A PROJECT REPORT

ON

A STUDY ON "EFFECTIVENESS OF SOCIAL MEDIA MARKETING TOWARDS UNSCHOOL IN GROWING SALES"

unschool®

A PROJECT REPORT SUBMITTED IN PARTIAL FULLFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF

MASTER IN BUSINESS ADMINISTRATION (MBA)

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IIMS

Innovation Integrity Inspiration

PUNE

SUBMITTED TO	SUBMITTED BY:
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I would like to take this opportunity to thank each and every individual who helped me to complete my summer internship project successfully.

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Last but not the least gratitude goes to all my friends who directly or indirectly helped me to complete this project.

I perceive this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best way, and I will continue to work on their improvement, to attain desired career objectives. Hope to continue cooperation with all of you in the future.

Sincerely,

Kavya Reddy

<u>Executive summary</u>

We all know how this pandemic has changed the world by putting it on hold for the unmounted time. it goes especially for the education industry as well. Unlike any other industry, this industry is striving hard to survive. That is why this project will help to

create an understanding educational industry especially e-learning and factors which influence the decisions of going towards e-learning. This research will involve a few factors that determine which also affects the brand value of the organisation. This will be done by a market analysis which will uncover if the organisation is falling short and will detect the feeling of customers towards this organisation. The research is done as per mentioned by the company based on the data which is provided and collected from various platforms of reviews and surveys were allowed to continue to conduct. The data is then analysed to get a clear picture of which factors are overpowering and which is needed to be improved.

OBJECTIVE OF THE STUDY

The main goal of the study is to focus on the effect of targeted audience requirements, issue and emotion have on the branding of its employer, which is to be done through market analysis.

In order to achieve 2 objectives are:-
1) to explore those factors which possess the power in the selection of e-learning.
2)to understand how organisation policies can affect the choice of consumers.

The first factor focuses on the objectives of understanding the factors which drive customers to learn from an online source. This will give a brief idea of the picture of a consumer's mindset. This could contain some pros and cons factors, depending on how much they understand the concept of e-learning and have knowledge about a particular field.

The knowledge of consumers affects the choice of the consumer which ash a drastic impact on employee brand.

A way to influence a brand must give some positive factors that influence choices among customers.

They say policies are pulses of organisation. It is said policies are the reasons which give the reason for a consumer to turn towards a particular brand. The policies must be aligned parallel with the needs of both consumers and the organisation. It is clearly proven a satisfied consumer is an artist that draws the picture of the brand in the market by telling it about it to others. So here comes the second objective: policies not only affect the image of the brand in the market but also affect the choice of consumers as well.

MARKET RESEARCH ANALYSIS

Before going further with this research we shall have an understanding of market and market research analysis. Every person understands the meaning of the market and can use any time to explain the factors which affect the demand and supply of any

customer goods and services. But a person with a piece of specialized knowledge can not only understand the true essence of the market but can actually come up with different marketing ideas as well. Let's understand the market in an oceanic way.

What Is a Market?

A market is a place where two parties can gather to facilitate the exchange of goods and services. The parties involved are usually buyers and sellers. The market may be physical like a retail outlet, where people meet face-to-face, or virtual like an online market, where there is no direct physical contact between buyers and sellers.

The term market also takes on other forms. For instance, it may refer to the place where securities are traded—the securities market. Alternatively, the term may also be used to describe a collection of people who wish to buy a specific product or service such as the Brooklyn real estate market or as broad as the global diamond market.

Understanding Markets

Technically speaking, a market is any place where two or more parties can meet to engage in an economic transaction—even those that don't involve legal tender. A market transaction may involve goods, services, information, currency, or any combination of the Understanding Markets

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Types of Markets

Markets vary widely for a number of reasons, including the kinds of products sold, location, duration, size, and constituency of the customer base, size, legality, and many other factors. Aside from the two most common markets—physical and virtual—there are other kinds of markets where parties can gather to execute their transactions.

Black Market

A black market refers to an illegal market where transactions occur without the knowledge of the government or other regulatory agencies. Many black markets exist in order to circumvent existing tax laws. This is why many involve cash-only transactions or other forms of currency, making them harder to track.

Many black markets exist in countries with planned or command economies—wherein the government controls the production and distribution of goods and services—and in countries that are developing. When there is a shortage of certain goods and services in the economy, members of the black market step in and fill the void.

Black markets can also exist in developed economies as well. This is prevalent when prices control the sale of certain products or services, especially when demand is high. Ticket scalping is one example. When demand for concert tickets are high, scalpers will step in and sell them at inflated prices on the black market.

Auction Market

An auction market brings many people together for the sale and purchase of specific lots of goods. The buyers or bidders try to top each other for the purchase price. The items up for sale end up going to the highest bidder.

The most common auction markets involve livestock and homes, or websites like eBay where bidders may bid anonymously to win auctions.

Financial Market

The blanket term *financial market* refers to any place where securities, currencies, bonds, and other securities are traded between two parties. These markets are the basis of capitalist societies, and they provide capital formation and liquidity for businesses. They can be physical or virtual.

The financial market includes the stock market or exchanges such as the New York Stock Exchange, Nasdaq, the LSE, and the TMX Group. Other kinds of financial markets include the bond market and the foreign exchange market, where people trade currencies.

How Markets Work

Markets are arenas in which buyers and sellers can gather and interact. In general, only two parties are needed to make a trade, at minimum a third party is needed to introduce competition and bring balance to the market. As such, a market in a state of perfect competition, among other things, is necessarily characterized by a high number of active buyers and sellers.

The market establishes the prices for goods and other services. These rates are determined by supply and demand. Supply is created by the sellers, while demand is generated by buyers. Markets try to find some balance in price when supply and demand are themselves in balance. But that balance can in itself be disrupted by factors other than price including incomes, expectations, technology, the cost of production, and the number of buyers and sellers in the market.

Markets may emerge organically or as a means of enabling ownership rights over goods, services, and information. When on a national or other more specific regional level, markets may often be categorized as "developed" markets or "developing"

markets, depending on many factors, including income levels and the nation or region's openness to foreign trade.

Special Considerations: Regulating Markets

Other than black markets, most markets are subject to rules and regulations set by a regional or governing body that determines the market's nature. This may be the case when the regulation is as wide-reaching and as widely recognized as an international trade agreement, or as local and temporary as a pop-up street market where vendors self-regulate through market forces.

In the United States, the Securities and Exchange Commission (SEC) regulates the stock, bond, and currency markets. Although it may not have full control of the nation's exchanges, it does have provisions in place to prevent fraud while ensuring traders and investors have the right information to make the most informed decisions possible.

INDUSTRIAL PROFILE

EDUCATION INDUSTRY

The Indian education industry is poised for growth. This sector is changing rapidly with more private players entering the field. The government is also taking many measures to improve the quality of education in India. This industry is going to achieve its peak as the idea of business via education catches up.

