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Creating educational impact in India through multilingual conversation AI platform

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Student success— self service, tutoring, and support

Conversational AI, self service
and smart campus initiatives



Why Conversational AI for India?

Scale



Multi-lingual

Personalized



Multi-channel

Interactive

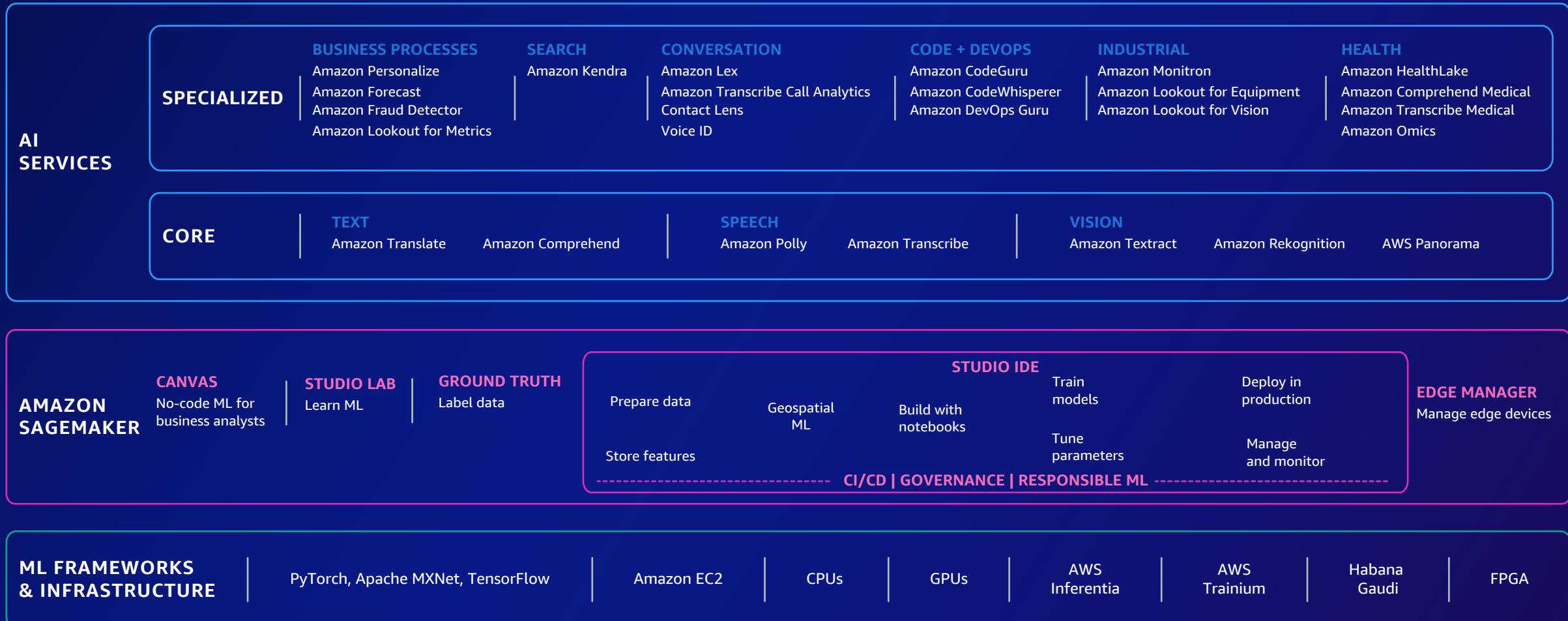


Always learning

Multi-modal

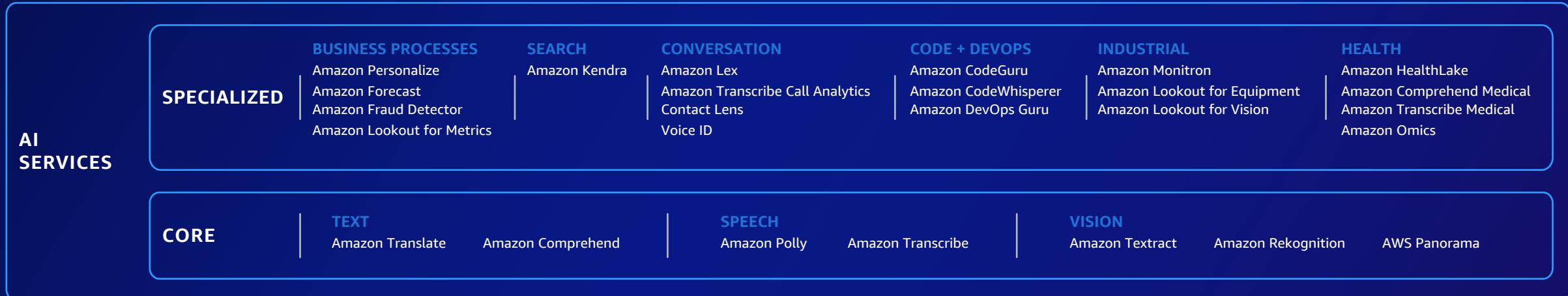
The AWS AI/ML stack

BROADEST AND MOST COMPLETE SET OF MACHINE LEARNING CAPABILITIES



The AWS AI/ML stack

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Amazon Lex: Conversational AI



