

**Smart Cookie** is a reward program designed to create an engaging and motivating environment for teachers and students by recognizing their achievements and efforts. It was founded by Avinash Kulkarni. Here's a detailed breakdown of how the program works and its components:

## Overview

- **Purpose:** To foster a fun, interactive, and rewarding environment in educational settings.
- **Goals:**
  - Recognize and reward students for achievements in activities such as sports, drawing, and academic tests.
  - Appreciate and motivate both students and teachers.
  - Encourage students to strive for excellence and feel valued.
  - Create a competitive and engaging learning atmosphere.

## Features

1. **Recognition for Achievements:**
  - Students receive real-time rewards for their efforts and accomplishments.
  - Teachers and students can recognize each other's contributions.
  - Encourages a positive and competitive environment.
2. **Extension Possibilities:**
  - Can be adapted for player-coach rewards in sports settings.
  - Suitable for employee-manager rewards in workplaces.
3. **Addressing Lack of Appreciation:**
  - Many times, outstanding performances by students and the dedicated efforts of teachers go unacknowledged.
  - Smart Cookie aims to ensure timely recognition to prevent discouragement.

## Reward System

- **Types of Points:**
  - **Green Points (Reward Points):** Given by teachers to students for achievements.
  - **Blue Points (ThankQ Points):** Given by students to teachers for their guidance and support.

## Point Distribution Process

1. **Cookie Admin:**
  - Distributes points to the Group Admin, representing an organization with multiple schools or colleges.
2. **Group Admin:**
  - Allocates points to the School Admin.
3. **School Admin:**
  - Distributes Green Points to teachers and Blue Points to students.

- Responsible for maintaining detailed school data, including teacher and student counts, subjects taught, and student distribution across semesters and subjects.
- 4. **Data Upload:**
  - School Admin uploads an Excel file with school data to the system for accurate point distribution.
- 5. **Point Request:**
  - If a member does not have enough points to generate a coupon, they can request points from a friend.

## Benefits

- **For Students:**
  - Increased motivation to excel in various activities.
  - Feelings of appreciation and acknowledgment.
- **For Teachers:**
  - Recognition for their dedication and efforts.
  - Enhanced motivation to continue providing quality education and support.

## Smart Cookie Point Types and Flow

### Point Types

1. **Blue Points:** "ThankQ" points given for special efforts in mentoring, motivation, etc.
2. **Green Points:** "Reward Points" distributed by teachers to students for their academic performance.
3. **Brown Points:** Referral points or sponsor points.
4. **Purple Points:** Used by parents to reward their children.
5. **Parent-Teacher Blue Points:** Parents can thank teachers for mentoring their children.
6. **Water Points:** Points that can be purchased.

### Point Flow

1. **Rule Engine:** School/college admins set rules that all members must follow regarding point distribution.
2. **Distribution:**
  - **Cookie Admin:** Distributes points to Group Admins.
  - **Group Admin:** Allocates points to School Admins.
  - **School Admin:** Distributes Green and Blue Points to teachers and students, maintains detailed data, and uploads school data to the system.
  - **Members:** Can request additional points from friends if they lack sufficient points.

## Redeeming Points

Students and teachers can redeem points within a year of issuance in various ways:

1. **Coupons and Discounts:**

- Redeem points for free products or discounts at registered cafes, eating joints, movie theaters, beauty parlors, book shops, and sports equipment shops.
2. **Soft Rewards:**
- Earn trophies, medals, crowns, or stars, which can be included in resumes as recognition of achievements.

All redeemed points are recorded in the system and can be instantly produced using the member ID.

## **Self-Motivation and Social Media Integration**

1. **Self-Motivation:**
- Active members on social media platforms (Facebook, WhatsApp, Amazon, Twitter, LinkedIn, Quora) can earn reward points by logging in. These points are automatically credited to their accounts.
2. **Social Media Integration:**
- Generated coupons can be directly posted on social media platforms for easy access.

## **Accessibility**

- **Website and App:**
  - Smart Cookie is accessible through its website and Android applications.
  - Separate apps are available for teachers, students, parents, and sponsors.
  - The platform is designed to be user-friendly for daily use.

