

EDGGI STRATEGY REPORT



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Introduction

- Following report contains inferences and research related to school students of India
- Total sample size is 171 students
- Based on data 16 charts have been prepared in total and corresponding insights have been written
- Sentences marked in italics are key points

DATA ANALYTICS AND INSIGHTS

Number of students who feel coaching/private tuitions are important for passing competitive/school exams

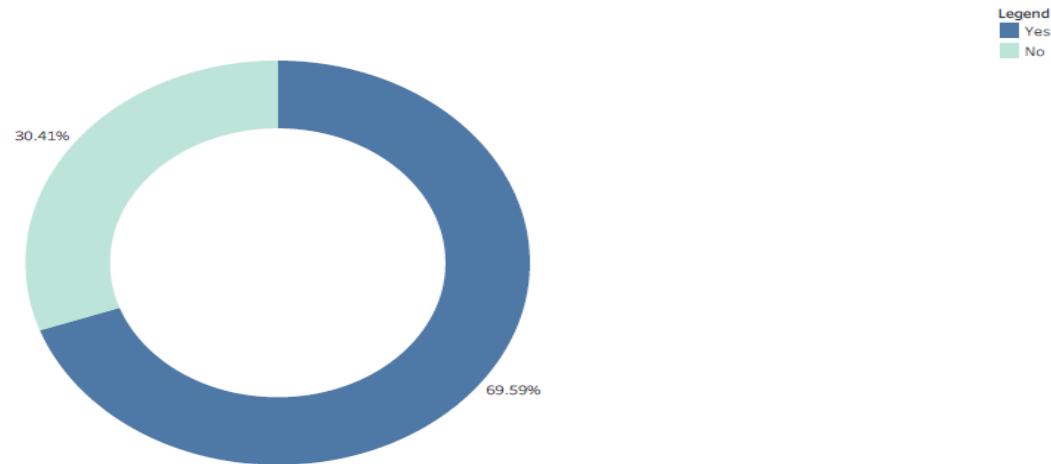


Fig 1

Inferences

- Approximately 63% of students feel coaching/private tuitions are important for passing competitive/school exams

What the research says?

Research studies on private tuition are few and far between, even if the phenomena of private tuition are widespread and predominant. Further, studies in the Indian context are fewer.

Research by Biswal (1999), in his paper on "Private Tutoring and Public Corruption: The Cost-Effective Education System for Developing Countries indicated that *the biggest sufferers of the system are children from economically and socially disadvantaged and backward classes.*

Solution for EDGGI

- EDGGI can provide free services to children from economically and socially disadvantaged part of the society. This can be done by having partnerships with govt colleges in rural and urban areas, NGOs and other institutions which provide education to economically and socially disadvantaged children.

Number of students that feel coaching/private tuitions are important for passing competitive/school exams by classwise

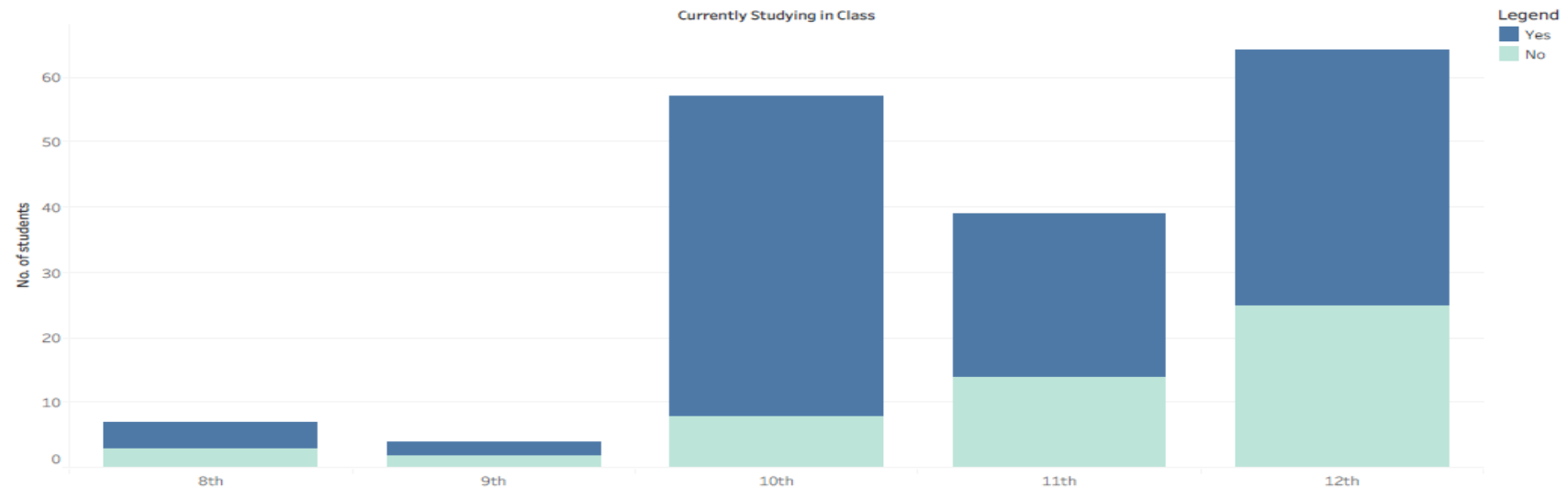


Fig 2

Inferences

- The % of students that feel the need of private tuitions decreases from 85% in 10th to 69% in 12th
- One reason could be lack of effectiveness at teaching 12th level subjects compared to 10th. Other reasons could be efforts taken by schools themselves for extra coaching hours for 12th students thereby eliminating the need for private tuitions

- But the need for private tuitions persists at all classes from 8th to 12th

What the research says?

The extent of private tutoring is significantly higher in Grade X compared in Grade IX. The average percentage of students seeking private tuition is 58.8% as against 32% in Grade IX. Since the results of public examination in Grade X determines admission into higher secondary as well as choice of subjects and streams, a higher percentage of students in Grade X obviously prefer to go for private tutoring compared to Grade IX.

Private tuitions in Urban and rural India

The extent of private tutoring varies among localities. It is usually higher in urban areas than in rural areas (Bray, 1999). The present study confirms a similar pattern in India, with more students from urban areas going for private tuition than their rural counterparts. The extent of private tuition in rural areas is much lower at secondary level (29.03%) compared to urban areas (64%).

Private tutoring in different management type schools

There is a perceptible difference between schools regarding quality, efficiency, and clientele. This variation is also reflected in the percentage of students from different management-type schools seeking private tuition at secondary level. Surprisingly, the highest percentage of students attending private tuition was found in private unaided schools, compared to government and private aided schools. At secondary level 65.72% of students in private unaided schools go for private tuition as against 55.06% in private aided and 41.47% in government schools.

This trend indicates that irrespective of school quality parents are still not gratified with learning in schools and want more individual attention and tutoring for higher performance.

