BUSINESS DEVELOPMENT THROUGH CLIENT ACQUISITION WITH THE HELP OF CONTENT DEVELOPMENT AND MARKETING UNDER THE GRAPHIC DESIGNING DEPARTMENT

SIP project report submitted in partial fulfilment of the requirements for the MBA Programme

By:

Manash Mishra

2006258112

Supervisors:

Company Guide: Jasmine Arora

Faculty Guide: *Prof.* **Kamesh Chivukula**

Biju Patnaik Institute of Information

Technology and Management Studies,

Bhubaneswer

Year: 2020-22

<u>ACKNOWLEDGEMENT</u>

The opportunity which I had with **Mentorboxx** provided me with a great chance for learning and professional development.

I express my deep sense of gratitude to **Mr. Chandrasekhar** (Human Resource & IT Manager) for encouraging me to complete my summer internship program at Mentorboxx EdTech, Delhi.

I would also like to thank **Mr R.K. Mishra** (Mentor) It was through his constant support that helped me in making this Internship a learning experience.

I am very much thankful to **Mr. Kamesh Chivukula** Faculty Guide for his valuable guidance and encouragement at various stages of my internship period.

I express my special and sincere gratitude to all the faculty members of BIITM, Bhubaneswar whose year around teachings, encouragements, suggestion and very constructive criticism have contributed immensely to the evolution of my ideas on the project.

I would like to take this opportunity as one of the most learning in my career development. I will endeavor to utilize picked up abilities and learning in a better way, and I will keep also keep on grooming the skills so I get better with time.

I would also like to acknowledge the learning which I received from the Academic Programs of BIITM, Also, the completion of this undertaking could not have been possible without the cooperation and assistance of the **Mentorboxx EduTech** members. Their contribution is sincerely appreciated and gratefully acknowledged.

Manash Mishra

Intern

Mentorboxx EdTech

SUCCESSFUL COMPLETION CERTIFICATE

MentorBoxx

CERTIFICATE OF INTERNSHIP

This certificate is awarded to

MANASH MISHRA

For successful completion of Internship as Community Influencer intern under MentorBoxx from 1st July 2021 to 1st August 2021

Divya Choubey
HR Head

Himanshi Gomber
Business Head

DECLARATION

I, Agam Mishra, hereby declare that the Final Research Project Report, entitled, **"A Study of Innovative EdTech Start-Ups"** - *With Special reference of Covid -19 Pandemic*, submitted to the **Faculty of BIITM** in partial fulfillment of the requirements for the award of **Master In Business Administration** is a record of original research project report undergone by me during the period **July - August 2021** under the supervision and guidance of **Mr. Kamesh Chivukula, Professor,** and it has not formed the basis for the award of any degree or other similar title to any candidate of any Institution.

Manash Mishra

Signature of the Student

Place: Bhubaneswar

Date: 05/02/2022

Preface

A Professional course in Master of Business Administration is incomplete unless the theoretical knowledge required in the class room is backed up by practical exposure as theories alone do not give perfection to any discipline. The gap between theory and practiced is bridged by the market research report, which has been an integral part of the syllabus. This present research project report is an image of what I have done and observed during my final research project in **"A Study of Innovative EdTech Start-Ups" - *With Special reference of Covid -19 Pandemic.***

I have tried my level best to be as a systematic as possible and to avoid plagiarism.

ABSTRACT

One of the most important aspects of technology in education is its ability to level the field of opportunity for students. Technology can be a powerful tool for transforming learning. It can help affirm and advance relationships between educators and students, reinvent our approaches to learning and collaboration, shrink long-standing equity and accessibility gaps, and adapt learning experiences to meet the needs of all learners. Our schools, community colleges, adult learning centers and universities should be incubators of exploration and invention. Educators should be collaborators in learning, seeking new knowledge and constantly acquiring new skills alongside their students. Education leaders should set a vision for creating learning experiences that provide the right tools and supports for all learners to thrive. However, to realize fully the benefits of technology in our education system and provide authentic learning experiences, educators need to use technology effectively in their practice. Furthermore, education stakeholders should commit to working together to use technology to improve education. These stakeholders include leaders, teachers, faculty, and other educators, researchers, policymakers, funders technology developers, community members and organizations, and learners and their families and of course, Ed-Tech Start-Ups. Implementing methods and strategies that would lead to progressions of the system of education is one of the important goals of individuals, particularly the ones, who are in leadership positions. In urban and rural communities, it is essential for the leaders to put into practice the approaches that would lead to up-gradation of the system of education. Innovation and educational technology are regarded as vital aspects that would lead to progression of the system of education. In educational institutions at all levels, instructors are making use of technologies to impart information to the students in terms of academic concepts. Furthermore, students are encouraged to make use of technologies to prepare their assignments and projects. The members of the educational institutions need to augment their competencies and abilities that would enable them to carry out their tasks satisfactorily. The main concepts that have been taken into account in this research paper include, significance and meaning of innovation in education, benefits of innovation and educational technologies, barriers to innovation in education, and shaping of innovation by human capital. It is necessary to promote innovation and educational technology.