Fifty percent of India's population is the youth. This means that the Indian education sector is huge with a population of 1.13 billion. India has around 367 universities, 18,000 colleges, about half a million teachers, and 11 million pupils. The private education industry is estimated to be between 20,000–25,000 crores. There are about 1,500 management institutes, 3,500 engineering institutes, and 1,200 medical colleges in the country.

With an increase in the average Indian household, more money is being kept aside for education purposes. Also, because of the initiatives of the government, more students are enrolling themselves for higher education. This means that more colleges are needed to cater to these students. Also, the demand for education is inflexible; that is, no matter what, the education sector is not going to collapse.

Primary education is expanding. Many foreign schools are making their presence felt in India. Parents are enrolling their kids into international schools for better education directly from the primary level.

Technology-oriented courses are gaining in popularity due to the rising demand in these industries. The medical industry is also revamping itself. There is a need for more doctors and skilled professionals in this area. Thus, engineering and medical colleges are going to be in demand. The demand for management education is also rising. Many international management institutes are creating ties with Indian colleges or setting up their own centers in India.

Specialized courses, such as aeronautics and biotechnology, are also popular. There is immense scope in India for universities offering specialized courses and research potential. The R&D sector requires more expertise and quality professionals to cater to its design and needs.

Many foreign universities operate via the twinning mode as of now. This essentially means the collaborating institution can offer the curriculum of the other university in its first half. These students thus gain credits, which are transferable to the foreign university. This helps the students choose from an array of subjects and also complete a year in India itself. Thus, these programmes are successful and present a good opportunity for investment.

E-learning and Distance learning programmes are also gaining popularity. Many students and working professionals are taking these courses to get a quality education. The drawing factors for these programmes are the world-class curriculum, comfort, and low costs.

As many Indians go to foreign shores for quality education, the market for foreign universities is very present in India. The government is also encouraging FDI in this sector to improve the quality of education in the country. 100% FDI is allowed in this sector as long as the rules and regulations are met.

Thus, this sector offers multiple benefits and is becoming a favorable area for investment.

INTRODUCTION TO E-LEARNING INDUSTRY IN INDIA

The Indian education system is often the topic of arguing over the outdated syllabus, cost of education, quality of faculties and lack of infrastructure. On the positive side, our nation boasts of world-class institutes such as Indian Institute of Management (IIM), Indian Institute of Technology (IIT), All India Institute of Medical Sciences (AIIMS) and

Jawaharlal Nehru University (JNU). We also have one of the largest and oldest education systems in the world. But we need to shift towards E-learning.

The formal education in India is still running with the traditional way of learning or the brick-and-mortar classes. Students have to go to schools and colleges to get their education. While the standard system is the commonly accepted model of many education over the world, the education profession is starting up to online education or e-learning as it is also referred otherwise.

Everything is going online. And, so is education.

Scope of E-learning

Online education goes beyond the domain of secondary, post-secondary and tertiary education. It also has courses and modules for competitive exam preparation, professional skill enhancement, and other non-academic subjects.

Online learning is Big in India

According to the current report, the Indian e-learning market size was USD247 million, contain 1.6 million learners in 2016. It is expected to have an 8X growth to reach USD1.96 billion and the recent user base will increase at 44 percent CAGR to 9.6 million learners by 2021.

In fact, India's e-learning market is the second largest after the US, which is predicted to grow by 15.64 percent and increase to $48 billion by 2020.

The E-learning in India is changing at a rapid pace unsettled to the following factors:

1. Growth In Internet & Smartphone Penetration

The number of internet users is expected to reach 730 million by 2020, nearly double from what it is today at 432 million. India may replace China to have the second-largest internet users after the US.

2. Cost Of Online Education Is Low

A survey tells that there has been a 175 % increase in the average annual private spending for general education between 2008 and 2014. During the same period, the annual cost of professional and technical education has risen by 96%. Parents spend Rs36,000 on secondary education in a government school for six years, and Rs3,96,000 in private schools. If the students are studying in boarding, the cost is about to Rs 18 lakhs. The graduation and post-graduation degrees in engineering, medicine, science, and commerce are very costly.

3. Traditional Model Unable To Fulfill The Additional Capacity

The focus of the government is to raise its current gross enrolment ratio to 30% by 2020. At the end of 2020, India will have the world's largest young-age population and second-largest graduate talent generator internationally. However, the existing educational infrastructure is not supplied to meet the additional volume. The e-learning

can supplement the standard model, and fill the gap to a significant extent.

4. Digital-Friendly Government Policies

The ruling government has announced several policies under the initiatives such as 'Digital India' and 'Skill India' to promote digital literacy, develop a knowledge-based society in India, and apply three principles 'access, equity and quality' of the Education Policy.

- e-Basta
- e-Education
- Nand Ghar
- India Skills Online

In order to form digital infrastructure, the government has also launched National Optical Fibre Network (NOFN) which focuses on expanding broadband connectivity and faster networks.

Analysing the growth e- learning platform

The Indian education system is often the subject of debate over outdated curriculum, rote learning, cost of education, quality of teachers and lack of infrastructure. On the positive side, our country boasts of world-class institutes such as Indian Institute of Management (IIM), Indian institute of Technology (IIT), All India Institute of Medical Sciences (AIIMS) and Jawaharlal Nehru University (JNU). We are also one of the largest and oldest education systems in the world.

The formal education in India still consists of traditional model or the brick-and-mortar classes. Students have to attend schools and colleges to complete their education. While the conventional model is the commonly accepted mode of formal education

across the world, the education fraternity is opening up to online education or e-learning as it is also referred otherwise.

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Scope of E-learning

Online education goes beyond the realms of secondary, post secondary and tertiary education. It also includes courses and modules for competitive exam preparation, professional skill enhancement, and other non-academic subjects.

Key categories of online education	
Primary and secondary supplemental education	Supplement to school learning for students enrolled in primary and secondary classes in school
Higher education	Provide an alternative to traditional higher education courses
Test preparation	Online programmes aimed at coaching students in preparation for competitive examinations
Reskilling and online certifications market	Courses designed to assist users in skill enhancement, which may result in certifications
Language and casual learning	Learning of non-academic subjects such as spoken English and playing guitar

E-learning is Big in India

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In fact, India's e-learning market is the second largest after the US which is forecasted to grow by 15.64 percent and exceed $48 billion by 2020.

Key Drivers of E-learning Growth in India

The online education in India is evolving at a swift pace owing to the following factors:

1. Growth in internet and smartphone penetration

The number of internet users is expected to reach 730 million by 2020, almost double from what it is today at 432 million. India may replace China to have the second largest users after the US.