Solution for EDGGI

- EDGGI through mentor mentee program can provide *individual attention to students particularly 10th and 12th class which are crucial for career related decisions*
- As part of long term strategy EDGGI can focus on *providing personalised guidance to children who are in primary class (1-8th).*

- This is because these are early years of child development and hence they can be guided in the right direction through appropriate interventions.
- EDGGI can provide services in the form mentorship to children from class 1st to 8th class. It can *provide paid services to urban households and free services for rural/socially or economically disadvantaged*
- Benefits: EDGGI will *be positioned as uplifting education for urban and rural school children*

Gender inequity in private tuitions

Gender inequity in accessing education is reproduced in private tuition, especially in rural areas and more so in underdeveloped states.

Firstly, girls have a disadvantage in reaching the secondary level of education, especially in rural areas, and even if they could reach This level they lack equal opportunity in obtaining additional resources in the form of supplementary tutoring.

This shows that despite the increased participation of girls in secondary education in backward states, girls are still discriminated against in terms of educational inputs and investment, viz. private tuition, thus restricting their choices and opportunities.

Solution for EDGGI

- Having *a special girl's education programme where they will be educated about their career opportunities and also making their parents aware for the importance of educating girls*

Subjects chosen for Private tuitions

As per the research, it was found that 94.8% of students go for mathematics tutoring in rural areas as against 88.8% in urban areas. A higher percentage of students receive private tuition in English in rural India, which can be explained in terms of the high failure rate in English and a lack of subject teachers in rural areas to teach English, coupled with poor standards at lower levels of school education, thereby creating the need for private tutoring to secure pass marks in public examinations.

Solution for EDGGI

- Providing subject- expert mentors *who can help in subject expertise in mathematics for school children in urban and rural areas.*
- *Teaching spoken and written English for rural children so that can write examinations in English and attend job interviews confidently in future*

- *Creating a group for children who can learn from each other by having a mentor assigned to each group, the children will discuss the doubts among themselves and teach each other.*

Reasons for attending tuitions

As in many developing countries, public examinations occupy center stage in school education in India. A large percentage of students who join private tuition find it useful to prepare for examinations.

Students going to private tuition think that private tutoring is very good and very helpful because students are prepared and taught according to the examination pattern; they know the trends and what could be asked in the examination, and how they should answer.

The private tuition institutions have the (so-called) right method of preparing students for examinations and, therefore, they suitably put in the efforts needed for a particular subject.

They help the students by providing the required materials, conducting frequent tests, giving feedback and suggesting suitable ways of study to optimize performance in different subjects.

Above all, students receive individual attention, which is rare in general, particularly in government schools. Since they pay for private tuition both parents and students lay responsibility with and expect accountability from private tutors/centers for performance in examinations.

Social aspects for opting private tuitions

Among parents, a growing feeling of inability to academically guide their children, and lack of access to neighbourhood community, have also ensured parental preference to send their wards to private tuition centers.

The culmination of all these factors, at the social level, will put a lot of pressure on parents and students and put them on edge. So much social pressure has the potential to destroy the normal emotional relationship and become a bane for the family and society. There are no simple solutions for social issues.

Solutions for EDGGI

- *This is a tricky field because preparing for competition or public exams is necessary as part of the system. EDGGI can probably help these children how to learn effectively. There are many efficient methods of remembering concepts which are not taught well in private tuitions.*
- *EDGGI can provide workshops to the school students teaching them how to learn efficiently*

- *Taking parents of the school children into confidence is very important particularly for Indian students as till under graduation and post graduation, parents are active partners in decision making for their children.*

Insights related to stream/course selection

Number of students who are confused which stream/course to select for higher studies

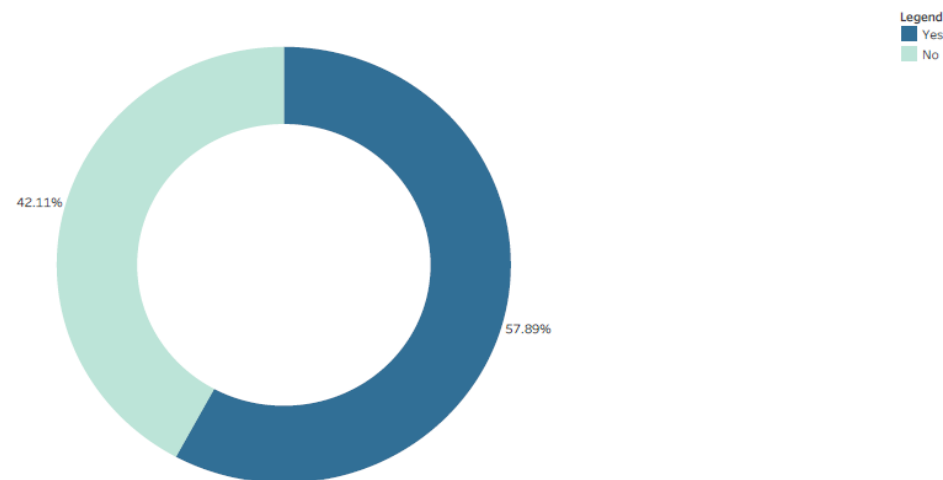


Fig 3

Inferences

- Approximately 58% of students are confused about which stream/course to select for higher studies
- The rest 42% who are not confused can be attributed to several reasons like *peer and parental pressure to choose a particular stream, socio-economic factors such as feasibility of the stream in terms of income and placement in colleges and the scope of the course.*

We can further drill down with number students in different classes who are confused about higher studies with the below table