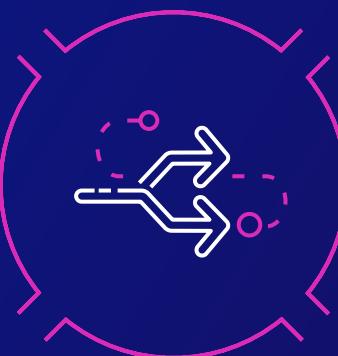
High-**quality** text and speech with natural language understanding



Easy to use – a fully managed AI service on AWS



Seamlessly **design** and **deploy** across channels and scale



Natively **integrate** with AWS services: Amazon Connect, Amazon Kendra, and AWS Lambda

Design and build **conversational** interfaces to meet your customer needs

Key AWS services used in a Conversational AI solution



Amazon Kendra

Amazon Kendra is an easy-to-use intelligent search service powered by ML. Add a Kendra search intent and enable your bot to find the most accurate answers from unstructured documents and FAQs.



Amazon Polly

Amazon Polly is a text to speech service that allows you to respond to your users with voices in a variety of styles and languages.

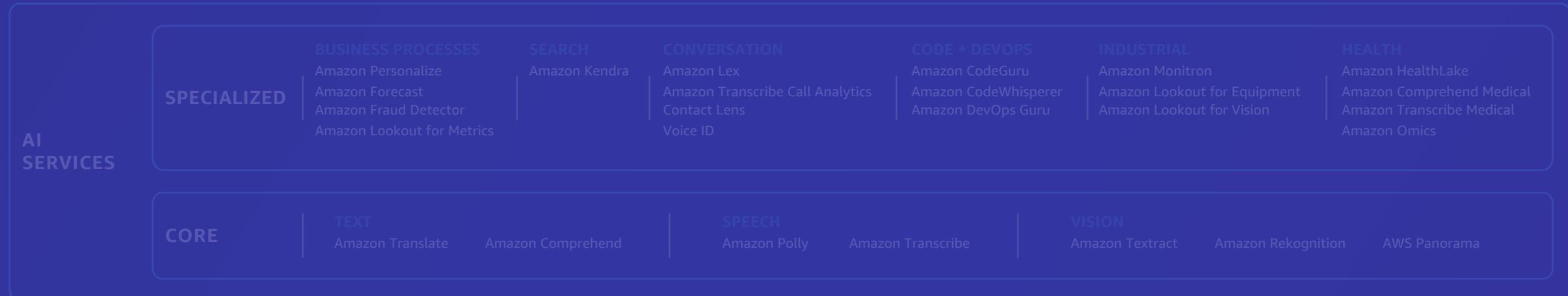


AWS Lambda

AWS Lambda can be used to easily integrate Amazon Lex with any existing enterprise applications and databases. Just write your integration code and Lambda automatically runs your code to send/retrieve data.

The AWS AI/ML stack

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AWS AI Services – When/What to use

If you have data that is...	AWS AI service
Video, Audio files	Amazon Transcribe
Images, video files	Amazon Rekognition
Documents, forms, invoices	Amazon Textract
Text in emails, form fills, “natural language”	Amazon Comprehend
Manuals, FAQs, web pages, databases	Amazon Kendra
Past conversational transcripts	Amazon Lex

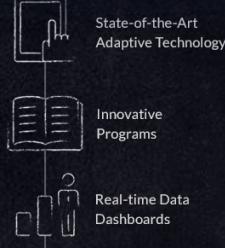
Common education use cases

Use case	AWS Service(s)
Media search	Amazon Rekognition, Amazon Transcribe, Amazon Kendra
Sales lead scoring	Amazon Transcribe, Amazon SageMaker
Document understanding	Amazon Textract
Text classification/tagging	Amazon Comprehend
Screen reader	Amazon Polly
Course recommendations	Amazon Personalize
Virtual tutor/Teacher's assistant	Amazon Lex + Amazon Kendra

ConveGenius

Bridging learning & skill gaps

—
ConveGenius is an EdTech social enterprise driven to solve for educational equity and learning outcomes for children and youth in India.



Aiding systemic educational transformation

—
Our real-time impact dashboards equip the stakeholders (at multiple hierarchies) with data and decision-making capabilities to improve the implementation continuously.



Personalising learning for every child

—
Our personalised & adaptive learning (PAL) platform enables an individualised, contextual approach that focuses on what learners need and directs teachers to where they are most needed.