Similarly, India is also the world's third largest smartphone market with a number of users expected to reach 369 million by 2018. It is also estimated that mobile internet users will cross 300 million by the end of 2017 from 159 million users at presThe internet offers huge accessibility to enrol for distance courses for the young demographic (15-40 years). They are the most active consumers of smartphones and internet, and it is they who will be looking for online learning modules to fulfil their educational requirements without having to move out of home, office or city, and spending exorbitantly. The internet also makes diverse courses, degrees and certifications from around the world easily accessible to urban as well as rural, and mentally or physically restrained populations.

2. Cost of online education is low

A survey reveals that there has been a 175 % rise in the average annual private expenditure for general education (primary level to post graduation and above) between 2008 and 2014. During the same period, the annual cost of professional and technical education has increased by 96%. Parents spend Rs36,000 on secondary education in government school for six years, and Rs3,96,000 in private schools. If the kids are studying in boarding, the cost is close to Rs 18 lakhs. The graduate and post graduation degrees in engineering, medicine, science and commerce are unusually expensive.

3. Traditional model unable to fulfil the additional capacity
The aim of the government is to raise its current gross enrolment ratio to 30% by 2020. India will have the world's largest tertiary-age population and second largest graduate talent pipeline globally by the end of 2020. However, the existing educational infrastructure is not equipped to meet the additional capacity. The e-learning can supplement the conventional model, and bridge the gap to a considerable extent.

4. Digital-friendly government policies

The ruling government has launched several programmes under the initiatives such as 'Digital India' and 'Skill India' to spread digital literacy, create a knowledge-based society in India, and implement three principles 'access, equity and quality' of the Education Policy.

• e-Basta (schools books in digital form)

• e-Education (all schools connected with broadband and free wifi in all schools and develop MOOCs – develop pilot Massive Online Open Courses)

• Nand Ghars (digital tools as teaching aids)

• SWAYAM (MOOCs based on curriculum taught in classrooms from 9th class till post-graduation)

• India Skills Online (learning portal for skill training)

In order to establish digital infrastructure, the government has also launched National Optical Fibre Network (NOFN) which aims to expand broadband connectivity and faster network.

5. Demand among working professionals and job-seekers

The Indian job scenario is currently reeling under the twin pressure of layoffs and job paucity, especially due to automation and slow-down in the global economy. According to a World Bank report, automation is threatening 69% of jobs in India. There have been massive layoffs in IT, BFSI, Telecom and Manufacturing sectors, and people are being replaced by technology driven by machine learning and artificial intelligence.

The current unemployment rate is 5%, which is the highest in the last five years. With around 1 million Indians enter workforce every month and India's working age population expected to reach 64% of the total population by 2021, there is a dire need of job creation. However, a report warns that India is likely to face job shortage in the next 35 years.

It has also been found that 58% of unemployed graduates and 62% of unemployed postgraduates say that non-availability of jobs matching their skill and education is as a primary reason for their unemployment. The existing formal degree courses taught in India do not impart 'on-the-job' skills.

Owing to all these factors, both job-seekers and working professionals feel a need to gain, refresh or enhance skills through career advancement courses. They feel that

such courses could increase their chances of landing better jobs, switch jobs, get promotions, negotiate better pay packages and stay industry-relevant. Online career courses are affordable, give hands-on knowledge, can be completed in one-fourth time that of an offline course, and offer flexibility in terms of personal schedule. They can be done anywhere, anytime at one's convenience.

Challenges are Still Many

Online education is definitely has a bright future in India, but the journey is fraught with several challenges.

1. Insufficient digital infrastructure

While the government has been making efforts to create and improve a digital infrastructure across the country, there hasn't been any noteworthy progress. According to World Economic Forum, only 15 out of 100 households have access to the internet, and mobile broadband remains for a privileged few, with only 5.5 subscriptions for every 100 people. Further, currently broadband reaches just about 600 corridors, largely in and around the top 50-100 Indian cities, leaving rural areas with poor connectivity.

2. Poor learning engagement

In traditional classrooms, the student-teacher and peer-to-peer engagement is very high. Learners can approach the instructors and fellow students for feedback or discussions, and get their concerns addressed on-the-spot. E-learning is yet not developed to a level to stimulate open-ended or crowd learning, unless the courses are imparted live with the help of an online instructor.

3. Lack of standardization, credibility and quality

The lack of standardization of online programmes and their formal acceptability still remain a concern. The e-learning players offer multiple courses on the same subjects with different levels of certifications, methodology and assessment parameters. Online courses are designed and imparted by different instructors, who may be given autonomy to design the curriculum. So, the quality of courses may differ across different e-learning platforms. Most online courses do not get academic credits, credibility and recognition in the traditional educational eco-system.

4. Language of the courses

India is a multi-linguistic country, and a majority of the population comes from non-urban areas. The online courses, mostly focus on English content. Hence, non-English speaking students struggle with the availability of vernacular content.

5. Low completion rates

Online courses are self-paced learning. There is minimum or negligible motivation due to lack of face-to-face interaction. Hence, the completion rate of online courses is very low.

Future Trends

E-learning sector in India will witness the following trends in the next few years:

1. Hybrid model

There will be a convergence of online and offline education model. Online course providers will work actively on providing supplementary education, such as after-school coaching, e-tutorials, internships and live projects. They will also reach out to students at offline touch points like group discussions and labs. There will be virtual classrooms where traditional offline pedagogy will be aided by digital courses on practical knowledge and soft skills.

2. Addition of new and offbeat subjects

Apart from the popular subjects like data science, cloud computing and digital marketing, the e-learning curriculum will look to offer courses in unexpected subjects such as culinary management, forensic science, cyber law, etc.

3. Gamification

In order to make learning more interesting, competitive and rewarding for academic students and professionals, the digital courses will incorporate features such as badges, discounts and leader boards. Corporates, educational institutions and e-learning platforms will come together to co-develop content.

4. Peer-to-peer learning and profile mapping

E-learning providers will develop peer-to-peer model to establish collaborative learning between students through notes and idea sharing on a common platform. Technology such as artificial intelligence, big data, data analytics, facial recognition, etc., will be used to offer profile-based customized courses.

5. Investor interest will grow

Over the last three years, there have been several high ticket deals in the Indian e-learning sector. The Chan Zuckerberg Initiative has invested US$ 50 million in Byju's; Bertelsmann India has put in $8.2 million in Eruditus; and Kaizen Management Advisors and DeVry Inc. have invested US$ 10 million in EduPristine. Not to forget, Khan Academy, which has so far received financial aid to the tunes of billions of rupees from Bill and Melinda Gates Foundation, Google and Netflix founder Reed Hestings, among a few others. So, the sector will continue to spark more interest among the investors and attract funding.

E-learning has a promising future; it could be on its way to become the next sunrise industry. However, it is highly unlikely that it will replace traditional learning; rather both models will work in tandem. The trio of Content, Delivery and Access will act as a change-agent in shaping up online education.

COMPANY PROFILE

/ʌnˈskuːl/

Verb
1. The inspired act of venturing beyond the conventional ways of education.
2. Learning through methods crafted for each individual's specific needs.