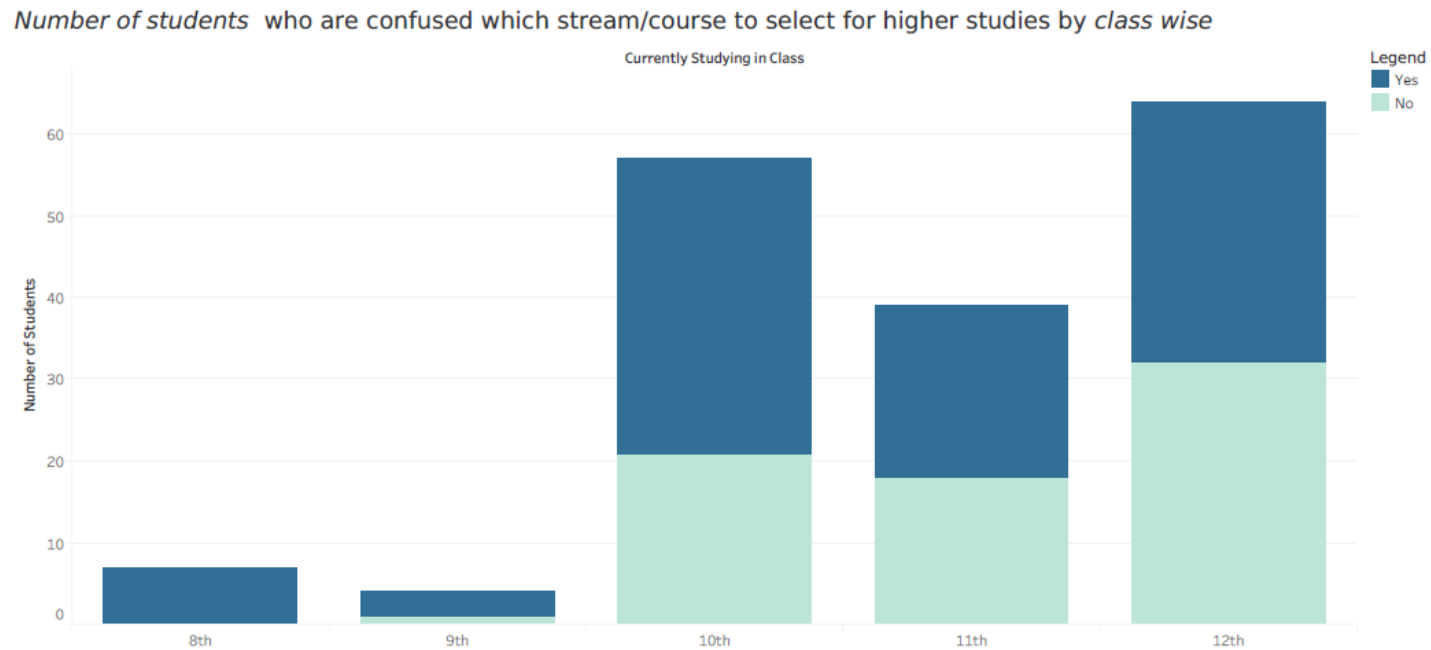


Fig 4

Inferences

- The confusion is prevalent in all classes from 8th to 12th
- The % students who are confused about higher studies decreases from 63% in 10th to 50% in 12th.

What the research says?

Career preferences

Career preferences depend on career expectations and other factors like occupational stereotypes. In the Indian society, a preference for careers related to engineering and medicine has been reported.

This is illustrated by the findings of the following studies. Janetius, Mini, and Chellaturai (2011) reported that 36% of students preferred engineering as a career choice while 20% preferred medicine. Agriculture was the least preferred occupation of the participants.

Similarly, science and technology and education were most preferred careers while agriculture was the least preferred career as seen in a study conducted on 300 Indian adolescents studying in graduate colleges in Kanpur, India (Shakya& Singh, 2013).

No significant gender differences were seen in assessment at six months. *The reasons for career preferences ranged from prestige attributions to occupations to job opportunities.*

Career decision

When compared to decided students, undecided students had greater negative career thoughts and career decision-making difficulties while they had lower career decision-making self-efficacy. These findings were reported in a study by BullockYowell, McConnell, and Schedin (2014)

Lack of information was associated with career indecision as undecided students did not differ from decided students on readiness to make a decision

The studies reveal that career indecision is linked to career decision-making difficulties. More studies can focus on the causes of career indecision and suggest ways to improve career decidedness in adolescence to promote effective career decision making

Solutions for EDGGI

- Conducting workshops and webinars for career awareness in different fields
- Creating a dedicated blog written by industry professionals and students about career opportunities in different fields apart from engineering and medicine
- Benefits: Brand promotion for EDGGI and significant lead generation for paid services

Individual characteristics related to career decision

Personality, self- esteem, interests, aptitudes and cognitive factors have been implicated to influence career development.

In a survey it was found that career choices are specific for class and gender. *The ratings of the importance of influence were highest for self, followed by family and least influence was seen by career guidance services.*

Creamer and Laughlin (2005) conducted a study using mixed methods design to study the link between self-authorship and career decision making. Interviews were used to collect data from 40 college women, and the data was analyzed qualitatively.

The study shows that nearly all the participants considered one or both parents to be influential in their career decision making followed by siblings. Their influence was higher than that of formal sources of career guidance and teachers.

Solutions for EDGGI

- Career guidance services are *still not considered to be primary or credible source for information*
- This is an opportunity for EDGGI to enhance credibility
- It can be done by measuring the satisfaction of students before and after using EDGGI services

Influence of parents on career decision making for children

The influence of socio- economic status on career development in Indian students was demonstrated by Arulmani, Van Laar, and Easton (2003). *Arulmani and Nag- Arulmani (2006) reported that parental approval for certain professions and perceptions and importance placed on attributions of prestige was higher in parents from upper- middle socio economic status in comparison to lower socio economic status.*

Solutions for EDGGI

- When it comes to School students in India, we have to involve parents as well in the career decision making process

- EDGGI can show the list of opportunities available for a child beyond the traditional ones and make parents aware that their child can make his/her own decision with correct guidance
- For School students EDGGI can position itself as bridging the gap of conflict between students and parents when it comes to career decision making

Role of guidance/mentor

Number of students who feel they need career guide/mentor for guidance

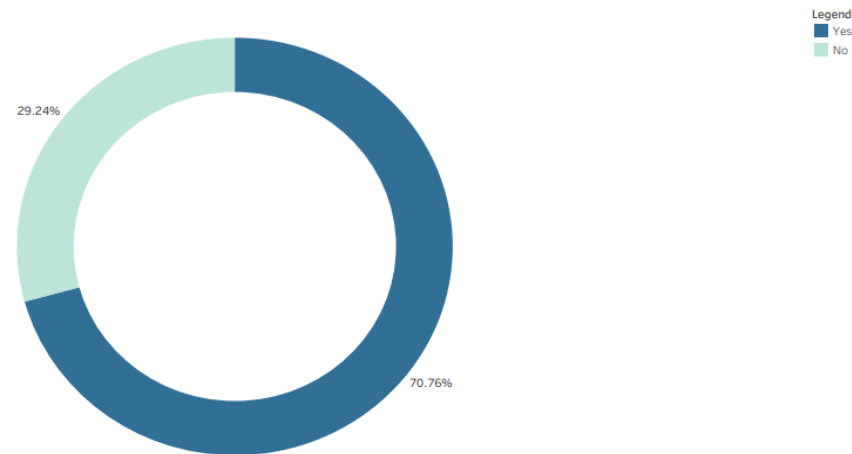


Fig 5

Inference

- As we can see here, about 70%(approx.) of the people feel the need of career guide or mentor, so we can see a huge corporate opportunity here Edggi should leverage from this.