ConveGenius
Nudging Education

ConveGeniusTM
INSIGHTS



Our Mission

Quality Education for All

The ConveGenius Group is dedicated to revolutionizing education and closing the learning gap by providing accessible, high-quality educational opportunities to individuals of all ages and backgrounds.

We are committed to empowering learners to reach their full potential and thrive in an ever-changing world through innovative, learner-centred approaches and cutting-edge technology.

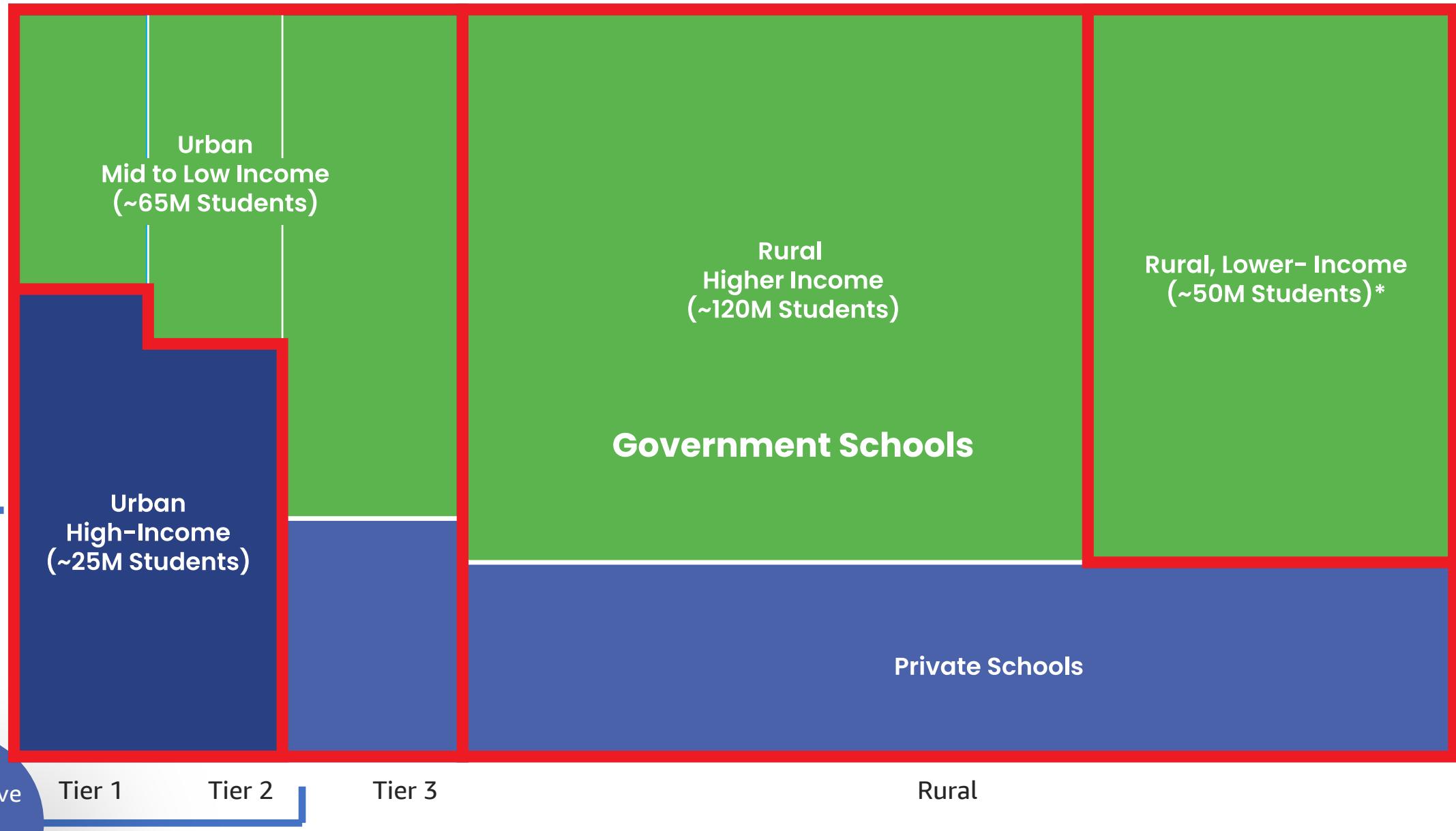


The Problem

Access to Quality Learning for the Masses.