In a world where learning only comes from our formative years in school and college, Unschool is the new, easy, and definitive path for keeping up with the 21st century. It is the platform where you can finally stop trying to fit in a system crafted for the masses and learn in a unique way that brings out the best version of YOU.

Unschool is a market-place for everyone who has the knowledge to share or a skill to teach, to coach inspired individuals wanting to learn. Learning should never cease to be part of life.

Hence, we aspire to have teachers come host courses on our platform and coach a generation of learners. We, at Unschool, believe that teaching is not meant only for conventional teachers, but in the idea that anyone and everyone can teach (and learn).

Recognised and awarded by

Unschool is an e-mentorship platform that allows students, graduates, young professionals, entrepreneurs and "anyone with the curiosity to learn" to create an online learning ecosystem that fits their needs and industry demands.

Correspondingly, Unschool is a marketplace where learned individuals or subject matter experts are able to coach younger, inspired minds in their own fields. Beginning their journey with a psychometric test, our users are able to identify what course would be best suited for them.

Unlike Massive Open Online Courses, which are driven by traditional collegiate coursework, we try to optimise alternative learning and teaching methods by merging career counselling, self-paced learning, personalised mentorship, and individualistic online courses delivered by industry experts.

SERVICES PROVIDED BY USCHOOL
1)Coaching

2) Mentoring
3) Online Education
4) Learning, Teaching
5) Edutech
6)e-learning
7) e-mentoring

ONLINE COACHING

Online tutoring is the process of tutoring in an online, virtual, or networked, environment, in which teachers and learners participate from separate physical locations. Aside from

space, literature also states that participants can be separated by time.
Online tutoring is practiced using many different approaches for distinct sets of users. The distinctions are in content and user interface, as well as in tutoring styles and tutor-training methodologies. Definitions associated with online tutoring vary widely, reflecting the ongoing evolution of the technology, the refinement and variation in online learning methodology, and the interactions of the organizations that deliver online tutoring services with the institutions, individuals, and learners that employ the services. This Internet-based service is a form of micropublishing.

ONLINE MENTORING

E-mentoring is a means of providing a guided mentoring relationship using online software or email. It allows participants to communicate at their own convenience and beyond time zones since it eliminates the need for them to be in the same physical location.[1] Its programs are often developed to enhance morale, increase productivity, and promote career development

ONLINE EDUCATION

Educational technology (commonly abbreviated as EduTech, or EdTech) is the combined use of computer hardware, software, and educational theory and practice to facilitate learning. Educational technology creates, uses, and manages technological processes and educational resources to help improve user academic performance.[1] The field has been described as a persisting initiative that seeks to bring learners, teacher, and technical means together in an effective way.

ONLINE LEARNING AND TEACHING

Online learning involves courses offered by postsecondary institutions that are 100% virtual, excluding massively open online courses (MOOCs). Online learning, or virtual classes offered over the internet, is contrasted with traditional courses taken in a brick-and-mortar school building. It is the newest development in distance education that began in the mid-1990s with the spread of the internet and the World Wide Web. Learner experience is typically asynchronous, but may also incorporate synchronous elements. The vast majority of institutions utilize a Learning Management System for the administration of online courses. As theories of distance education evolve, digital technologies to support learning and pedagogy continue to transform as well.

EDU-TECH

Educational technology (commonly abbreviated as **EduTech**, or **EdTech**) is the combined use of computer hardware, software, and educational theory and practice to facilitate learning. Educational technology creates, uses, and manages technological processes and educational resources to help improve user academic performance.[1] The field has been described as a persisting initiative that seeks to bring learners, teacher, and technical means together in an effective way.[2]

In addition to experiential knowledge drawn from educational practice, educational technology is based on theoretical knowledge that emerges from various disciplines such as communication, education, psychology, sociology, artificial intelligence, and computer science, among others.[citation needed] It encompasses several domains including learning theory, computer-based training, online learning, and m-learning, where mobile technologies are used.

ORGANISATIONAL STRUCTURE

The organisational structure consists of 3 level of working that are as follows:-

UNSCHOOL COMMUNITY INFLUENCER :- Its an initial level of working where and an influencer will approach the market with the help of their contacts in various institution and will educate people about unschool and beneficiaries about taking courses from unschool.

UNSCHOOL COMMUNITY LEADER:- Its a position comes after UCI in this designation a person will hire their own team by conducting an interview to those who are applying for the position of community influencer. After the hiring process i done the leader will lead the team by induction and regular meetings and will train them to achieve targeted consumers.

UNSCHOOL COMMUNITY CHAMPION:- In this designated position a person becomes manager and will lead various teams with their respective leader under them by giving targets and will educate them and solve their grievances regarding achievement of team targets . Community champions are basically a managerial position where they have to lead a cluster of team that their hired as community leader.

HR FOLLOWS

For every employees they already have a pre-defined career path which is provided which ensure the career development. They do not believe in biasness, and follows meritocracy for the rewards and promotion of the employees. As they believe in

personal growth so they have dedicated training cells which focuses on continuous skill enhancement. They also follow predefined, mutually set training calendar for the whole year. Push and Pull Model: The HR follows a 'push-pull theory' in the organization in order to retain the employees. There are various reasons why employees leave an organization, and this theory helps to differentiate the reasons.

i.) **Push factor**: The push factors are the reasons which push the employees to look job outside and these are many internal i.e. that comes from within the organization. The reasons can be dissatisfaction of employees with the supervisors, culture misfit, lack of employee benefits and career opportunities. And the push factor works also in early attrition. These internal reasons push employees from the company.

ii.) **Pull factor:** These factors are external, which pulls employees from the organization. The factors can be considered as better salary, higher brand value, better location, infrastructure and benefits.So, this way the model analyzes and finds out the reason why employees are leaving and focuses on that very reason to retain them.

STRENGTH
A) It is India's first online professional skill development platform .
B) Learning in the most interesting and practical way.
C) Work on a real time project.
D) Lifelong access learns at your own pace.
E) Network with the best in industry.
F) 100% internship opportunity at reputed firms.
G) Get a coach in the field for life.
H) Certificate from government of india.

WEAKNESS
A) Internships start at ground level of marketing .
B) High prices of courses on site.
C) Rarely heard brand , not much of a market.
D) No advertising and branding

COMPETITORS ANALYSIS

The biggest competitors of unschool are as follows :-

1.) Skillshare

2.) LinkedIn Learning Ex Lynda

3). MasterClass

4.) Udemy

5.) Edx.org

6.) Udacity.com

7.) Coursera.org

8.) Futurelearn.com

1. Skillshare

Skillshare is one of the most popular online learning platforms. It has a massive collection of over 20,000 classes that are divided into three categories: Thrive (Lifestyle, Productivity), Build (Business Analytics, Freelance & Enterneuprenship, Leadership & Management, Marketing), and Create (Animation, Film & Video, Graphic Design, Music, Creative Writing, Photography, Web Development, and more).