Number of students who think they need career guide/mentor by class wise

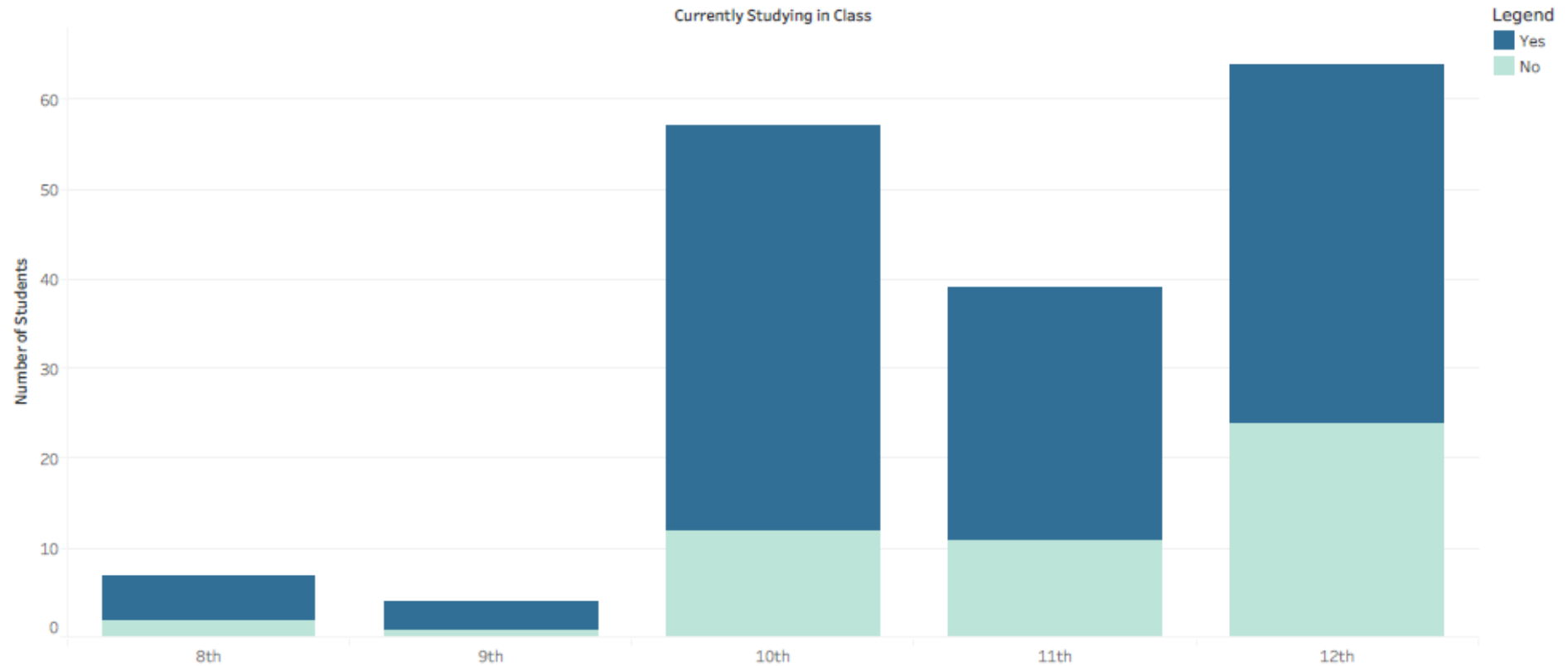


Fig 6

Inference

- It's quite evident here whenever students have to choose their streams be it in 10th or 12th, they face the dilemma of choosing the right one. Hence, the role of mentor or guide is critical at this stage.

EDGGI brand awareness

Number of students who heard about Edggi

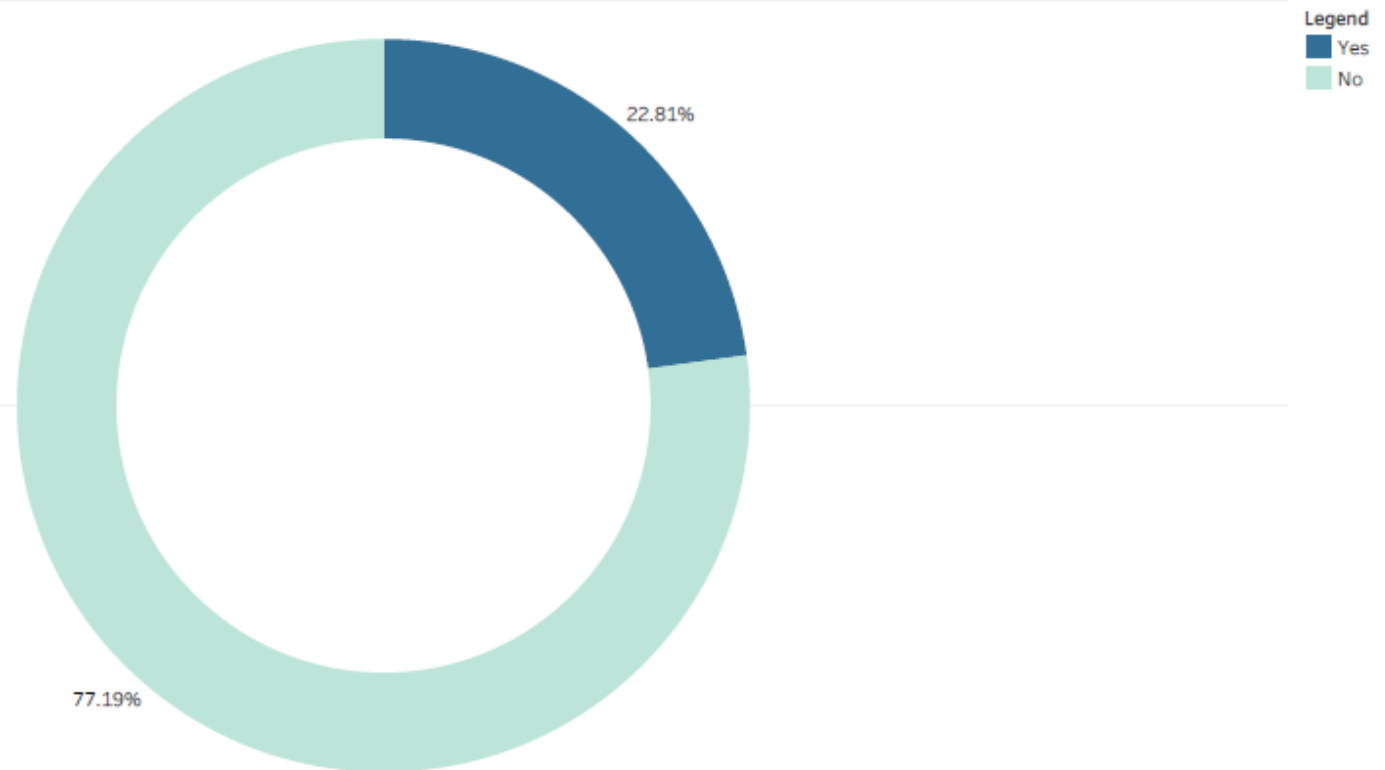


Fig 7

Inference

- A significant majority of population under survey, is not aware about Edggi. The main focus of edggi should be to increase their market presence, conduct various offline and online sessions , tie-up with various schools as their career counselor team.

