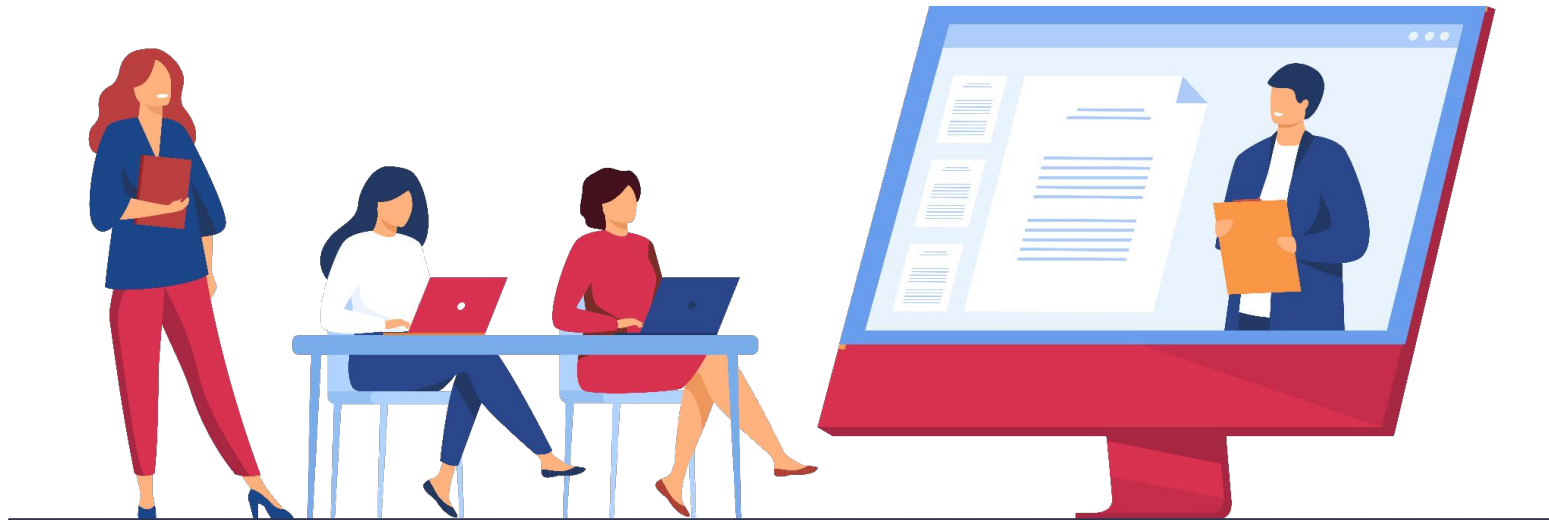


'TRAIN THE TRAINER'

Get **trained** and **certified** even if you are employed!



Objectives–

The aim behind upskilling of teaching professionals with respect to academic priorities are as follows:

- Innovative pedagogical approaches
- Classroom management and classroom culture setting
- Soft skill enhancement
- Behavioral science workshops
- Effective teaching and planning practices
- Integrating technology in teaching



Objectives–

- We aim to provide courses to these professionals so as they can provide better education to their students, the courses starts from **₹349 onwards.**
- These upskilling courses are available at your fingertips, as they are self paced, and you can revisit to check for further updates.



Target Audience-

Private School
Teachers



India and Education System

The connection between guru and shishya is very sacred since ages, the latter must constantly express thanks to the former for the abundance of knowledge that the former possesses. **But when Guru itself is not “upskilled” how will he help shishya?**



According to the UK's Varkey Foundation's new 35-country worldwide survey-based research, 'Reading Between the Lines: What the World Really Thinks of Teachers,' **India ranks sixth among the world's top ten countries in terms of valuing its teaching staff.**

India and Education System

15.1 L

Total number of schools in India

10.32 L

Government schools in India
(in academic year 2020-21)

