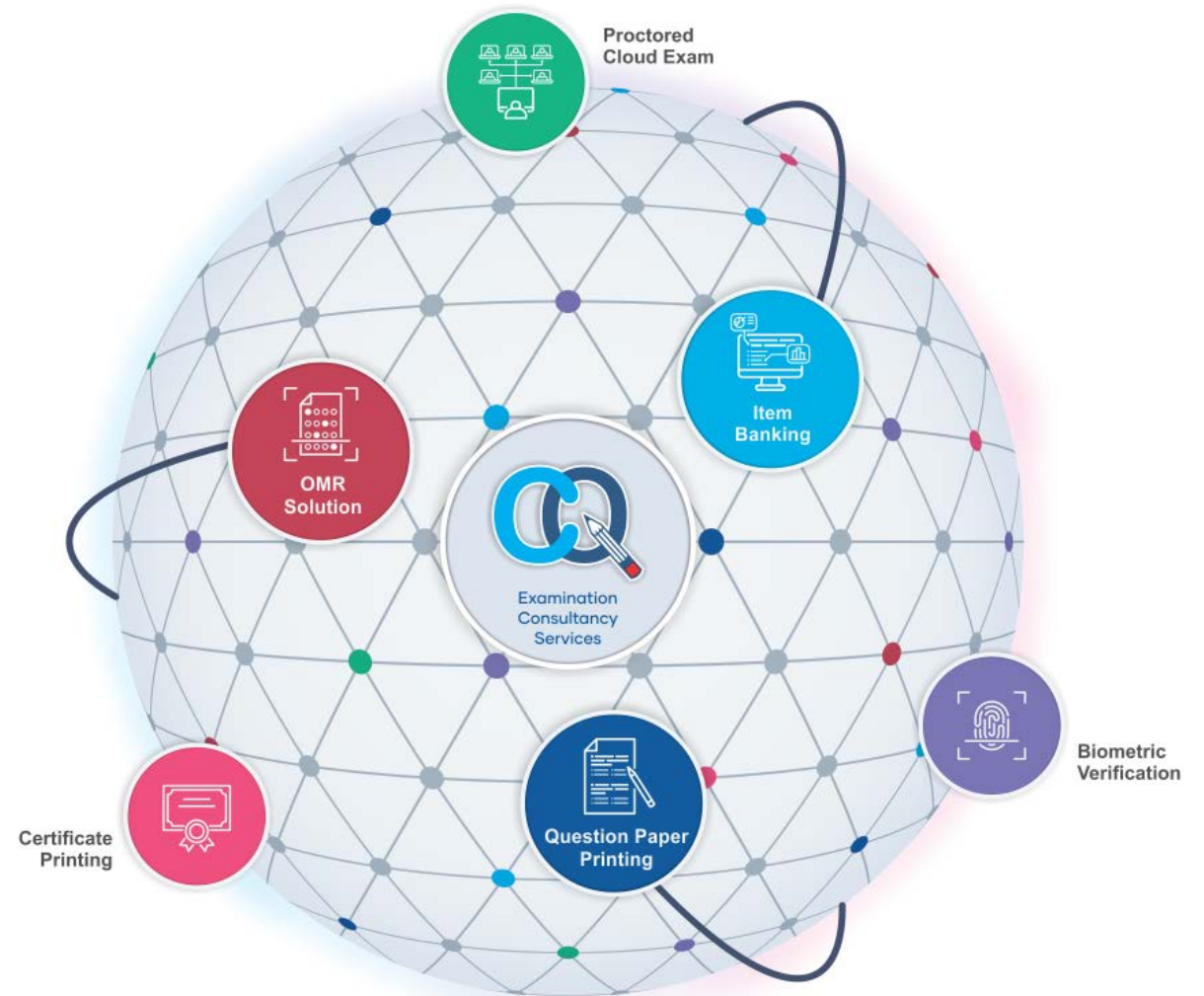
CQ Tech, USA

Transforming Assessment in the Era of Edu-Tech

Nov 6th, 2024

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CQ is a US based Examination Consultancy, having Operational Diversity in 40+ countries.





360 degrees of Examination Consultancy Services

We enable clients to innovate and conduct quality exams across more than 40+ nations.

We focus on improving customer experience at every stage of the process from administration to content creation to certification and result publishing.

Moment of Truth

Even during the ongoing events
unfolding in **Afghanistan**, an
Examination Body is utilizing **CQ**
Cloud Exam Framework to
conduct their online **descriptive exam**.



Operational Diversity in 40+ countries



Designed, Developed and Deployed Item Banking

1 month ago.