We further divided the students who heard about EDGGI by number of students who need mentor or guide

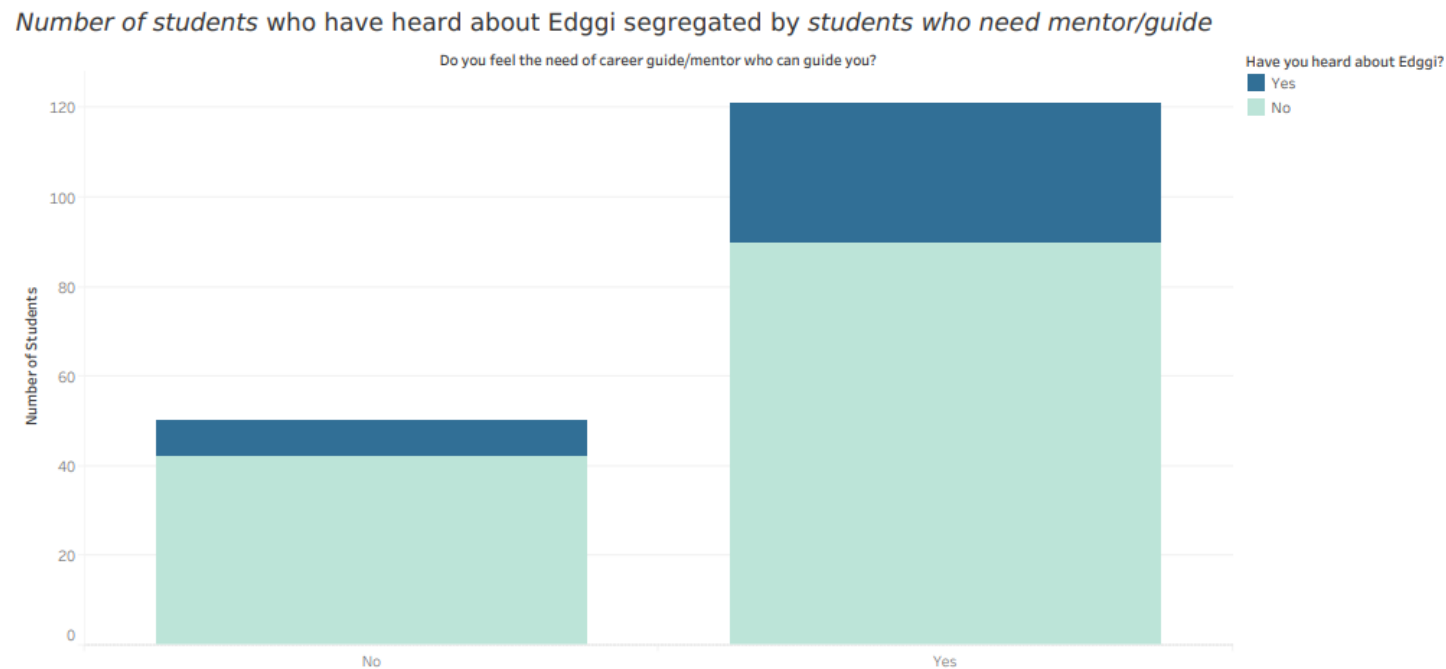


Fig 8

Inference

- This graph represents that a major chunk of population who feels the need of mentor or guide, is not aware of Edggi. Edggi should focus on increasing its

market reach. There is a large room for improvisation here.

- 71% of school students think that they need career counseling and guidance from an Edu. Tech. company or from a mentor
- Out of all students only 23% of them have heard about EDGGI and its services.
- Only 25% of students heard about EDGGI out of all whom willing to get service for career mentorship.

Solutions for EDGGI

- There is potential for EDGGI to subscribe more students in market, what is the problem for EDGGI that less proportion of students heard about EDGGI, to increase awareness about EDGGI in this segment EDGGI should come up with Student Engagement Programme in various schools. It will increase potential customer base from 71% to 97%.
- Student Engagement Program, increase EDGGI awareness from 23% to 75%.
- If we assume that only 40 students out of 100 students who know about EDGGI willing to pay for service, then it will provide EDGGI huge source of revenue.
- Student Engagement Programme should comprise of different student activities, ppts, fun games and quiz round.

Confusions faced by Students while selecting a mentor

Top 10 confusions faced by students when selecting a course/stream arranged by number of students

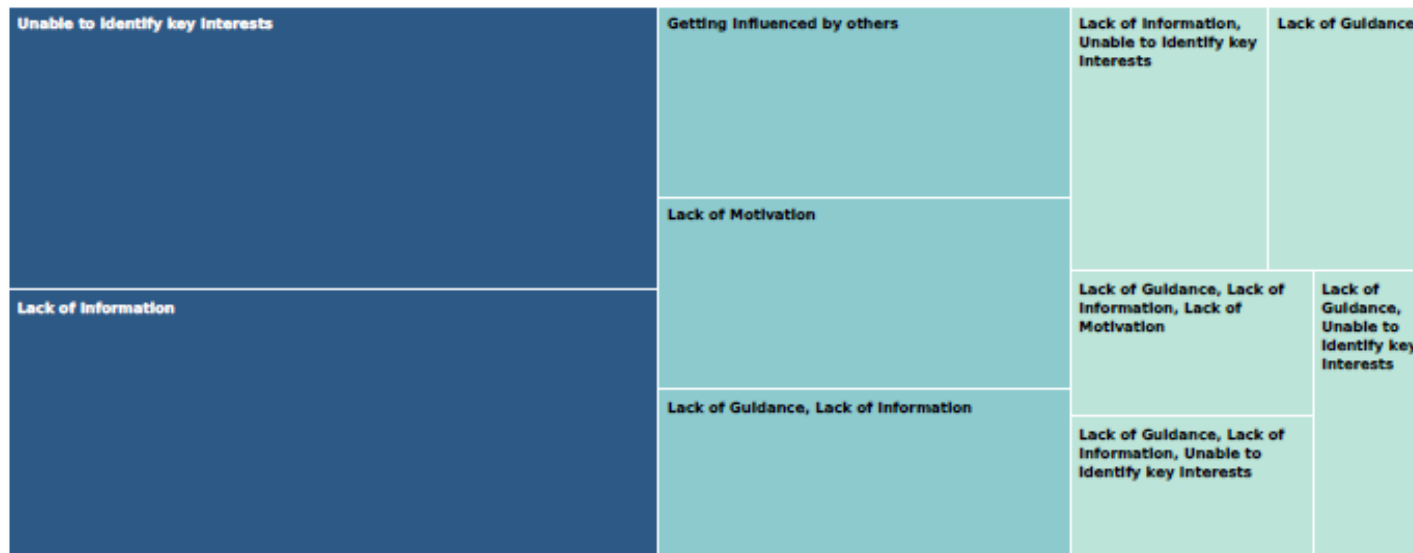


Fig 9

Inference

- 45% of the students have major confusion due to lack of information and unable to identify key interests
- Out of all students 30% of the students don't have supports from others

Solutions for EDGGI

- Lack of motivation, influence from others and lack of guidance are directly linked with primary reason of confusion like unable to identify key interest and lack of information.
- We can apply 80/20 rule to prioritize some key issue to solve and mostly focus on primary reason.
- If we can convert students facing primary problem then it will automatically improve problem in linked reasons