26.44 Cr

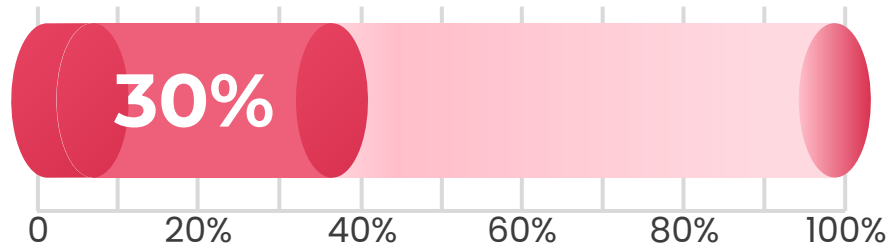
Students in India

96.96 L

Teachers in India
(in academic year 2020-21)

The **number of private unaided schools in India are 36,06,625**. The data released by the National Institute of Open Schooling revealed teachers at private schools need more training to teach students in comparison with government schools. The institute said **9.25 lakh teachers** from private schools registered **for its service for untrained teachers**.

India and Education System



30% of Private School Teachers are upskilled



During times of COVID only **1 among 4 teachers were computer trained**

Problem

1

The lack of upskilling program in private schools directly affects the students and according to the survey, **31% of the respondents declared that their existent degree failed in providing them with industry demand skills**

2

As of 2018, nearly 7,53,000 Indian students were studying abroad. Students are **getting limited information**, and this leads them to **suffer from brain drain**.

3

The lack of innovative courses and unskilled teachers is drawing a lot of young students to **leave Indian shores for better education overseas**. According to the data **every year more than 3 Lakh students go abroad** from India for their higher studies.

4

According to the survey almost **75% said that training in futuristic skills could have helped them in bolstering their professional career** while the education system lacks the quality of teaching a student requires, it leads to unemployment because the student wasn't shaped or molded as per the requirement of the industry.

Solutions-



“Train the Trainer” is an online curriculum curated specially to train the teachers at private schools which will help them learn required soft skills which will expand their teaching horizon.

