# EDUGUARD.AI

## CHALO SAATH PADHE , CHALO SAATH BADHE

## SIH 1661

## TEAM TECHGEEKS

# OUR TEAM

Anuj Agrawal – anuj.agrawal.ug23@nsut.ac.in

Aditya Raj Singh – aditya_singh.ug22@nsut.ac.in

Gaurav Kapoor – gaurav.kapoor.ug23@nsut.ac.in

Harshit – harshit.gupta.ug23@nsut.ac.in

Pranav Chaudhary – pranav.chaudhary.ug23@nsut.ac.in

Yukta - yukta.ug23@nsut.ac.in

# PROBLEM STATEMENT

Implement Software Solutions to Reduce Student Dropout Rates at Various Educational Stages

# BACKGROUND

Student dropout rates in India are influenced by socio-economic and educational factors, affecting marginalized communities the most. Addressing dropout rates is essential for equitable education and socio-economic development. The National Education Policy (NEP) 2020 emphasizes the importance of reducing dropout rates and ensuring quality education up to at least the secondary level.

# SOLUTION

The tools will help identify at-risk students, provide personalized support, and engage communities. By leveraging technology, the aim is to improve student retention, align with NEP 2020's goals, and support a holistic approach to education.

1.**Personalized Learning**: Use AI for tailored learning paths.
2.**Community Engagement**: Create forums and involve parents.
3.**Financial Support**: Offer scholarships and financial aid.
4.**Partnerships**: Collaborate with NGOs and government programs.
5.**Quality Content**: Develop engaging, interactive content.
6.**Teacher Training**: Provide professional development for teachers.

# UNIQUE SELLING POINTS

1. **Predictive analytics, real-time alerts, data visualization, and intervention recommendations** : platform will analyze student data (attendance, grades, behavior) to predict which students are at risk of dropping out. The system will provide alerts to educators and administrators, enabling timely interventions.

2. **Online classes, resource library, virtual tutoring, and community forums** : This platform will offer digital resources, tutoring sessions, and virtual mentoring, providing additional educational support to students.

3. **Application tracking, financial aid management, eligibility assessment, and reporting tools** : The platform will streamline the application process, track disbursements, and provide information on available financial support to reduce economic barriers.

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# UNIQUE SELLING POINTS

4. **Parent-teacher communication, educational resources, progress reports, and event notifications** : The portal will include resources on supporting learning at home, tracking student progress, and receiving updates from teachers.

5. **Enrolment management, schedule tracking, progress monitoring, and integration with existing school systems** : the system will allow students to enroll, track their progress, and manage their schedules.

6. **Counselling resources, goal-setting tools, motivational content, and engagement tracking** : provides personalized support and engagement for students at risk of dropping out. It will include counselling support, motivational content, and tools for setting and tracking academic goals.

TECH STACK

NEXT.JS · tailwindcss

node JS

express

python

# PERFORMANCE / EXPECTED OUTCOMES

1. **Increased Access**
   - **Reach**: Expand quality education to remote and underserved areas.
   - **Engagement**: High engagement through interactive, personalized learning.
2. **Improved Outcomes**
   - **Academic Performance**: Better student performance with tailored learning paths.
   - **Retention Rates**: Reduced dropout rates through continuous support.
3. **Community Impact**
   - **Inclusion**: Greater inclusion with scholarships and financial aid.
   - **Community Building**: Stronger ties via forums and collaborative projects.
4. **Sustainability**
   - **Revenue**: Sustainable income from subscriptions, premium content, and partnerships.
   - **Scalability**: Ability to scale and reach more students.

# MARKET READINESS

**1. Market Analysis**
•**Target Market**: The primary target market includes educational institutions (schools, colleges) and students aged 13-25.
•**Market Size**: The global education technology market is projected to grow from $89.49 billion in 2020 to $285.2 billion by 2027.
•**Growth Rate**: The market is expected to grow at a compound annual growth rate (CAGR) of 18.1% from 2020 to 2027.

**2. Market Entry Strategy**
•**Marketing Channels**: Digital marketing, partnerships with educational institutions, and participation in educational conferences will be the primary channels.
•**Pricing Strategy**: Competitive pricing with subscription plans tailored to different types of educational institutions.

**3. Potential Barriers**
•**Regulatory Issues**: Compliance with data privacy regulations such as GDPR and COPPA.
•**Market Acceptance**: Overcoming resistance to change from traditional educational methods.

# FUTURE SCOPE

**1. Personalized Learning**: Use AI for tailored learning paths and adaptive feedback.

**2. Lifelong Learning**: Offer courses for continuous skill development.

**3. Collaborations**: Partner with universities, online platforms, and corporate training programs.

**4. Community Engagement**: Add forums, discussion groups, and social learning features.

**5. Partnerships**: Work with government initiatives and NGOs for broader reach.

**6.Accessibility**: Ensure mobile and offline access.

**7. Emerging Technologies**: Integrate VR, AR to enhance learning.

**8. Data Analytics**: Use analytics to track progress and improve the platform.

# BUSINESS MODEL

**1. Freemium Model**: Offer free basic content and charge for premium courses and personalized tutoring.

**2. Subscription Plans**: Provide monthly/yearly subscriptions for access to premium features.

**3. Partnerships**: Collaborate with NGOs, government programs, and educational institutions.

**4. Ad Revenue**: Utilize YouTube and social media for ad revenue and sponsorships.

**5. Mobile App**: Develop an app for easy access, including offline features.

**6. Community Engagement**: Create forums, discussion groups, and conduct webinars.

**7. Data-Driven**: Use analytics for personalized learning and continuous improvement.

**8.Social Impact**: Offer scholarships and encourage community service.

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THANK YOU !