As of today, it is having handled 3000+ subjects,

3,00,000 items in 40+ languages for

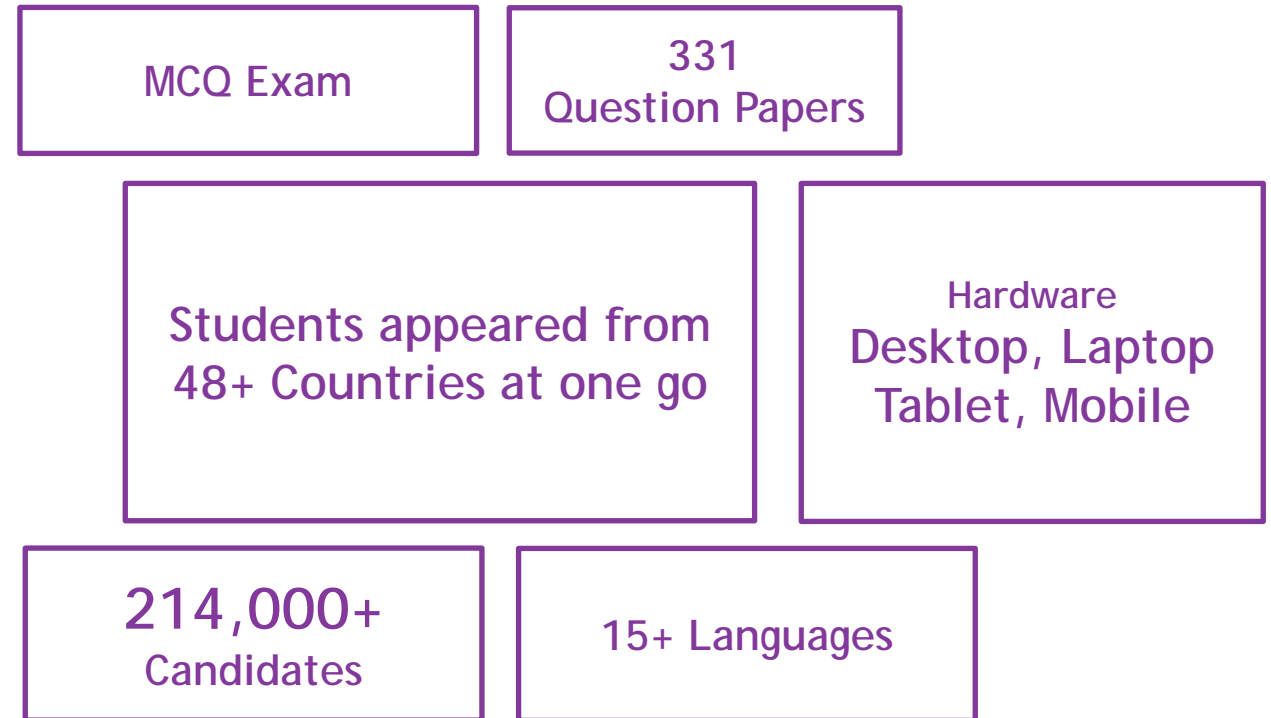
National Examinations Body

Real Time Case Studies

AMIDST COVID TIMES

Candidates were given freedom to appear from anywhere

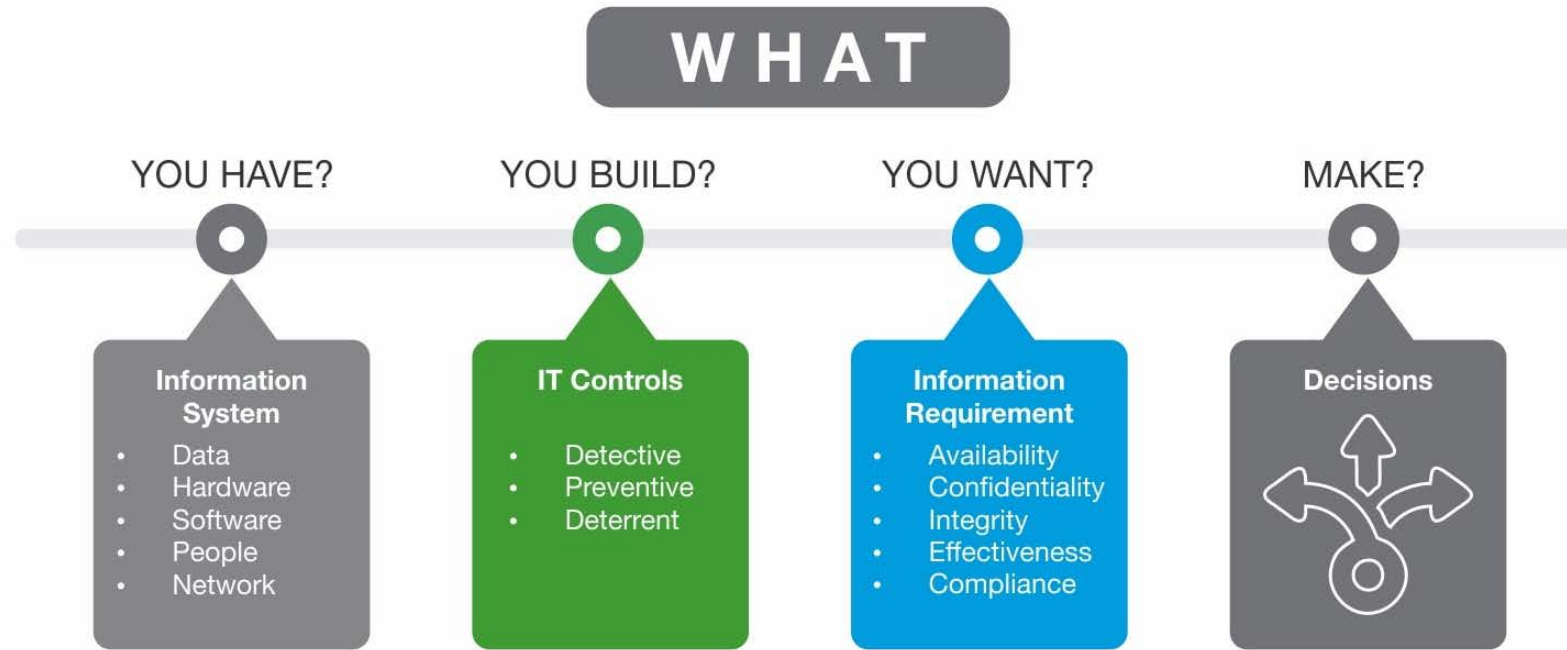
Online Exam (Cloud Based)





Our Services

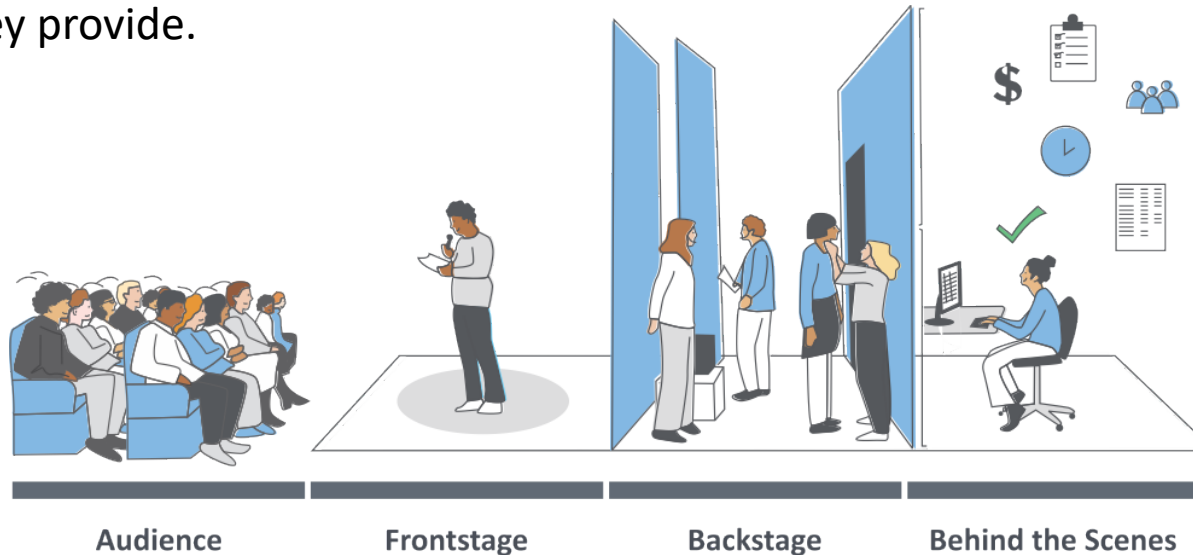
Risk & Advisory Services



Tender / EOI / RFP Consulting	Technology Consulting and Advisory
Project Consulting and Advisory	Capacity Building
Production Consulting	Value Transition Advisory
Process Optimization	Risk Mitigation & Advisory
Feasibility & GAP Study	

Service Design

Service design enables us to create sustainable and high-quality experiences for both customers and the beneficiaries of the services they provide.