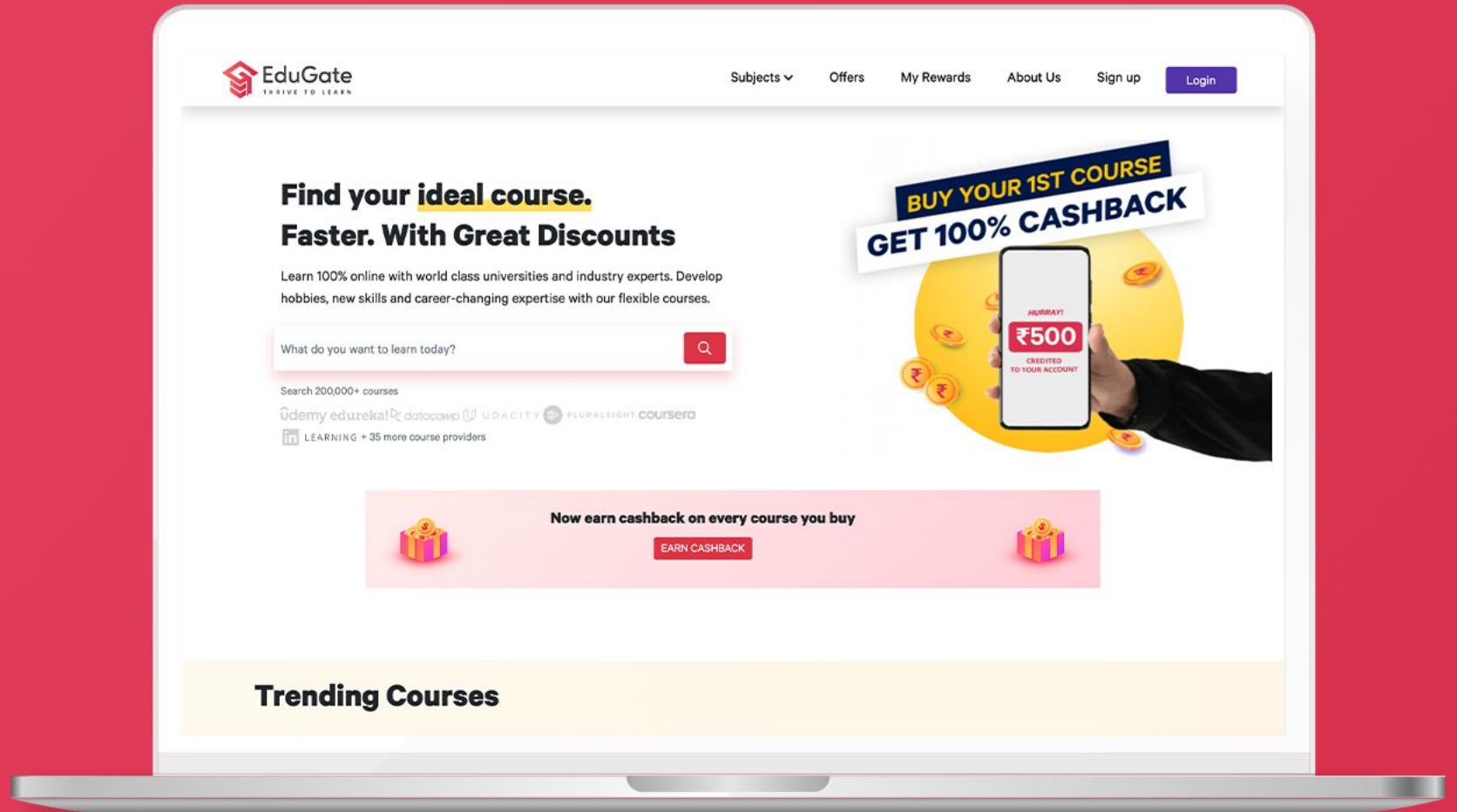


When teachers are upskilled, it directly affects the students and then they doesn't need to go abroad for better education and better job opportunities.