Expectations from mentor

What are your expectations from your mentor sorted by top 10 reasons

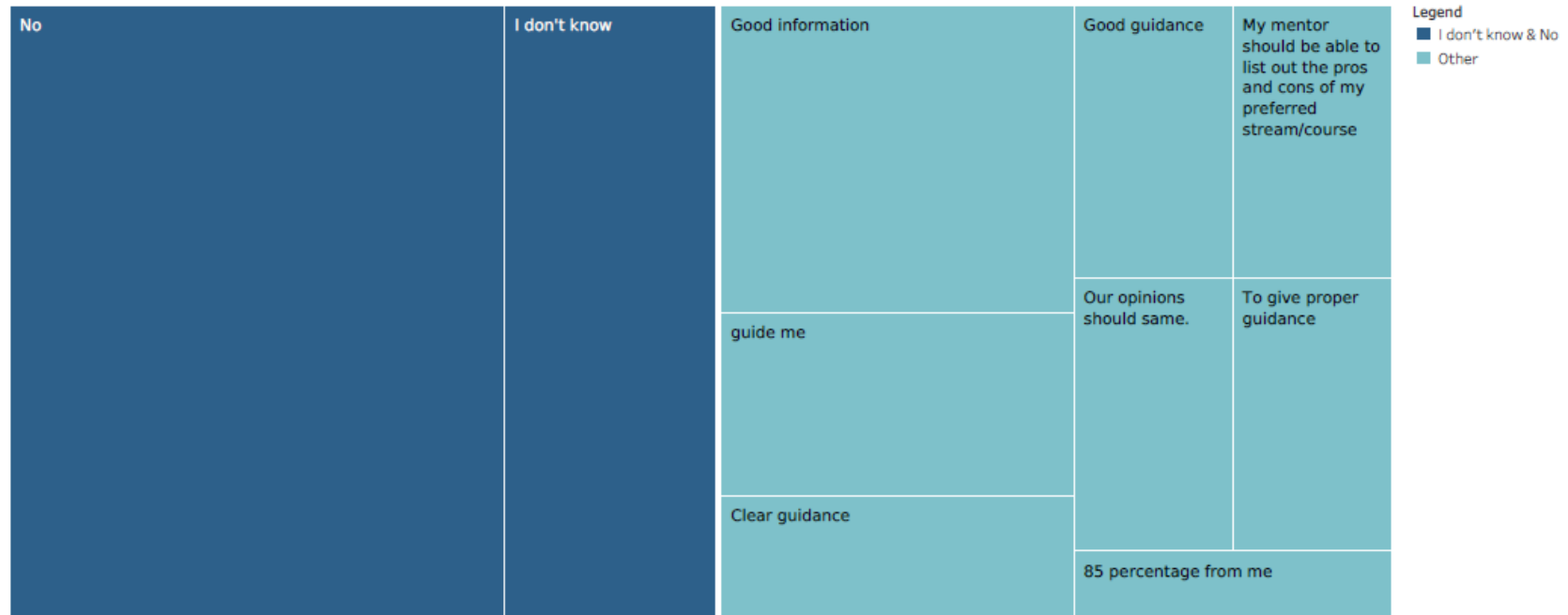


Fig 10

Inference

- In students don't know anything about what they expect from mentor, 80% of the students don't have idea about their future expectation
- In others segment, students have mix knowledge about their expectations from mentor.

Solutions for EDGGI

- EDGGI should focus primarily on give counseling on basic overall knowledge of all streams and market trend to convert those 50% students who don't know about their expectations so that they have better clarity of expectations
- After getting all students on same page, EDGGI should provide better services or experience to all students based on their expectation.
- Without knowing the expectations of half of the population, EDGGI unable to decide strategy to meet student expectations

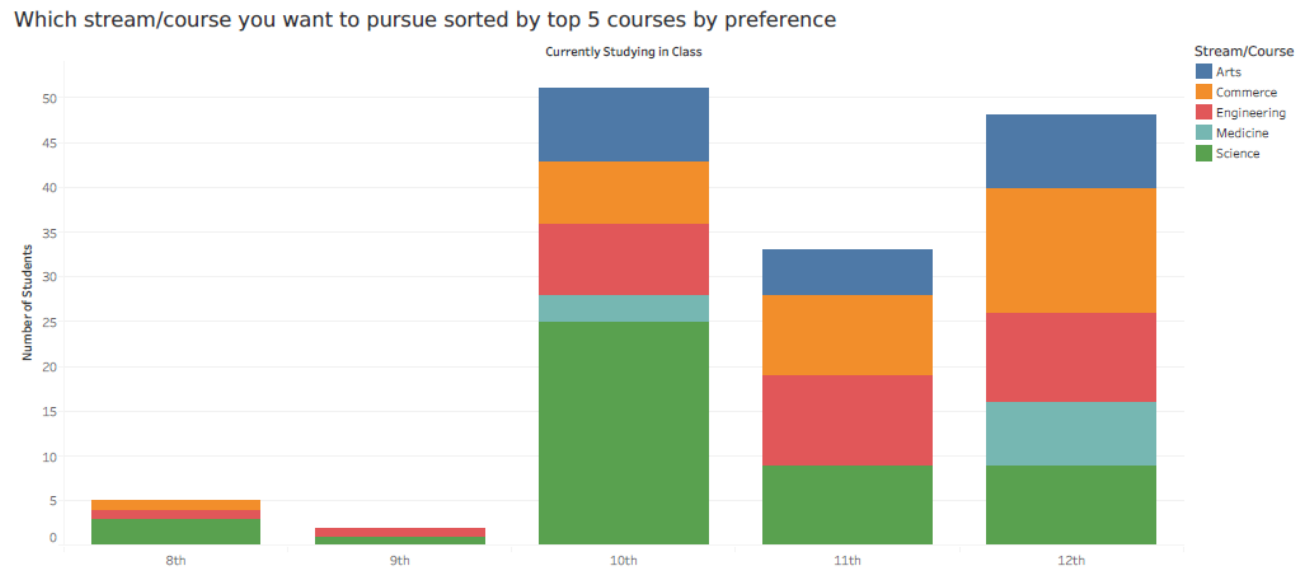


Fig 11

Inference

- Looking at the graph, it is clear that 70% of the students have preference to select courses other than arts and commerce

- Out of these 70%, majority of the students have inclination towards non-medical streams

Solutions for EDGGI

- For EDGGI primary area to focus upon is science, medical and engineering because they can leverage most value from these 70%.
- Also, if EDGGI wants to go into further hyper segment then EDGGI should focus only on non-medical streams courses to provide value to 50% of all the students who preference to get courses from EDGGI.
- At the initial stage of market expansion, these 50% of the users still generate remarkable revenue for EDGGI.
- After reaching saturation in this segment, EDGGI should start working on Medical segment in phase wise process to grow at CAGR of 15%.

Number of students interested in attending free career counseling sessions at Edggi?