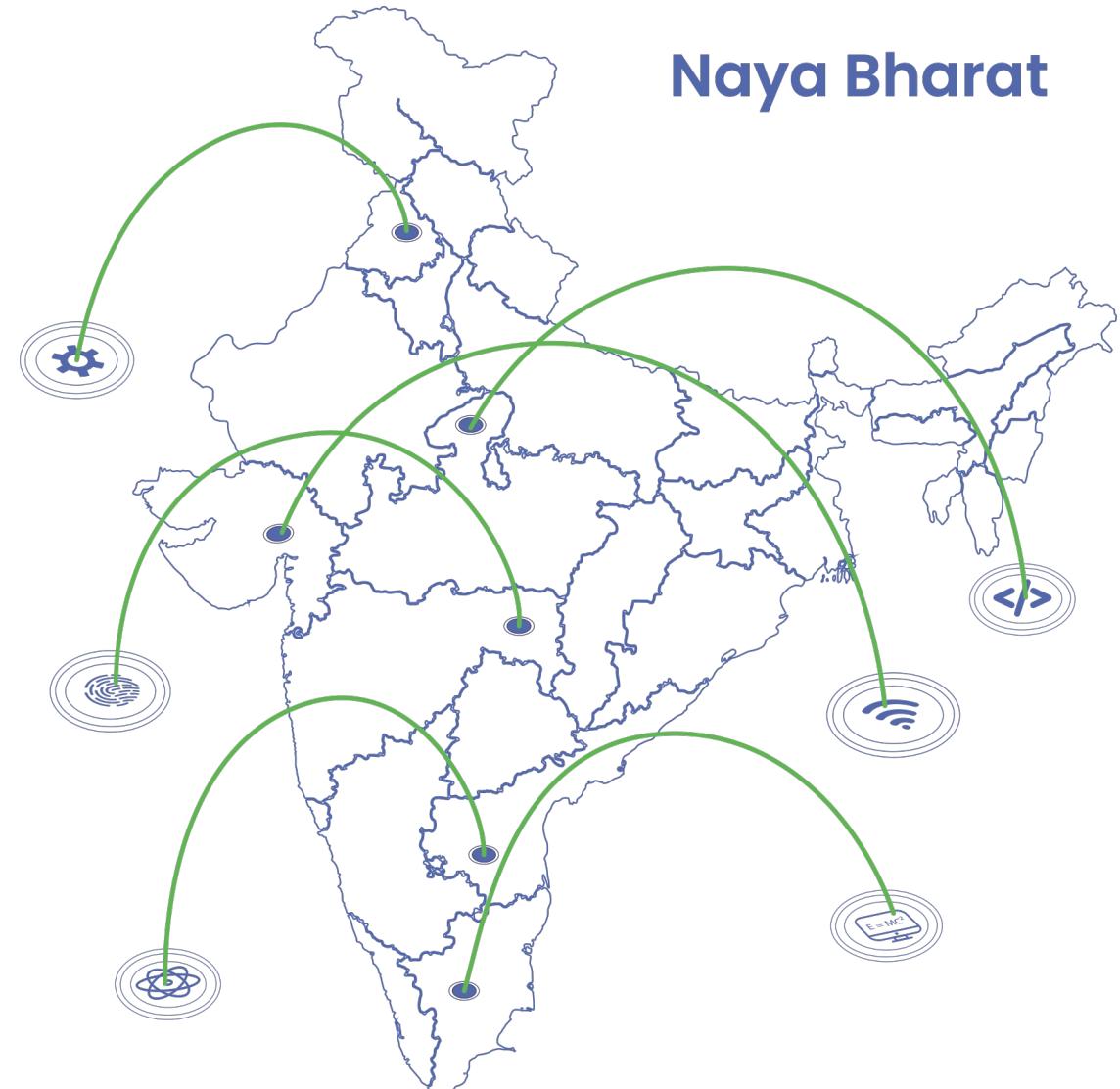
Out of more than 260 million children in India, 90%
of them are not grade-appropriate!