Skillshare believes in a project-based approach to learning that allows students to expand creativity and apply new skills in life. All courses consist of two parts: a video presentation (which usually lasts around 20-minutes) and a class project.

2. LinkedIn Learning Ex Lynda

A few years ago, LinkedIn acquired one of the oldest e-learning sites called Lynda, and transferred all content to its own platform - LinkedIn Learning. The company now offers

thousands of high-quality courses for all levels, from beginners to advanced, covering a wide array of subjects, including Web Development, Software Programming, Economics, and Business Management.

LinkedIn Learning has a single monthly subscription fee that gives you access to all the content on the platform. The courses consist of bite-sized modules that help absorb information better. LinkedIn Learning allows you to download any course for offline viewing, which I find to be very convenient.

LinkedIn Learning is not accredited, but most courses offer a Certificate of Completion that you can later add to your LinkedIn profile.

LinkedIn Learning is a good platform that can help you jumpstart your career or achieve professional goals. If you are interested in joining the platform, you can do that by signing up for a *1-month free trial*.

3. MasterClass

MasterClass is an online learning platform that everyone is talking about. What makes it different is that the courses are taught by world-famous experts and celebrities. You can learn acting from Natalie Portman, filmmaking from Martin Scorsese, singing from Christina Aguilera, cooking from Gordon Ramsay, writing from Dan Brown, etc.

For $15 a month you get unlimited access to all classes. Each course consists of an average of 20 lessons, each lasts approximately 10 minutes. Classes include high-quality video lessons, assignments, workbooks, and community activities. You can also join discussions to ask questions, get feedback, and connect with other students. There are no deadlines, so you can learn at your own pace. All the videos can be downloaded for offline viewing using a mobile app.

The classes are divided into nine categories: Film & TV, Culinary Arts, Writing, Music & Entertainment, Sports & Games, Business, Photography, & Fashion, Business, Politics & Society, Lifestyle, and Science & Technology. MasterClass doesn't offer certificates of completion.

MasterClass is a good platform for creatives who are interested in personal development and seeking inspiration from the best professionals in the filed.

4. Udemy

Udemy is another popular online learning platform. It has a huge library of over 150,000 courses which makes it the best one when it comes to content. With Udemy, you can

expand your knowledge and skills in any field imaginable from business and marketing, to hand weaving and clowning. The goal of Udemy is to disrupt and democratize the educational system.

Unlike Skillshare, MasterClass, and LinkedIn Learning, Udemy doesn't have unlimited subscription plans, you have to purchase each course individually, which is obviously a downer. However, the courses are quite cheap, starting at just $9. And if you don't like a course you have purchased, you can get a refund within 30 days.

Udemy's courses are divided into 13 different categories: Finance & Accounting, Development, Business, Marketing, IT & Software, Office Productivity, Music, Personal Development, Teaching & Academics, Design, Lifestyle, Photography, Health & Fitness. The courses are offered for all levels: beginner, intermediate, and advanced. One thing I absolutely love is that there are courses available not only in English but also in Russian, Japanese, Chinese, Portuguese, German, Spanish, etc.

Udemy is not an accredited institution, but you get a certificate of completion after you take a paid course. Each Udemy course consists of a video tutorial - the average course is 5 hours long but some can be as short as 30 minutes - and can also include additional resources, such as quizzes, practice tests, coding exercises, and assignments. You can download any Udemy course and watch it offline at any time.

5. Edx.org

edX is one of the best providers of college-level online courses. The company was founded by Harvard and MIT, and the quality of courses is top-notch. All the courses on edX, with the exception of professional education courses, can be taken for free.

To join the course without paying you to need to enroll in the Audit Track. The Free (Audit) Track grants students access to all course materials, such as lectures, videos, ungraded assignments, and reading - for the duration of course. However, you won't receive graded assignments and verified certificates of completion. If you want to have access to graded assignments and earn a certificate upon successful completion, then you would have to enroll in the Paid (Verified) Track. The certificate can be added to your resume or LinkedIn profile. If you enroll in the Audit Track but then decide that you want to earn the certificate, you will have a chance to switch to the Verified Track. Each course has an upgrade deadline so make sure you check that first.

edX offers over 2,500 courses on different subjects including Biology & Life Sciences, Architecture, Chemistry, Art & Culture, Electronics, Education & Teacher Training, Medicine, Food & Nutrition, Physics, Science, Music, Law, History, Language, and Environmental Studies. Most courses are available in English, but there are also some courses in Chinese, Russian, French, Italian, Spanish, etc. There are courses for introductory, intermediate, and advanced levels. The courses usually consist of both text and video content and assignments. There are also course discussions where you can

ask questions and interact with fellow students. Some courses include group projects. You can download any edX course for offline viewing.

6. Udacity.com

Udacity is widely known for its Nanodegree programs. A Nanodegree is a skills and project-based learning program. Each Nanodegree consists of a series of courses on topics like Artificial Intelligence, Coding, Robotics, Mobile Programming, Business, and Data Science. Most programs can be completed in 3-6 months. Udacity offers one-on-one technical mentorship to all Nanodegree students.

Udacity is the definition of innovation when it comes to online learning and education. When you enroll in one of Udacity's Nanodegree programs, your chances of landing a job after you complete the course skyrocket.

Udacity is not an accredited university, but the skills they teach are relevant, in-demand skills that employers are actively seeking. However, when compared to other online learning platforms, Udacity is steep on pricing. The average cost for a Nanodegree program is between $1200 and $2400. You can get a discount if you pay for several months upfront.

Udacity also offers Executive Programs for business leaders who need to learn about complex concepts like Artificial Intelligence and implement them in their companies within a short period of time (usually a few weeks). The cost of Executive Programs is around $1500 per month which includes project reviews from top industry professionals, technical mentor support, personal career coach, and a learning plan that allows you to learn at your own pace.

7. Coursera.org

Coursera is an online learning platform that offers university-level courses and certification programs. The courses are taught by instructors from top companies and universities such as Stanford, Yale, and Princeton.

The price for individual courses varies from $29 to $99. However, there are thousands of courses that have the Audit option which allows you to take it for free. If you choose to audit the course, you won't receive graded assignments, a certificate, and bonus materials. Most courses consist of video lectures, assignments, reading materials, quizzes, projects, and group discussions.

There are courses available in many languages: English, Spanish, Russian, Chinese, Portuguese, Arabic, French, German, Korean, Vietnamese, Japanese, and more. Some of the courses' topics are Arts and Humanities, Business, Computer Science, Data Science, Information Technology, Health, Math and Logic, Personal Development. Each course takes 4-6 weeks to complete.

If you want to master a specific skill, you can enroll in a Specialization - a series of online courses, each takes 4-6 months to complete. Once you complete the Specialization, you will earn a Certificate to add on your resume. You get a 7-day free trial to try a Specialization at no cost when you start your first subscription.