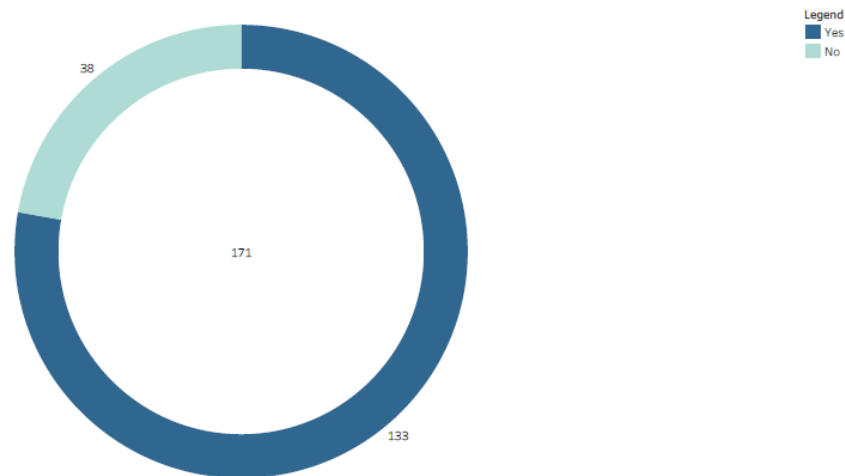


Fig 12

Inference

- From the above responses we can infer that about 22% of the school students are not interested in attending free career counseling sessions at Edggi
- After drilling down and analyzing response of these not interested respondents for free career counseling, it was found that about 55% of these respondents are still confused about the courses/stream to pursue for higher studies which clearly indicates the lack of awareness among the school students about the importance of career counseling and about 76% of these not interested respondents are studying in class 10th and 12th which according to Indian education system are the most crucial classes that decides the direction of a person's career.

Number of students who are interested in the Edggi services by class

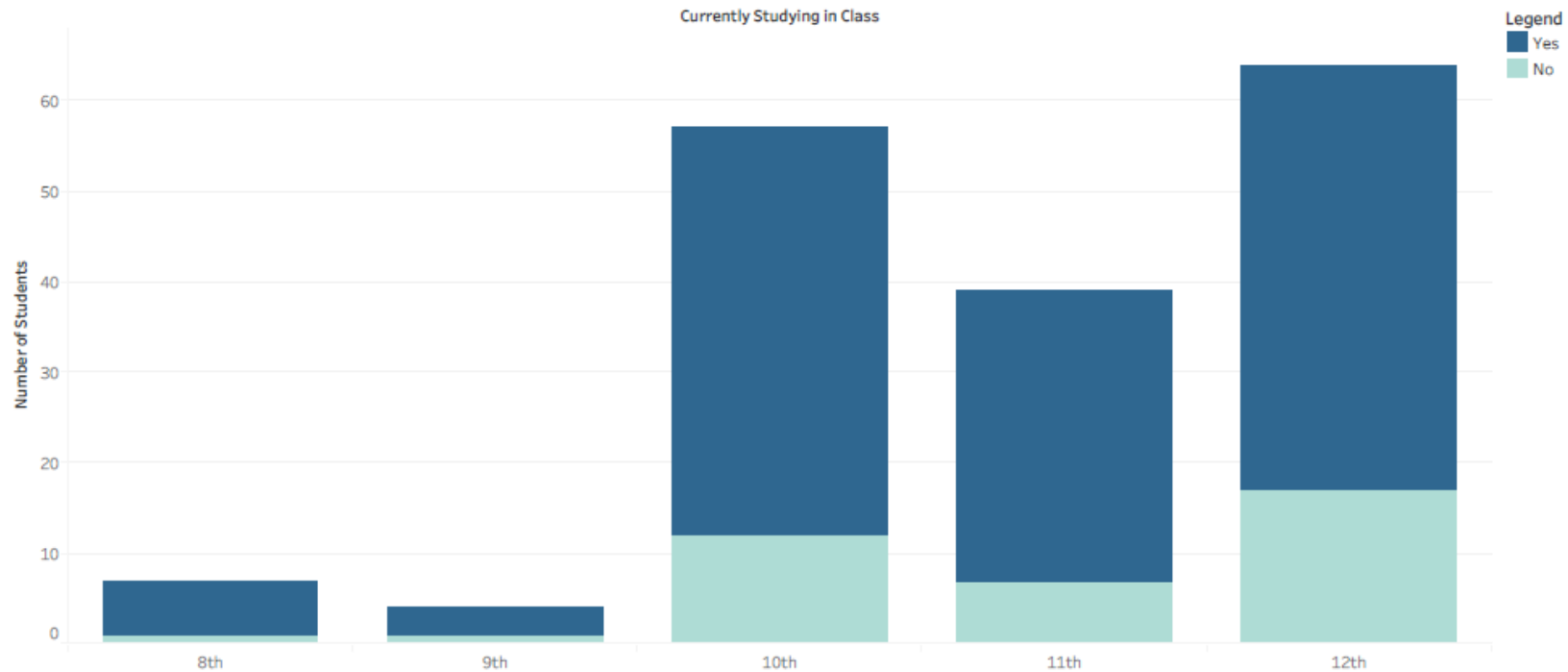


Fig 13

Inference

- Above graph shows the Students who are interested in career counselling services provided by Edggi, from the above graph it can be inferred that most students feel that career counselling is required more for students in class 10th and 12th than students in any other class, as we can see a steep drop in interested students studying in class 11th.
- With the above data and responses we can infer that there is a lack of awareness among the school students about the importance of career counseling.

Number of students interested to ask college students to get first hand information about the course

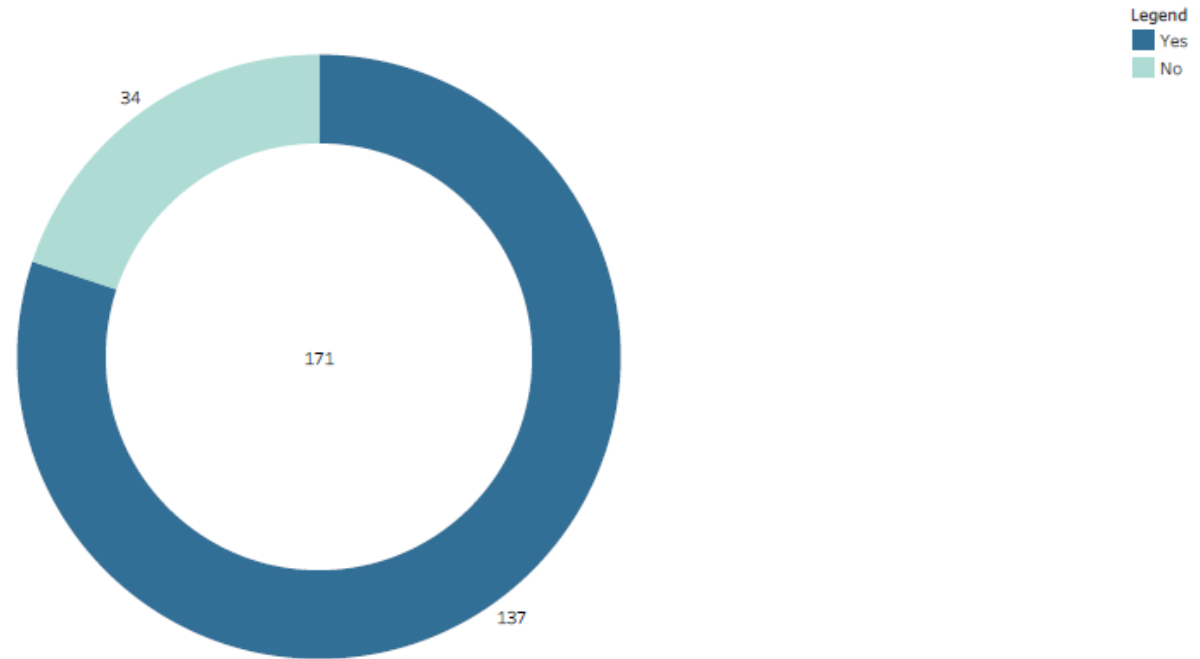


Fig 14

Number of students who want to interact with college students about Edggi divided by whether they want to use Edggi services