## **Contact Details and Address**

### **Address:**

55 Anmol Building,  
Behind Krishna Hospital,  
Prashant Society, Kothrud,  
Pune, Maharashtra 411038

### **Helpline:**

+91-7219193815

### **Email for help:**

help@smartcookie.in

### **LinkedIn:**

<https://www.linkedin.com/in/smart-cookie-inn/>

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#### SmartCookie CEO Information:

Chief Executive Officer (CEO) of SmartCookie: Avinash Kulkarni

Mobile number of Avinash Kulkarni: +1-9735680605

Email of Avinash Kulkarni: avi@blueplanetsolutions.com LinkedIn of Avinash Kulkarni:

<https://www.linkedin.com/in/avinash-kulkarni-337383187/>

#### SmartCookie CTO Information:

Chief Technology Officer (CTO) of SmartCookie: Rakesh Khatri

Mobile number of Rakesh Khatri: +91-9960903132

Email of Rakesh Khatri: RAKESH@blueplanetsolutions.com

LinkedIn of Rakesh Khatri: <https://www.linkedin.com/in/computerkingdom/>

### **Want to work as an intern in smart-cookie?**

Please register in StartupWorld. You can use the link:

<https://www.startupworld.in/register.php>

## **School/College:**

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School admin is the second most important entity in Smart Cookie system.

The school admin distributes the green points to teacher and blue points to students for further distribution.

The school admin has the count of its teachers, students, sponsors, non teaching staff, parents, subjects, students per semester, students per subjects and teacher per subjects.

It also gives information of top 10 students of the school/college on the basis of curricular or other activities.

School admin adds the entire data of its school/college by uploading excel file to the system.

It has the list of teacher with his information like his display picture, name, teacher id, phone number, email id, department, and number of subjects taught. It also has right to edit the information.

It has the list of students with the information like display picture, name, student PRN, branch, course level, year, phone number, and number of subjects undertaken. It also has right to edit the information.

It has the list of parents with the information like their name, their student's name with student's PRN, occupation, email id, phone number and family income.

It has the list of semester which gives information including class, semester name, branch name, department name, semester credit, whether the semester is enable and is it a regular semester. It has right to update the information.

It has list of student semester mapping records with information like name of student, PRN, branch name, department name, course level, semester name, division name and academic year.

It has list of teacher subject mapping records with information like name of teacher, teacher id, subject code, subject title, branch, semester and division name.

## Student:

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Student is again the most important part of Smart Cookie system.

Teacher rewards his students by giving Green colored points. Student can earn rewards on various curricular and co curricular activities.

In return student can also thank his teacher for various reasons like his dedication, humorous, cooperative, trustworthy, etc. by assigning blue points.

The dashboard of student contains list of the teachers with subjects taught by them and generate coupons using reward green points.

There are logs of reward points, used coupons, self motivation and assigned points.

Log of used and unused coupons of sponsor and smart cookie coupons are also maintained.

If student wants more points other than given by school admin then he has to purchase it from cookie admin in the form of gift card voucher. This voucher has unique card number. The gift card has validity.

Student can share his rewards (green points) with friends. By doing this the green points from his account will be deducted and will get add to his friend's green point log.

Students have two choices to use their green points-

1. Convert green points to generate coupons and redeem them to avail discounts on food products/travel etc

2. Use green points for purchasing soft rewards. For example, if a student wants to make his profile strong then he would use his points to purchase star/trophy/crown and add to his profile.

Students can earn green points by following 3 ways-

1. When teacher gives rewards to his students on the basis of activities and subjects
2. Purchase points from cookie admin
3. Online presence
4. Students can request green points to coordinator

The student coordinator has 2 major tasks-

1. He can assign points to students in his class on behalf of the teacher who have assigned him the role. The assigned points will be deducted from teacher's balance green points account.

2. Students from his class can request the coordinator for green points.

If a student is student coordinator then he will get requests from his classmates for points and coordinator and he can request to teacher on behalf of the other students. And if student is not a coordinator then he can request to his coordinator for points.

The list of subjects undertaken by student with subject code, semester, branch and teacher name is mentioned on both web and app.

Student can update his profile.

Leaderboard of top 10 students by school/college, duration, subjects name and activity name.

## Teacher:

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Teacher is also one of the important entities in Smart Cookie system.

Teacher gets green points from school admin to reward his students.

There is a dashboard which shows balance green points, blue points, brown points and water points of the teacher. Clicking on any color points will give log of that colored point.

The list of subjects taught along with branch, semester and class is also displayed on both web and app. On clicking on the subject the

The list of students with the information such as name of students, PRN, division, branch, green points is also shown.

The teacher can assign reward to his students by clicking on assign button and selecting the reason and method. Once the teacher assigns then the reward will get add to student's profile. It will be displayed on student app using Google Cloud Messenger.

Logs of rewards given to students, shared points (shared with other teachers), thanQ points (given by students and school admin) are also maintained.

Teacher can generate coupon using his thanQ points (blue points). He can also buy sponsor coupons using his thanQ points.