Beyond creating any process, there are many factors at play in the successes and failures of the any migration, including how roles are structured, work processes are laid out, establishment of communication channels, feedback loops, and more.

The **focus** is on innovation, agility, aligning resources in responding to customer, market demands instead of infrastructure investments and **capital expenditure**.

Utilization

- OMR
- Student Registration
- Online Exam
- Biometrics
- Jammers
- CCTV Surveillance

Benefits

- Minimal upfront IT investment
- Regular, predictable expenses
- Financial transparency
- Tax advantages
- Continuous monitoring of services
- Expert technical support
- Scalability
- Regular software upgrades and patches
- Guarantee of up-to-date services

Examination as Service

The prime **focus** of client continues to remain Quality Content, Effective Admin., Evaluation, Assessment & other Core functions.

The client can leverage the streamlined process of **Exam as a Service** model, yet only **pay for utilized services** and **not for cost of solution.**

Strategic End to End Outsource

- OMR
- Student Registration
- Online Exam
- Biometrics
- Jammers
- CCTV Surveillance

Benefits

- Lower Capital Investment
- Pay as you go
- Resource Smoothing
- Phased upfront IT investment
- Envisaged, predictable expenses
- Financial Hygiene
- Continuous Monitoring of Services
- Expert Technical Support
- Scalability
- Ongoing Software upgrades and patches
- Guarantee of up-to-date services

How we help others



Service Delivery

Administrators expect examination operations to be delightful, secure, and empowering. We specialize in delivering exceptional solution architectures out of your most complex challenges.



Procurement

To support digital progress, procurement must change. We combine technical and business brains to make procurement work for you in the digital age. That means, faster delivery of value, higher quality results, lower costs, and more breakthrough innovations.



Transformation

“Going digital” is about people first and technology second. We possess first-hand experience in adding the “e” in e-government by putting the processes and tools in place to unlock inherent potential.



Training

We extend our know-how of a variety of processes within the exam lifecycle to help you develop and grow your digital organization.



Transforming Assessment In the Era of EduTech:

We Missed a Very Important Point and i.e.

Transformation & **Transition** for the Era of Edu-Tech



Transforming

— All End Beneficiaries ?

Transition

— Changing Era,
Technology,
Habits &
User Acceptability

Strength of Chain is as strong as its Weakest Link



Pro.....

Present generation lives at digital interface, such assessment prepares them for future world challenges.

What an Old Man See Lying Down, A Young man can Never See When He Climb Up a Tree



Pro.....

No issue of handwriting that might
leads to deceptive interpretation /
personal bias.

What an Old Man See Lying Down, A Young man can Never See When He Climb Up a Tree



Pro.....

Less environment burden of plastic
and carbon credits. (Going Green)

What an Old Man See Lying Down, A Young man can Never See When He Climb Up a Tree



Pro.....

Highly efficient in terms of optimal
time utility index with real time
monitoring of progress.

What an Old Man See Lying Down, A Young man can Never See When He Climb Up a Tree



Pro.....

Personalized Training Feasibility &
Liberty to customized individual testing
exams.

What an Old Man See Lying Down, A Young man can Never See When He Climb Up a Tree



Con's.....

Prevention of Cheating:

New Challenges for Data Security/ Exchange.

What an Old Man See Lying Down, A Young man can Never See When He Climb Up a Tree

Con's.....

Behavioral contextual silent
perspective talking between examinee
and trainee is missing relieving human
touch leads to disruption or change of
course of human brain evolution
.

What an Old Man See Lying Down, A Young man can Never See When He Climb Up a Tree

Con's.....

Technological deficits & differential indicators of assessment especially with respect to “paragraph-based answers” led to new controversies, referred as “digital bias” an account of programmed algorithms needs self training and evolution over period of time .

What an Old Man See Lying Down, A Young man can Never See When He Climb Up a Tree

Con's.....

Typing vs Standard Pen/ Paper vs Stylus Pen based examination and its digital assessment is subjective to lack of touch and feeling of tiredness of thumb and first finger is equivalent to satisfaction, feeling of achievement and competitiveness when posted on real platforms. Self-learning at medium age is good however detrimental at younger age as physically present personnel needed for their growth.

What an Old Man See Lying Down, A Young man can Never See When He Climb Up a Tree



Con's.....

AI based assessment has multiple challenges being “large number of data streams” is required to train AI to assess mutli-faceted multi-variate digital assessment.

What an Old Man See Lying Down, A Young man can Never See When He Climb Up a Tree

Other Side of Diminishing Ancient Educational World.....