The Solution

**Mass Market - Naya Bharat is
open for AI disruption**



**Area
Population
Target**

**3.287 million km²
140.76 crores
235 Million**

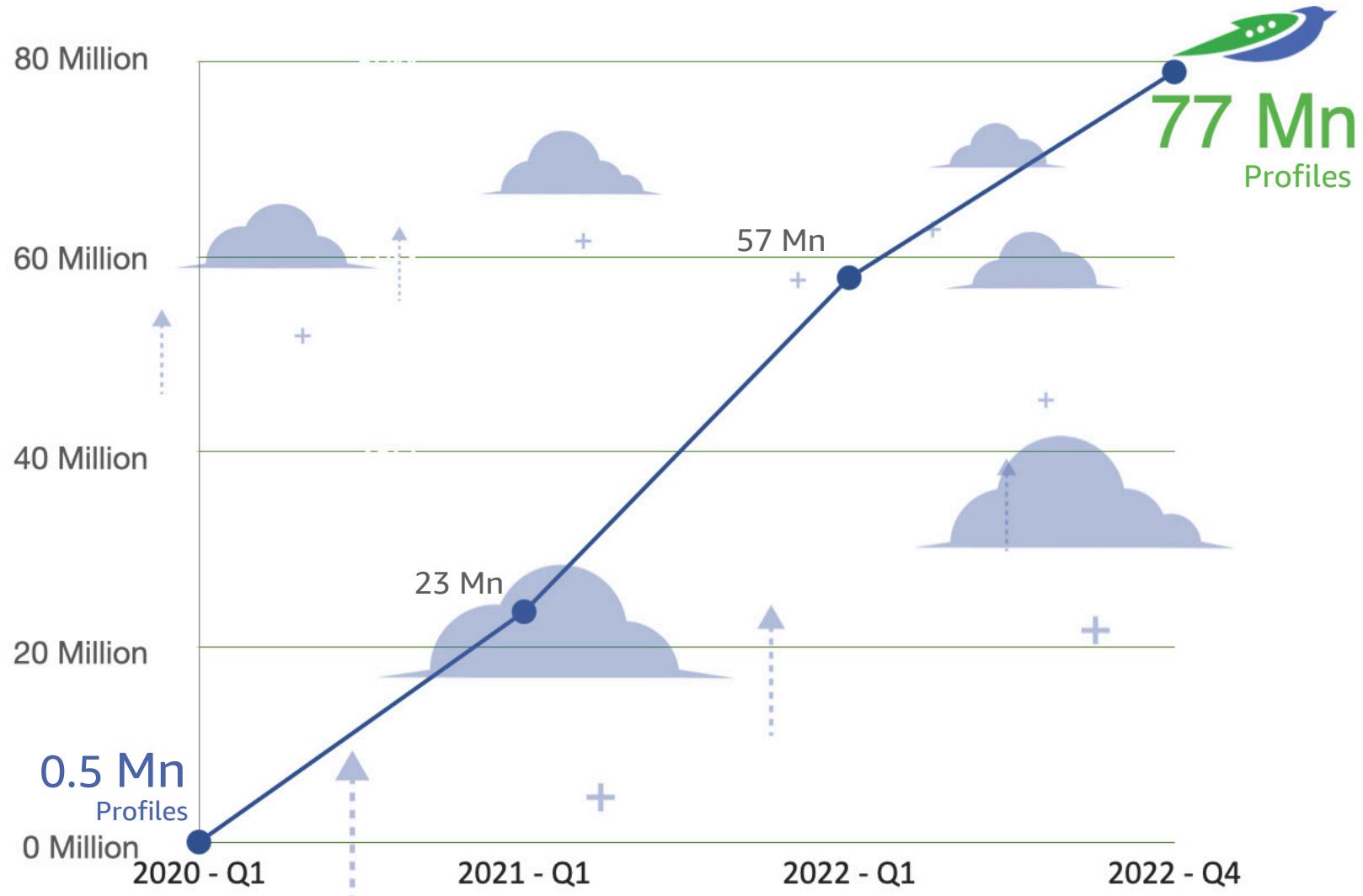
**A conversational AI platform with
100 million users by
2030 2025**



SwiftChat

154x GROWTH

Launch of Bot platform approach has resulted in an incredible 154x growth in the user base, from a starting point of just half a million (on app) in Jan 2020 to a staggering **77 million profiles** by December 2022.