Teacher can also tweet or post on facebook about redeem of the coupon so that he can share about using the coupon at any vendor with the world.

There is log of used, unused coupons of both smart cookie and sponsor coupon along with My Cart.

Teacher can appoint student coordinator who is representative of students.

## Parent(Mother,Father or guardian):

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Initially parent/mother/father/guardian gets points from School Admin for distribution to his child/children and teacher teaching his child/children.

Parent can also buy gift card in the form of water points and convert it into blue points and purple points. Blue point is used to thank the teachers (who teach his child/children) and purple points are used to reward his child/children.

Parent can add or delete his child.

Log of assigned purple points and assigned blue points is also maintained.

## Sponsor:

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Sponsor/merchant comes into picture when the user of smart cookie specially student, teacher parent convert their reward points into coupon to avail various discounts on food products, travel, recharge, etc.

There are two coupons in the system namely smart cookie coupons and sponsor coupons.

Smart cookie coupons are the one which are generated by user using rewards points and will be redeemed at sponsor end. Sponsor will decide the discount based upon the points.

Sponsor coupons are defined by sponsor for their store and the user has to buy those coupons using reward points. Those coupons should be redeemed at that sponsor only.

When the user (teacher/ student) comes with the smart cookie coupon then the sponsor will scan the bar / QR code present on it. The entire information of user will occur for verifying the user details. The user can either get discount or buy the product from the vendor.



When user comes with sponsor coupon then the sponsor will either enter or scan the coupon code and will accept the coupon. Then the user can avail the service at vendor.

Leaderboard of top 10 students by school/college, duration, subjects name and activity name.

There is the log of accepted sponsor and smart cookie coupon as well. The log of College wise sponsor coupons is also maintained.

The sponsor can set up the discount and product. Sponsor can also set sponsor coupons.

The sponsors who are registered with smart cookie and those who are suggested by the users of smart cookie are seen on the map.

The sponsor can edit his created profile.

## **Terms and Conditions**

### **User Information Collection and Use**

- 1. Types of Information Collected:**
  - Information provided by users (e.g., name, email, age, etc.).
  - Information automatically tracked during navigation (e.g., IP address, browser type).
- 2. Purpose of Information Collection:**
  - To improve website functionality and user experience.
  - To maintain and develop new services.
  - For advertising and marketing purposes.
- 3. Use of Cookies:**
  - Smart Cookie uses cookies to track user interests and improve responsiveness.
  - Cookies assign a unique User ID but do not personally identify users unless voluntarily provided.
  - Advertisers on the site may also use their own cookies.

### **Information Sharing**

- 1. With Third Parties:**
  - User information is not shared with third parties without consent, except under specific circumstances:
    - Legal requirements or court orders.
    - Within group companies for processing information.
- 2. With Advertisers:**
  - Aggregate statistics are shared with advertisers to demonstrate the value of advertising on the site.

- No personally identifiable information is provided to third-party advertisers without user consent.

## **User Rights**

### **1. Access and Update:**

- Users can request access to their personal information.
- Users can request corrections or amendments to their information.
- Smart Cookie may refuse requests that are repetitive, require disproportionate technical effort, or compromise the privacy of others.

## **Security Measures**

### **1. Data Protection:**

- Internal reviews and security measures (e.g., encryption, firewalls) are in place to protect user data.
- Despite security measures, no system is impenetrable, and data transmission over the internet cannot be guaranteed to be fully secure.

## **Third-Party Links and Services**

### **1. External Links:**

- The website may contain links to third-party sites governed by their own privacy policies.
- Users are advised to check the privacy policies of these third-party sites.

## **Information from Other Sources**

### **1. Additional Data:**

- Smart Cookie may receive information from other sources and add it to user accounts.
- Updated contact information from third parties may be used to correct records and fulfill services.

## **Demographic and Purchase Information**

### **1. Targeted Communications:**

- Demographic information and purchase data may be used for targeted promotions.
- Tools like Google Analytics are used to understand user behavior, with reports being anonymous.

## **Grievance Redressal**

### **1. Complaints Handling:**

- Users can report any content issues or breaches of terms to the designated Grievance Officer.
- Complaints should include specific information such as the complainant's contact details and a statement of good faith belief regarding the infringement.

**Grievance Officer Contact:**

2. Address: Smart Cookie Rewards Private Limited, 55 Anmol Building, Prashant Society, Behind Krishna Hospital, Paud Road, Kothrud, Pune – 411038, Maharashtra - India.
3. Email: [support@smartcookie.in](mailto:support@smartcookie.in)