And if you are looking to change your current career or start a new one, then you can enroll in one of the Professional Certificates programs. Like Specializations, Professional Certificates are a series of courses, but the difference is that the Certificate of Completion will be issued by the company that developed the course.

Finally, there are online degree courses granted by world-class, accredited universities. The main advantage of getting your degree online is that it costs much less than

on-campus programs. Also, you can study at your own pace and complete your degree faster.

If you plan on taking several courses, it might be a good idea to subscribe to Coursera Plus, an annual plan that grants unlimited access to over 90% of courses, Professional Certificates, and Specializations. You can take as many courses as you like and you will earn a Course Certificate for every course you complete.

8. Futurelearn.com

Futurelearn is an online education platform that offers hundreds of courses from the world's leading universities. The majority of courses can be audited for free, but access to course tests and a Statement of Participation or Certificate of Achievement becomes available only if you upgrade to a paid course. There is an option of purchasing an unlimited subscription for $249,99 per year that includes access to over 600 short courses.

Most courses include video and audio content, reading materials, and short quizzes. All students can post their questions and discuss topics with teachers and each other. Some courses offer assignments, and if you have upgraded your course, you will be able to take tests, as well.

In addition to free courses, Futurelearn offers Premium courses for a fee. Premium courses are perfect for people who prefer to learn in a small group setting and who want to advance their careers. Premium courses are divided into several categories: IT and Digital Skills, Business and Management, Teaching, and Healthcare.

If you want to earn academic credit and upskill your work, Futurelearn also offers 21 Microcredentials. They are fully accredited and require 100-150 hours of study over

10-12 weeks. Here are a few of currently available Microcredentials: Change Management, Cyber Security Operations (Cisco CCNA), Data Science: Data-Driven Decision Making, Digital Photography: Creating a Professional Portfolio, Impact of Trauma on Mental Health, Online Teaching: Creating Courses for Adult Learners, Sports Coaching, Teacher Training: Embedding Mental Health in the Curriculum, Veterinary Practitioners and the Food Supply Chain.

To conclude our imho review of best online learning platforms, other notable platforms you should check out include Alison.com, YouTube (Harvard Uploads their CS courses there) and Shaw Academy. The most important thing is to get the most out of your learning. This is the formula you have to use for choosing the platform to settle on, find the platform that will help you get the most out of it.

INTERNSHIP SUMMARY

I was an unschool community influencer and my entire internship was from work from home only. My external factor was the UCL of the HR team MR. SHIVAM JADHAV. The work he asked me to do was to reach people in an extended market and educate professional students, teachers and parents about unschool and tell them about the beneficiaries offered by unschool only.
Later in my internship I got promoted as an unschool community leader ,I was trained to hire marketing influencers under me and train them was the part of my leadership area.

I was asked to train them by helping them to create brochures for the company , providing them literature provided by the company, solving their grievances through meeting everyday , motivating them to achieve team targets by coming up with creative ideas.

Through this internship my strength and weakness by learning from books. I acquire certain knowledge in how to retain employees and what theory the company follows through my external mentors. Thi was all about my internship as a whole. I can say I was on a learning process throughout my internship.

PROJECT DESCRIPTION

Project title
Market research analysis on e-learning is an innovative boon in an education industry.

Research topic
1) Explore those factors which possess the power in selection of e learning .
2) To understand how organisational policies can affect the choice of consumer when it comes to e-learning.

LITERATURE REVIEW

On 3 January, 2019, parliament amended Section 16 of the Right to Education (RTE) Act, popularly known as the 'No Detention Policy' (NDP). The policy guaranteed promotion through class 1-8 for all children, irrespective of their readiness. The now amended policy allows states to frame rules that could *reintroduce* detention in class 5 or class 8.

The rationale provided for the amendment is as follows: with guaranteed promotion, students and teachers feel no compulsion to learn or teach, which has an adverse impact on learning. The sub-text being — high stakes exams help drive learning. This notion was tackled by the original framers of RTE, who argued that exams create unnecessary pressure, and detention as a consequence of exams, is unhealthy for children. Holding children back in classrooms where they have failed to learn, without changing anything about the teaching-learning process, doesn't improve learning. It leads to children dropping out. Additionally, detention in early classes labels children as 'failures' too soon; and for that reason alone, detention in elementary school should be prohibited.

It should be noted that RTE did not introduce the idea of no-detention in all states. Pre-RTE, several states *already* had automatic promotion till class 5 or 8. While states like Haryana, Kerala, and Uttar Pradesh allowed student detention as early as class 2, 14 out of 28 states1 detained children only in class 5 or above. If the NDP was responsible for declining student outcomes, then this decline should have been observed pre-RTE as well, and not just post. However, this trend is not borne out in

data.

National Achievement Survey (NAS)2 data shows that between 2003 and 2007, 19 out of 28 states with a no-detention policy showed improvements in learning. In other words, states improved their results in 2007 without detaining students. Positive trends in reading were reported in the early ASER surveys of 2005-2007 as well. Curiously, learning outcomes dipped soon after. ASER series data (presented below) captured a falling trend in learning, and the ASER 2012 report noted a correlation between the passing of RTE, and slide in learning levels.

The growing concern around India's public education might not be misplaced, given the worsening state of the country's primary and secondary education. While poor learning at the primary level has been discussed and documented at length for a while now, two national surveys—the Annual State of Education Report (ASER) 2017 and the National Achievement Survey (NAS) 2017—hammer home the point that a large number of adolescents in the country are not adequately prepared for the future.

UDISE reveals that almost 40 percent of the eligible student population is not enrolled in secondary school. Moreover, while initially absent, a gender gap emerges as children get older, with more girls dropping out than boys. This is not surprising given there are

only 14 secondary schools for every 100 elementary schools. Large distances increase the cost of education as well as concerns around safety, especially for girls.