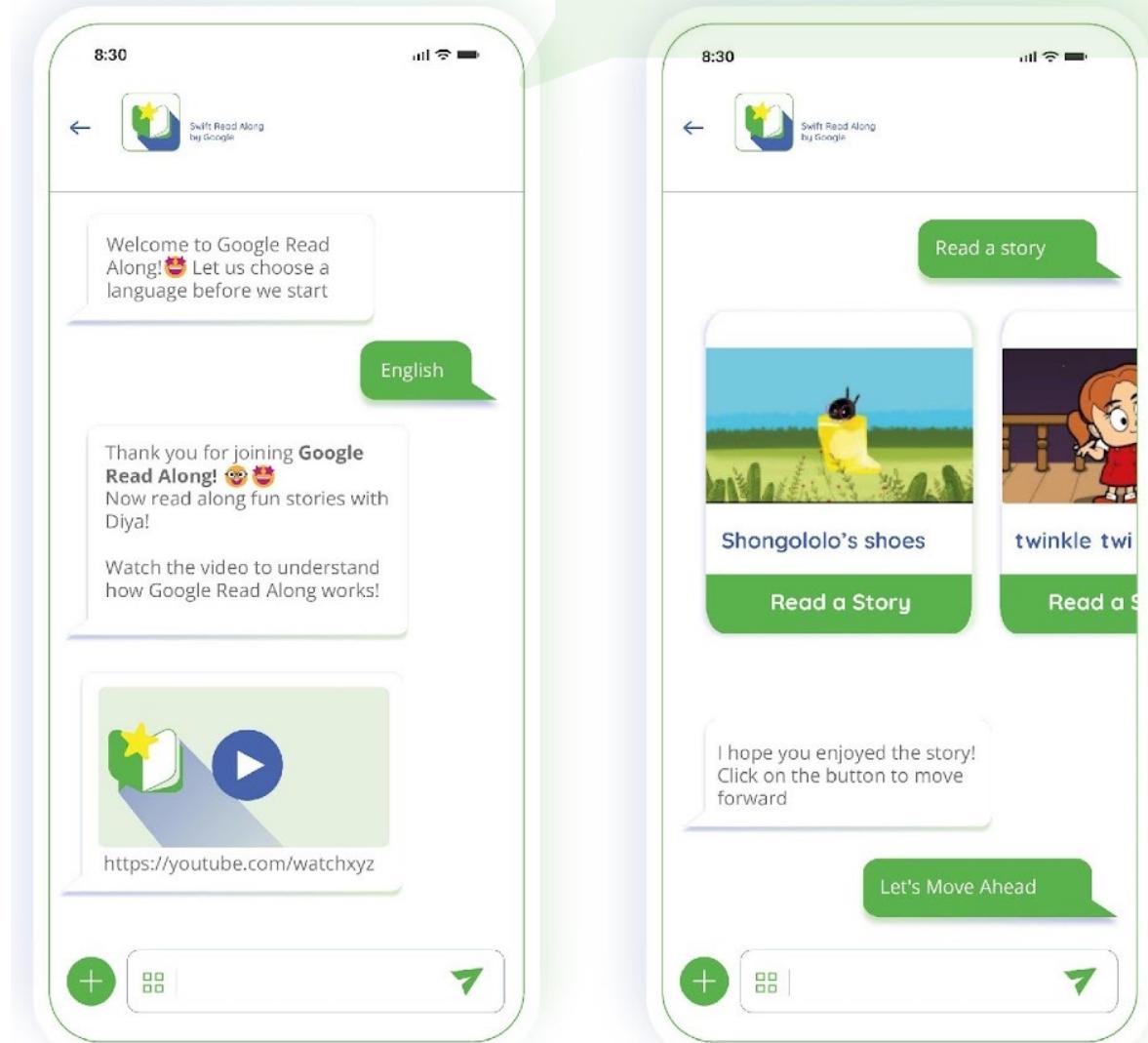
Strategies behind the Explosive Growth of SwiftChat





Comfort of Chat and Quick Response Time

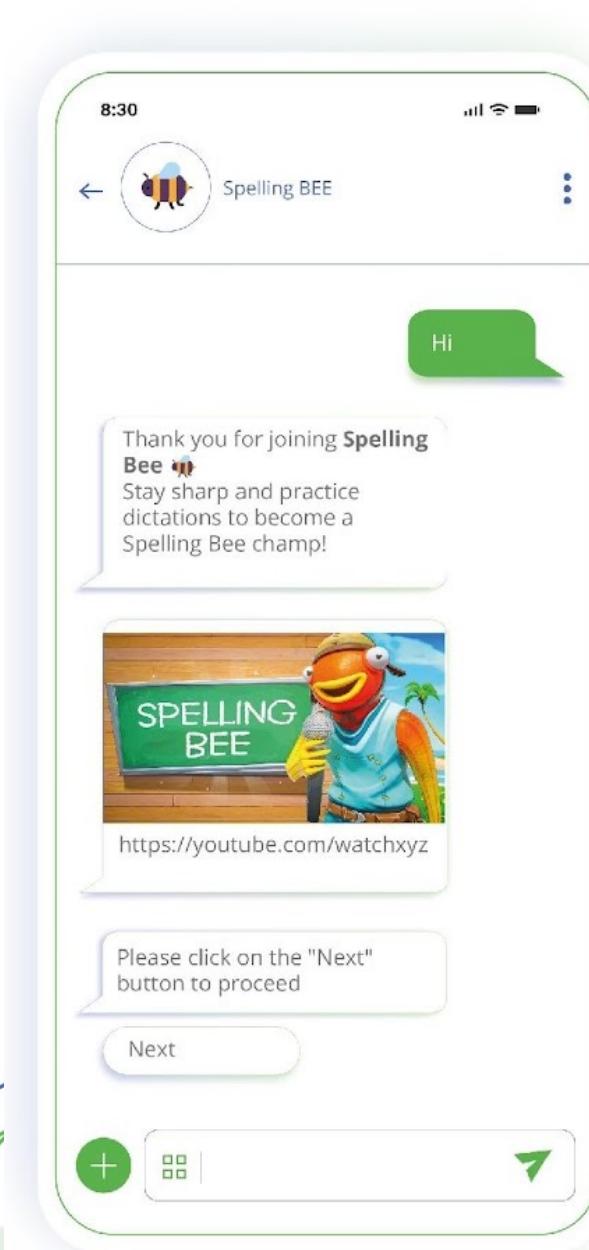
Conversational AI enables a comfortable and efficient chat experience on the Swift Chat platform.