THEN –

- Source of Knowledge
- Traditions
- Practices
- Social Relevance
- Collective Learnings

NOW –

- Syllabus
- Curricula
- Textbook
- Assessment
- Practices

What an Old Man See Lying Down, A Young man can Never See When He Climb Up a Tree

Other Side of Diminishing Ancient Educational World.....

THEN – HOLOSTIC EDUCATION – Inner / Outer Self

NOW

- | | |
|----------------|------------------------|
| • Moral | • Focused |
| Physical | • Coherent |
| Spiritual | • Result Driven |
| Intellectual | • Achievement Oriented |
| Aspect of Life | • No. 1 Position |

What an Old Man See Lying Down, A Young man can Never See When He Climb Up a Tree

Other Side of Diminishing Ancient Educational World.....

THEN – VALUE BASED

- Humility
- Truthfulness
- Discipline
- Self Reliance
- Respect to All

NOW – Score / Points Driven

- Completing Task
- Help Thyself
- Subject Oriented
- Verbal Learning
- Result than Effort

What an Old Man See Lying Down, A Young man can Never See When He Climb Up a Tree

Other Side of Diminishing Ancient Educational World.....

Once Upon a Time.....Education was

- Inadvertently balancing between Human & Nature.
- Scriptures & Wisdom were the Tenants for Learning & Teaching.
- Fulfilling duties for Self, Family, Society Encompassing all aspect of Life.
- Learning Incorporated – Healthy Mind & Physical Body.
- Education was Heritage of being Pragmatic, Achievable &
- Contemporary to Life with 360-degree competencies.

Lighting a Lamp No Filling the Bucket

Other Side of Diminishing Ancient Educational World.....

Before Analyzing the Technology aspect of Assessment,
Let's go over - Means of Right Knowledge Transition / Cascading

- Perception
- Inference
- Verbal
- Comparison
- Presumption
- Non-Existence
- Probability
- Rumor

Lighting a Lamp No Filling the Bucket

Brass tack..... Let's understand

Transition of Technology comes with a Cost

- Conflict in Handling like Mean, Tool, Aspect & Need.
- Change in Eco System and its Impact.
- Mapping Non-Textual Behavior.
- Value Judgement
- Feedback, Review Mechanism
- Testing Understanding amidst all Silo's Parents to Board.
- Analyzing Data Driven and Non-Data Evolving aspects.

Strength of Chain is as Strong as its Weakest Link

THE REAL CHALLENGE FOR ALL STAKE HOLDERS IS TO MAP THE GAP

FORMAL

- Verbal
- Language Based Learning
- Marks Driven
- Local Flavor
- Non-Diverse
- Written

• INFORMAL

- Non-Verbal
- Multi Linguistic
- Skill
- Efforts
- Debate / Discussion
- Failure Based Recovery.

Lighting a Lamp No Filling the Bucket

DESIGN CHALLENGE FOR TECH DRIVEN ASSESSMENT – R V READY.....

- Physical Test
- Classroom Test Offline
- Online Test - Remote
- Captive Outsource Test
- Proctor Based Test
- BYOD Test
- Subjective Test
- MCQ Test
- Mix of Both Test
- Infra – last mile
- Redundancy
- Fall back
- Competency to Sustain
- Cost – Cap & Running.
- Internet with Efficiency
- Conventional Readiness
- Transforming Wisdom Asset
- Ongoing Technology Changes

Lighting a Lamp, No Filling the Bucket

Other Side of Diminishing Ancient Educational World.....

CHANGING - TRANSITING TO NEW SYSTEM IS EASY

TRANSFORMING HUMAN CAPITAL IS CHALLENGE

COST OF TRANSFORMING IN GIST IS ...



Lighting a Lamp No Filling the Bucket

MAJOR STAKE HOLDERS FOR TRANSITION ACCEPTABILITY



Lighting a Lamp No Filling the Bucket

Real Challenge –Tech Driven

Chat GPT

Potential for **bad** actors to use **ChatGPT**

- Fraudulent services generation.
- harmful information gathering.
- private data disclosure.
- malicious text generation.
- malicious code generation.
- offensive content production.

AI

AI systems works on algorithms.

- Erected/trained on existing data
- Which may be biased.
- May contain unfair stereotypes.
- If biases not addressed.
- **AI** can perpetuate and amplify existing inequalities, leading to biased decisions in areas such as admissions, **assessments**, or recommendation systems.

Source of Info – ChatGPT “Examinee better than Examiner”



BOTTOM LINE TO
TRANSITION & TRANSFORMATION IS

BACK TO BASICS

LET'S NOT FORGET BASIC'S

Source of Info – ChatGPT “Examinee better than Examiner”



Thank You



Thank You

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