Moreover, on an average, 50 percent of secondary schools are privately managed, which means that in addition to covering large distances to get to school, students also pay to complete secondary education.The problem lies in weak foundations

While the deck is already stacked against students, the most revealing insight in the report is that most students drop out due to a 'lack of interest in studies.' This should be expected since students come out at the end of the elementary cycle with weak foundational knowledge.The NAS district reports show that in many districts, students in Grade 8 scored only 30-40 percent (or lower) in Math. This finding is corroborated by ASER, which reports that, despite completing eight years of elementary education, students struggle to apply literacy and numeracy skills to everyday tasks such as tallying weights or decoding instructions on an ORS sachet. Without foundational knowledge, students are bound to struggle in higher grades, where the curriculum is more exacting.Another interesting finding in the ASER report pertains to girls. Despite near equal enrolment at the primary stage, 7 percent of adolescent girls surveyed in ASER say they have no plans of studying or working, and expect to tend to their/their husbands' homes for the rest of their lives. These findings are sobering as they tell the story of a generation let down by education. But, at this point, a pause must replace panic.Traditional education is also called customary education or conventional education. The main motive of traditional education is to pass on the values, manners

skills and the social practice to the next generation which is necessary for their survival.
In traditional education the student learns about the customs and tradition of the society

in which he lives. This type of education is mostly imparted to the students by the means of oral recitation.There is very less written work or practical work. The students simply sit down together and listen to the teacher or another who will recite the lesson. The tradition does not include written tests but it includes some oral tests which are not very formal. Traditional education is very far from the use of science and technology. Neither the education about sciences we study today in a great detail is imparted in the traditional education system. Traditional education system basically included the knowledge about customs, traditions, and religions. That is why it is called traditional education.Modern education is very different from traditional education. The education which is taught in the schools today is modern education. Modern education teaches about the skills required today that is the skills of science and technology, science of medical science etc. In addition to listening, modern education includes writing, visualizing, imagining, and thinking skills. This type of education also includes written tests to examine if the students are learning properly or not. This is done in a very formal way. The methodology used for teaching is very interactive. Modern education is just an evolution of the traditional education which was imparted to the students a few years back.Traditional and modern educations are both related to each other and different from each other also. In the early history of our country, there was a time where there were no schools. The children acquired the education or knowledge from their ancestors. At that time this knowledge focused only on the skills required for survival. The people who lived in jungles got the education from their ancestors who taught them how to hunt animals for their food, how to use animal skins for different purposes, how to make tools. They were taught about their rituals or the customs they followed. They were taught about the religions the followed.

They taught them the stories of their gods and kings from which they could learn good morals. The kings used to send their sons to schools which were called gurukuls in India. In these gurukuls they were taught how to use different weapons, how to protect themselves and how to attack their enemies. They were also taught the basic principle of ruling an empire. These types of schools were not meant for the local population. It could only be accessed by the royal families. The rest of the children in the empire learnt the skill which their parents possessed from them. As the democratic government was established in the coming years, the importance of education spread throughout the country. Schools were opened where any kind of students could come and learn. This was the establishment of modern education.The scenario of education which now is totally different from the scenario which was a few years back, At that time modern education was not considered good and today traditional education is not considered enough. As the needs of the people are changing, the education system also has to change. And this change should be accepted by the people. Earlier the people used to teach their children how to fulfill their needs. This was the basic aim behind education.

And the aim now is still the same. The only thing which has changed is the need of people. With the passing time, the things which were a luxury at that time have formed the basic needs now. As the needs grew, the education had to grow. If education did not evolve, then it would be difficult to fulfill the needs of today.Traditional education which was provided in schools was not meant for all the children. There was a lot of discrimination between the children. It was considered that education was meant for only high society people. The children who belonged to the families of lower society were not allowed to enter the schools. Traditional education was not meant for everyone. Modern education is accessible by all. Anyone can take admission in a school and learn modern education. We can say that it is because of modern education that modern education is accessible by all children. As modern education spread, the principle of equality was taught.Both the types of education have their own place and importance. We cannot declare any type of education good or bad. The tradition was good in its period and modern education is good in its period. Actually, it depends on the person. It depends on what the person wants to learn. If a person wants to learn about his customs and religion, then definitely traditional education is better for him. On the

other hand, if a person wants to learn about science or mathematics, then modern education is good for him. Both types of education are equally important. Traditional education is often associated with our culture. And it is good or we can say it is important to learn about our own culture. Everyone should know what are their traditions, culture and the stories and beliefs of their religion. In the same way, it is equally important to catch up with the world in terms of the modern developments which are occurring today. This describes the importance of modern education. Modern education is required to stay in touch with the whole world and to see what is happening in the world.It is difficult to infer which education is better. Both the types have their own importance. Both the types are also similar to each and different to each other. Modern education is inherited from traditional education. But due to modern education, traditional education is being neglected which would result in losing our culture. Traditional education and modern education, both should be given equal importance.

RESEARCH METHODOLOGY

The research methodology used in this project to acquire data is from quantitative

methods . Here the data which is collected to carry out research os primary , which was
collected from a sample group of 50 students . then the collected data is analysed and
interpreted and the visualization is provided below.

DATA COLLECTION

The data is collected from sources of 50 students indeed in form of questionnaire,as
collecting primary data by any other means was beyond scope, so in the project it is
mainly some factors and particulars are being analyzed through which the objective of
research is fulfilled. The analysis is divided in two parts for better understanding . the
first part is done through some variables which were collected through sample data.

And the latter part of the analysis is done using the data collected from online review
platforms. The variables which are used in this parts are namely, market factory,
economy, choices, benefits and knowledge.

LEARNINGS

|		
a) Reasons which affect the perception of the consumer towards the organisation .	Market factors and economy followed by choices and knowledge.	<u>interpretation</u>:- market and economy will always remain factors for every brand that enters the market but what makes a difference is the knowledge about the brand in the market.
b) According to sample survey , what makes unschool an attractive option	First indian online professional skills development platforms, learn in most interesting and practical ways, work in real time projects, lifelong access, network with the best people in industry , 100%internship, lifetime coach, certificate from goi.	<u>interpretation:-</u> 8 factors majorly play a role to make an unschool an attractive option.
c) According to sample survey , what makes unschool an attractive option	Unschool community influencer, unschool community leaders, unschool community champions.	It is estimated that only 20% of students will recommend unschool as an option .