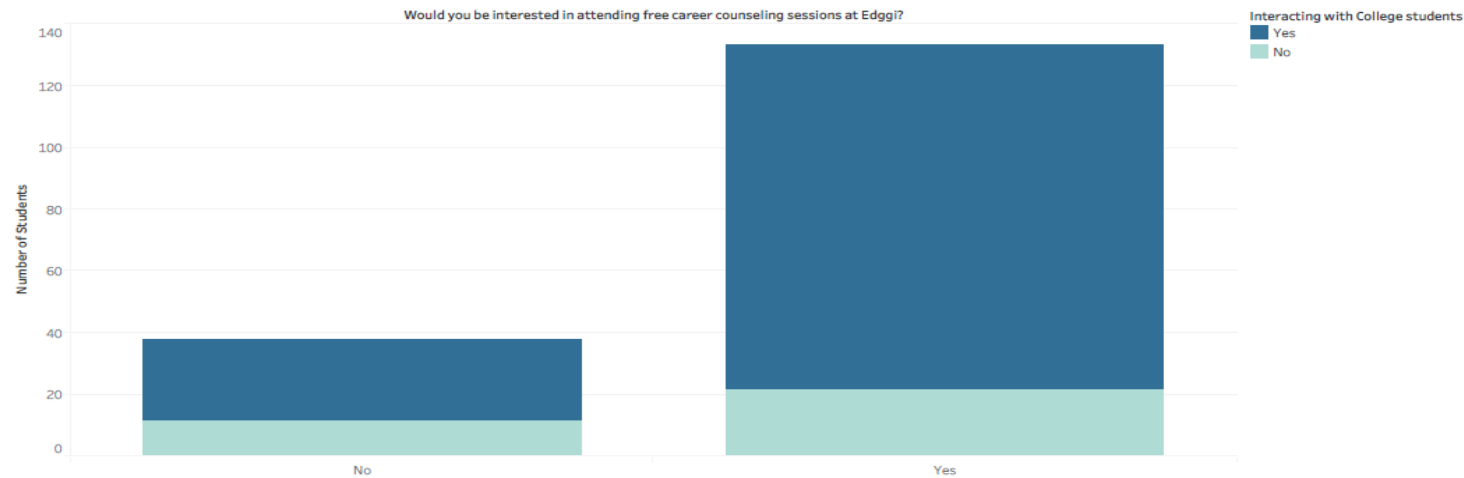


Fig 15

Inference

- From this data it is evident that students are keen to know about the courses from students who are pursuing or pursued similar courses and career options but when compared with another graph between students who want to interact with college students to students who are interested in Edggi services it can be inferred that these students are not fully aware about the services provided by Edggi, so Edggi should focus more on marketing to create awareness about their services and platforms.

Top 5 Favourite subjects sorted by number of students

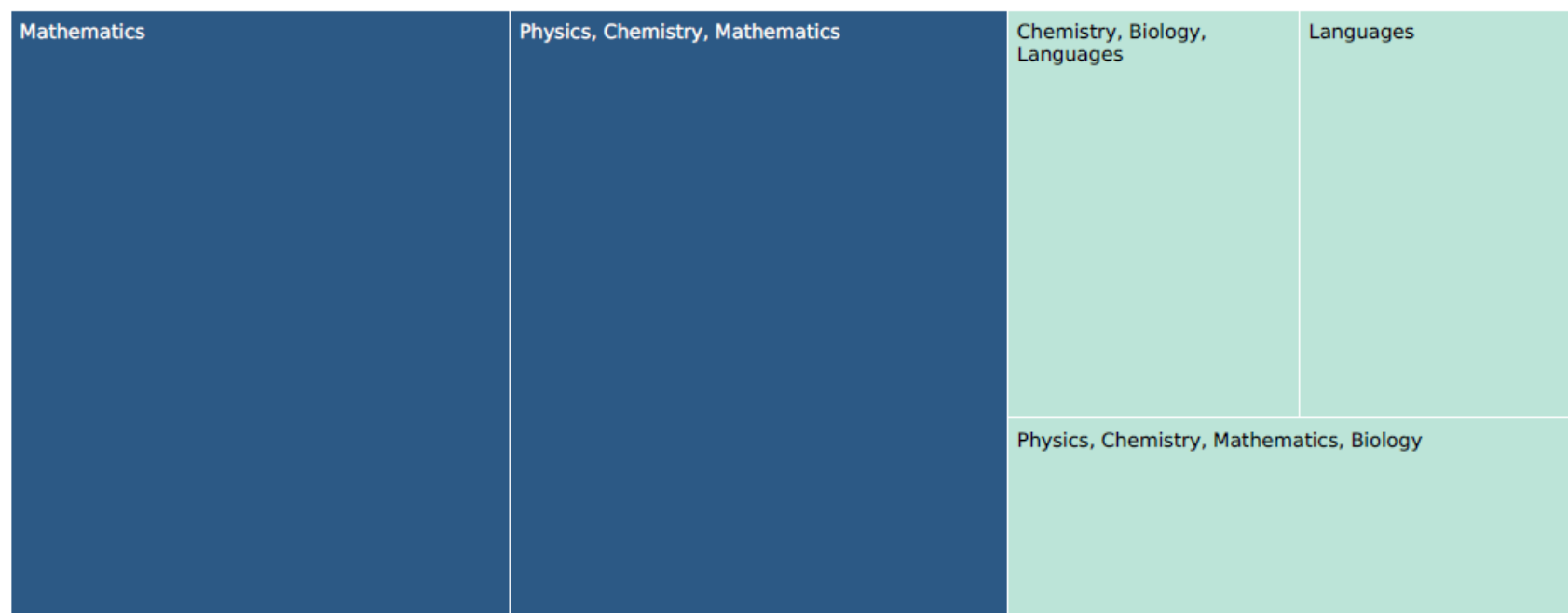


Fig 16

- The current student population in India: around 40 crores; *315 million to be precise*. Total career choices available in India: 250 across 40 domains with approximately 5000 job types. And as per India Today; A recent survey on career option awareness among Indian students has revealed that a staggering *93% of the students aged 14 to 21 were aware of just seven career options* - law, engineering, medicine, accounts and finance, design, computer applications and IT, and management; though there are more than 250 different types of job options available in India.
- From the above data also, we can conclude that students have a favourite subject or a combination of these subjects which are necessary for the above mention seven career options. Hence we can state the importance of career counseling for school students so that they can explore all 250 options available for them as per their interest rather than going for above seven option following the herd mentality.