Easy-to-use, Universal Interface

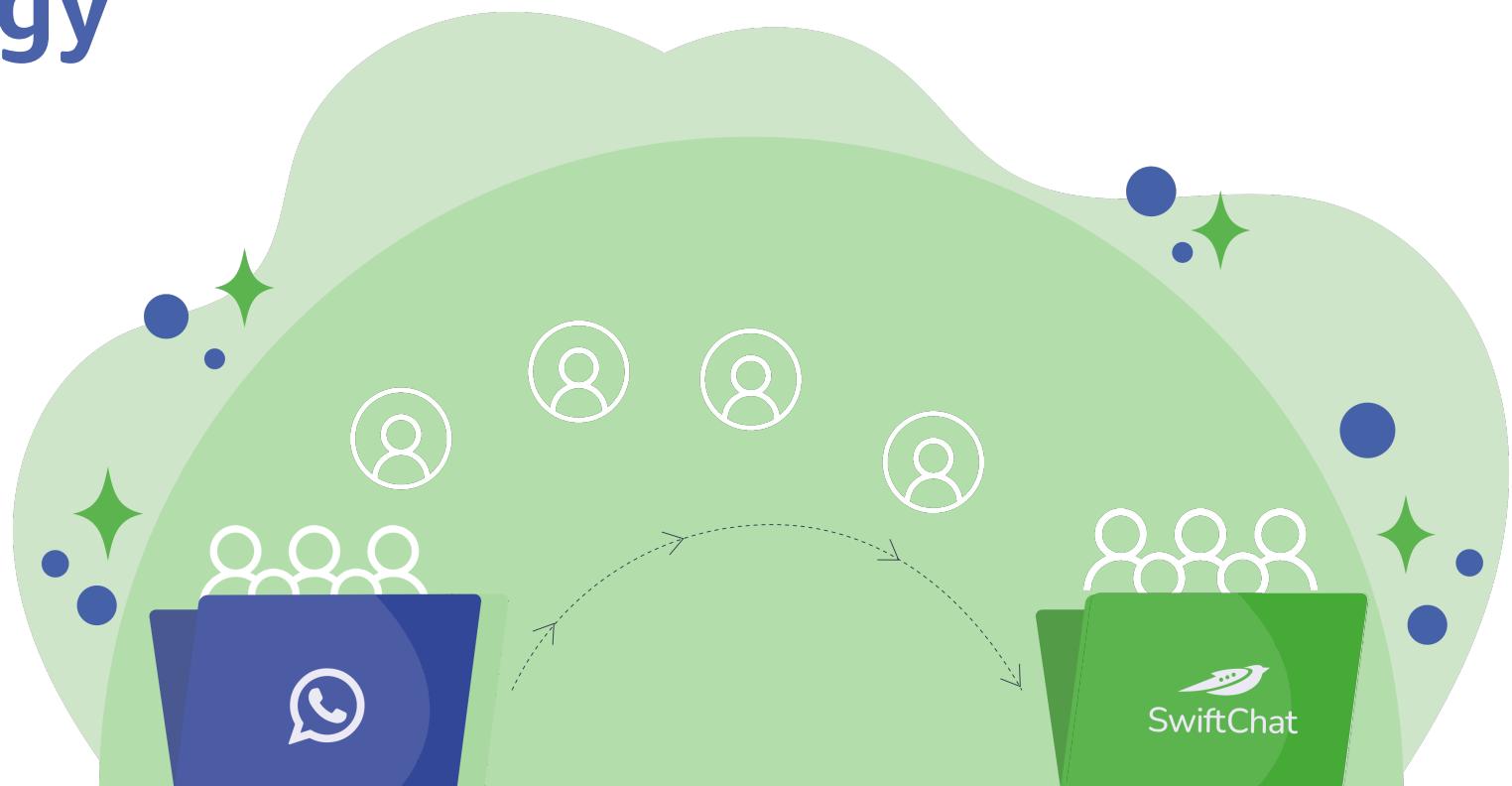
The platform's chat-based interface is easy to use and standardized across multiple bots, saving time on training and familiarization.





Strong Technology Integrations

The SwiftChat team has implemented strong technology integrations to facilitate the smooth transfer of WhatsApp users to Swift Chat.





Incorporation of **Vidya Samiksha Kendra** model

by Ministry of Education:

The Ministry of Education in the Government of India is incorporating the Vidya Samiksha Kendra Model of Gujarat, which SwiftChat has been a part of, into all states as part of the National Education Policy.





Assistance to State Governments:

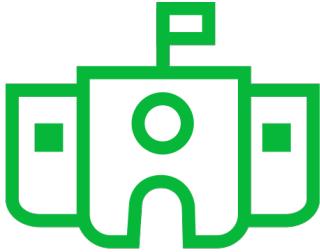
SwiftChat is assisting 13 State governments in implementing the Vidya Samiksha Kendra model through a combination of 28 bots.