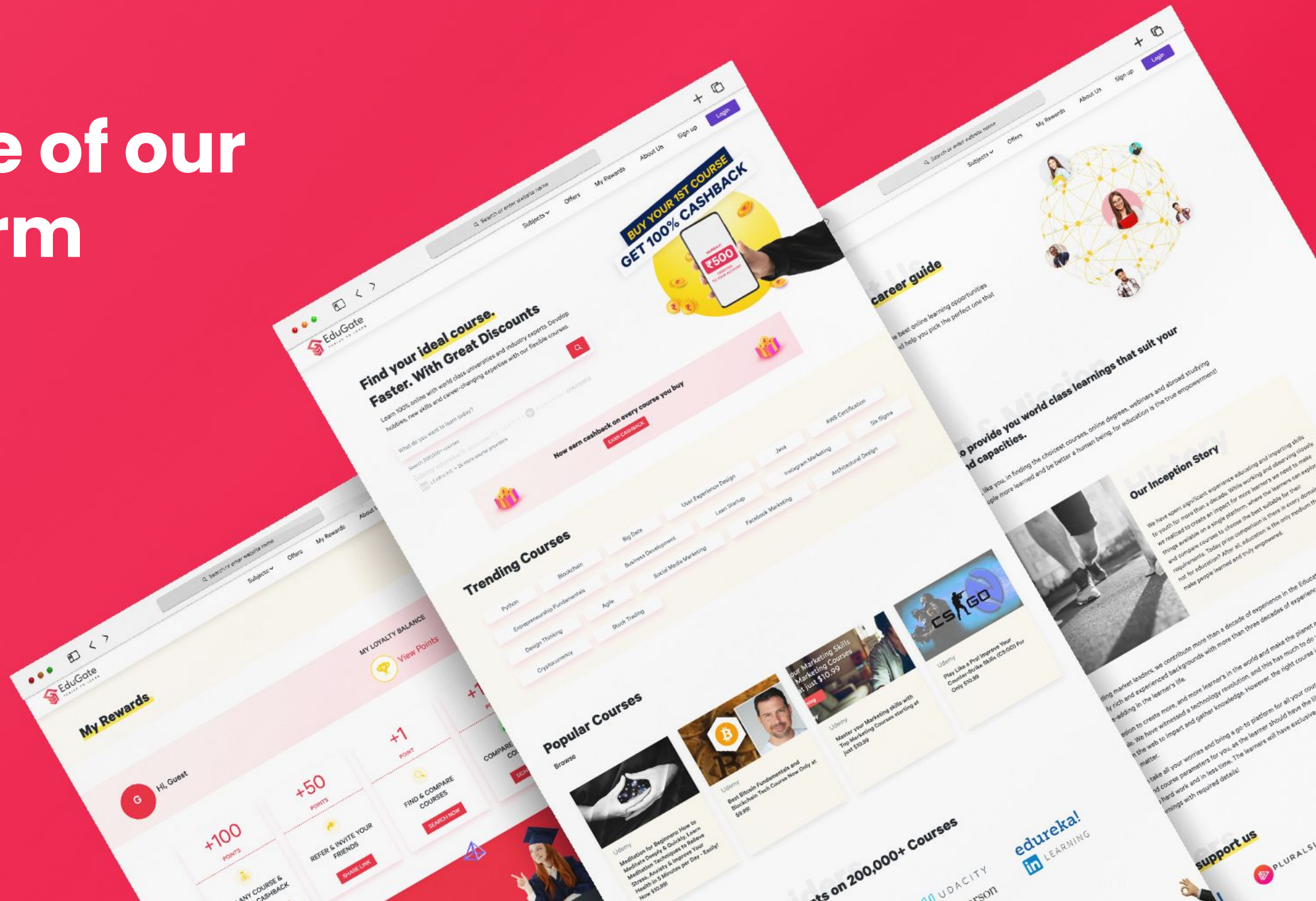


The communication gap between a teacher and student can be mend effectively with Global Edugate courses.

Glance of our Platform



Glance of our Platform



Our Strategy

To overcome the problem of upskilling teachers at private schools following is the strategy we tend to use:



It focuses on the **course pricing to make it more affordable** so as more teachers can use



It emphasized on the **availability of the courses to the teachers** by changing the distribution strategy



It focused on **convincing the customer to buy the courses** through messages given in course advertisement

Our Vision



With 'Train the Trainer' initiative we **tend to upskill the most important section of the society.**



The **certificate of completion will be provided** by the government after the course is completed.



This would be one-stop shop, **technology-driven solutions** to do the upskilling courses.

Why We Stand Out?

Today most of us have wider access to internet and its services, Global EduGate is a mobile friendly interface. The courses can be accessed from anywhere anytime.

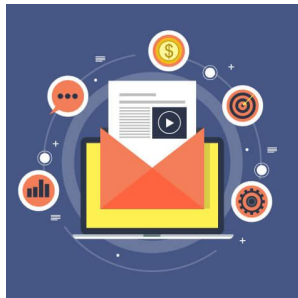
The courses are from various experts who give deeper insight into soft skills and communication skills. These courses indirectly help students to stand out, among others.

The curriculum curated to upskill teachers is as per the skill guidelines of CBSE, ICSE, IB, IGCSE, and State Board.

Medium Mobilization

Our advertising and marketing strategy will be based on various types. We will be doing it by sending emails and SMS, we will run social media ads to catch quick attention of the viewer, the ads will be targeted towards our main audience that are private school teachers

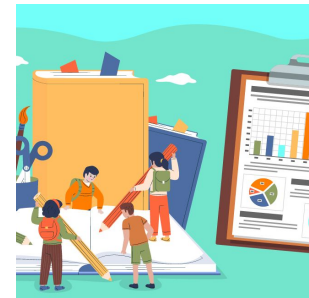
.
We plan to run state wise school campaign where we plan to offer on the spot registration offers or cashbacks.



**Email and SMS
campaigning**



**Social media
advertising**



**State wise school
campaigning**