Data analysis

1) Reasons which affect the perception of the consumer towards the organisation .
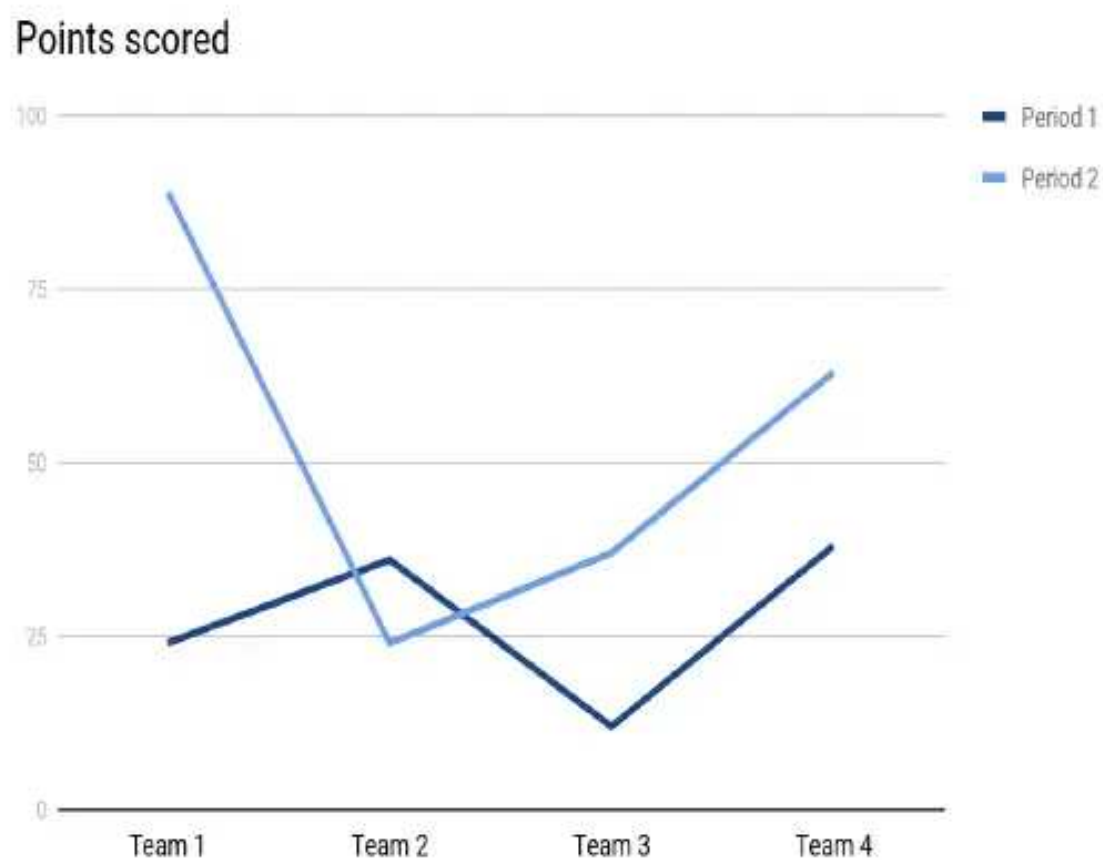
2) According to sample survey , what makes unschool an attractive option
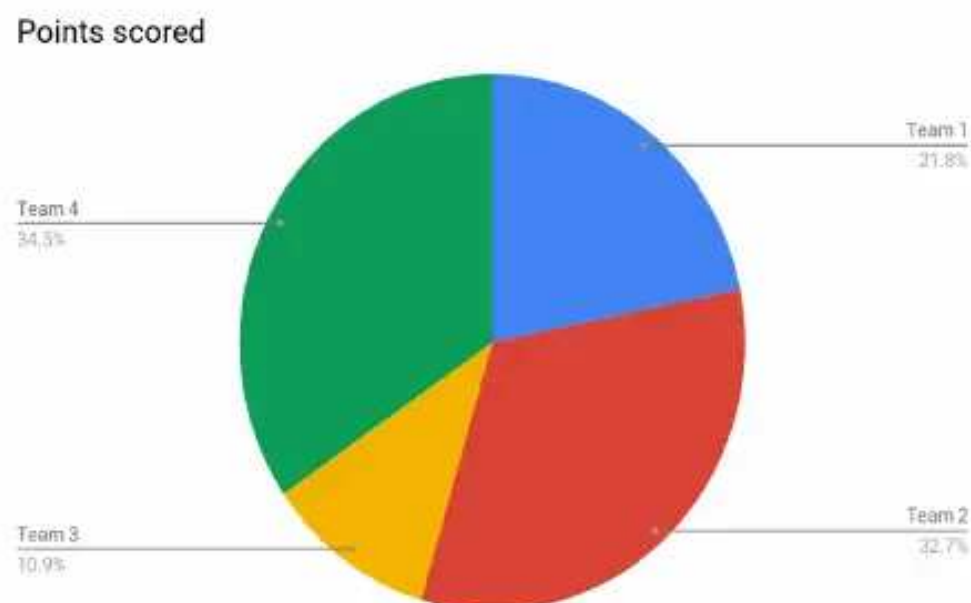
3) According to a sample survey , what makes unschool an attractive option.

Points scored
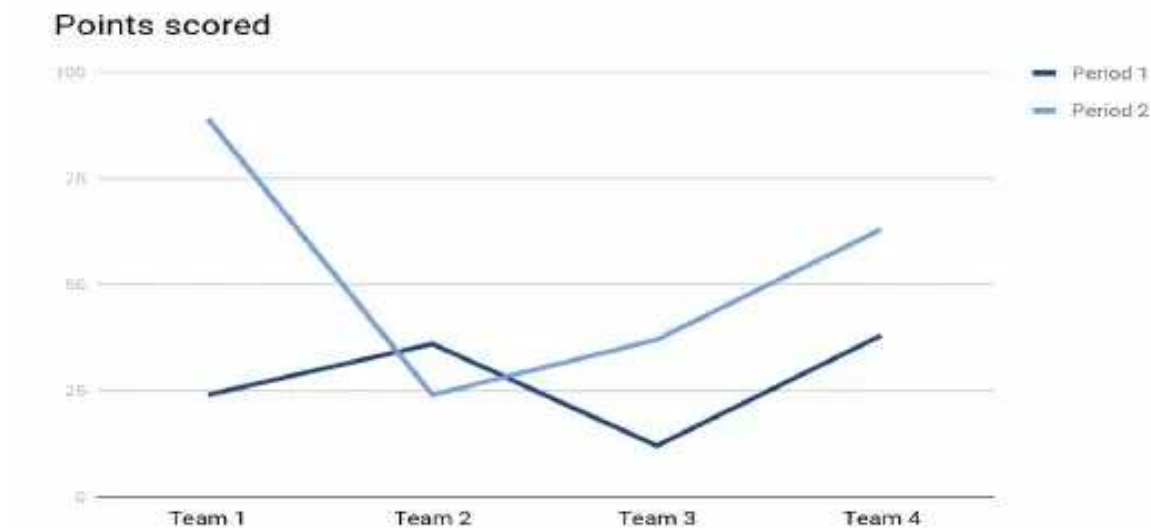
SUGGESTIONS

a) They give high targets to those students who are not a part of the market field.

b) Courses mentioned on site are very expensive even though the company is sponsored by the government of india.

c) Regular meeting sessions cause problems for those students who are studying and working as well .

d) Even though flexible time span is mentioned but to achieve targets uci has to work beyond working hours

e) Even after hard work if targets are not achieved no certificates are provided .

CONCLUSION

UNSCHOOL comes under the education industry especially in e-learning services. Which provides a basket of various skills development courses by giving them opportunities to work on real time projects and motivating by providing them certificates from government of india as well, which is beneficial for professional students to enter in a priority list of candidates while hunting for a job or change in job field.
Thesewill provide confidence and experience to students and practically teaching the field factors that are omitted in books .

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Certificate of Excellence

This certificate is proudly presented to

Sri Kavya Reddy

for successfully completing the Unschool Community Program

on April 6, 2021 as a **Community Influencer** for 2 months,

an online internship initiative by

Sunschool®

Unschool wishes you the best for your future endeavors.

Rahul Varma
Chief Executive Officer

LinkedIn
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