SwiftChat

A Breakdown of the Key Statistics



460K

Registered Schools



4.6

Play Store Rating



16Mn

Registered Phone Number



1Mn

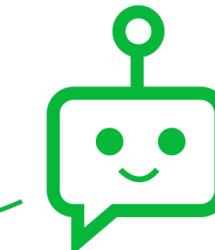
App Installs

(All Organic)



77Mn

Registered Profiles



120+

Number of Live Bots

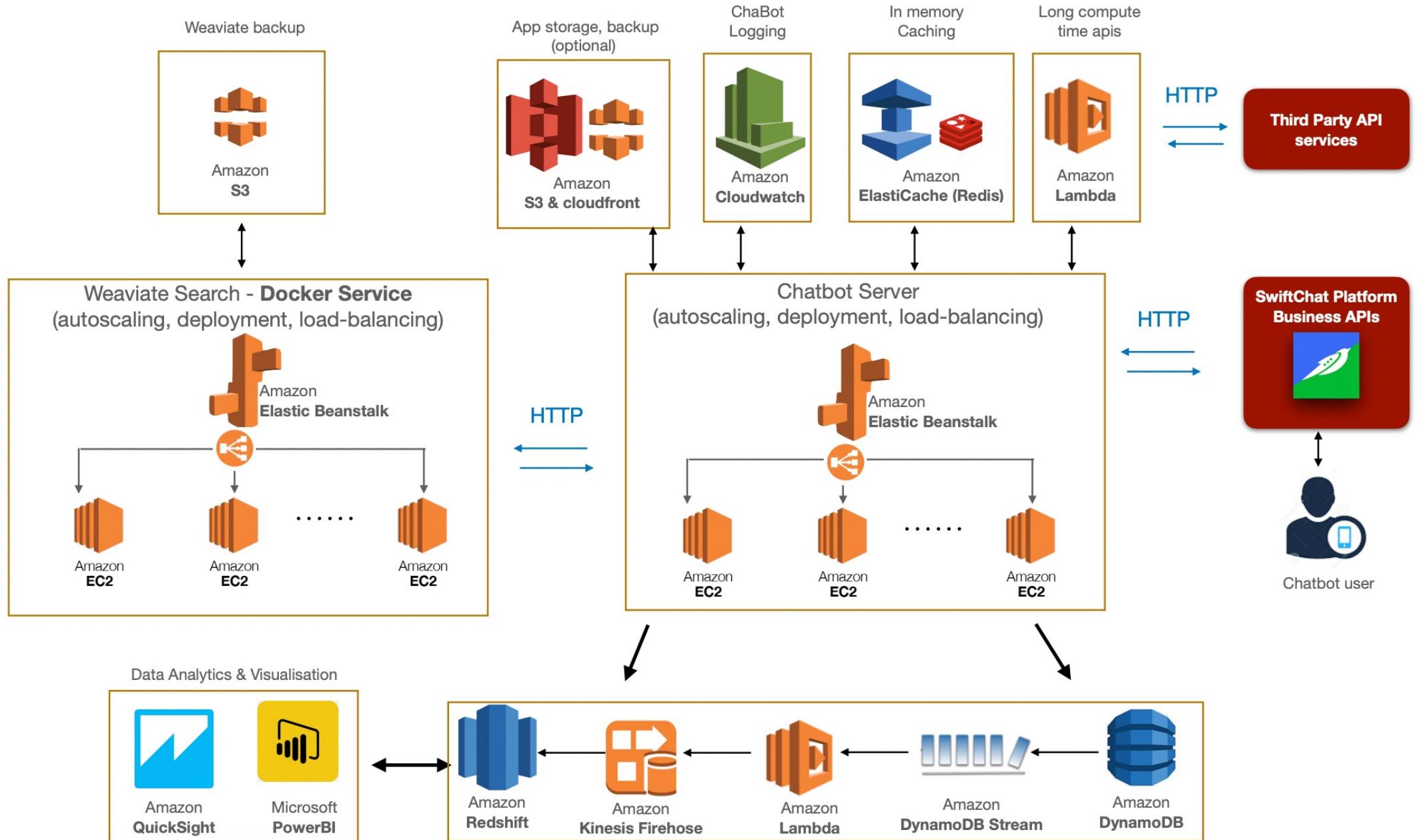
(In Under 12 Months)

(Highest in India for any Edtech company,
30% Growth in H1'GY23)



India's 1st BOT Store





Expand Beyond India

Expand reach globally and demonstrate scalability of our distribution playbook in other markets.





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ConveGeniusTM
INSIGHTS



skillbuilder.aws 

Your time is now

Build in-demand cloud skills your way



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Thank you!

Kiran Challapalli

Deep Tech Business Leader
WWPS, AWS India

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Co-founder and CEO,
ConveGenius



Please complete the
session survey