TABLE OF CONTENT

"A Study of Innovative EdTech Start-Ups & Businesses in the Emerging Markets and Economies" - *With Special reference of Covid -19 Pandemic*

The Industry Scenario

Increasing penetration of internet in many regions across the globe is a major factor driving the market growth. Growing adoption of cloud-based solutions coupled with huge investments by major market players towards enhancing the security and reliability of cloud-based education platforms, is further increasing its adoption among the end-users. Presence of a large number of service and content providers in the market is bringing huge volumes of educational content online.

*The global **online education market** is projected to witness a CAGR of 9.23% during the forecast period to reach a total **market size of** US$319.167 billion in 2025, increasing from US$187.877 billion in 2019. Increasing penetration of internet in many regions across the globe is a major factor driving the **market** growth.* Declining hosting cost and growing need for accessing educational content is further fueling the adoption of this technology, thus augmenting the market growth. Advancements in the field of artificial intelligence and rapid growth of Internet of Things (IoT) will continue to enhance the user experience on these online education platforms, which is anticipated to spur the market growth throughout the forecast period. Increased effectiveness of animated learning along with flexibility in learning are some other factors contributing to the growth of online education by academic institutions. Lack of competent staff in various schools and colleges across the developing nations is also resulting in the adoption of online education by the students. Support and funds from the governments is another major driver for the growth of the industry. By type, the global online education market is segmented as online education by academic institutions and by corporate sector. With the increasing number of students in academic institutions and regular need to up skill and provide industry relevant training to the staff, the academic institutions as well as corporate need to come up with the options that allow individuals to learn anytime from anywhere. With the increasing number of the students and the cost effectiveness of online education many educational institutes are integrating face-to-face learning with online learning at all levels of education. For instance, Berkeley University of California recently partnered with edX to offer Data 8 course online for no cost which was earlier limited to the few who got admissions in the institute.

Colleges and universities across the globe are frequently providing new MOOCs as well as distance learning courses. An upsurge in tuition fees and high interest on education loans in both developed and developing countries has raised the cost of getting campus education which is continuously shifting the trend towards online learning solutions, thus, positively impacting the demand for LMS across this universities and colleges. *Online **education industry** will be a $1.96 billion **industry** by 2021 **according** to a research conducted by **KPMG**, along with insights from **Google** search. The **report** finds that the paid user base will **grow** 6X from 1.6 million users in 2016 to 9.6 million users in 2021.*

There are five major categories of education with potential for significant online adoption. Reskilling and online certification courses currently accounts for a significant part of the online education market in India with a share of 38%. This is largely driven by a healthy adoption rate amongst the significant population of IT professionals in India. However, with an estimated ~280 million students expected to be enrolled in schools by 2021 and increasing adoption amongst this target audience, online primary and secondary supplemental education is expected to be the dominant category of courses with a 39% market share in 2021. At the same time, online test preparation is expected to be the fastest growing category of online education, estimated to grow at an impressive CAGR of 64% in the next five years.

What Is EdTech?

EdTech (a portmanteau of "education" and "technology") refers to hardware and software designed to enhance teacher-led learning in classrooms and improve students' education outcomes.

EdTech is still in the early stages of its development, but it shows promise as a method of customizing curriculum for a student's ability level by introducing and reinforcing new content at a pace the student can handle.

Understanding EdTech

EdTech can be a contentious topic. As a large portion of the education system is unionized, there are concerns that EdTech is an attempt to phase out certain in class duties as a way of reducing costs. The creators of EdTech emphasize the enhancement potential of the software, freeing up the teacher from trying to teach to the classroom average and moving into a facilitator role. With time constraints, it is difficult for a teacher to teach according to curriculum, catch up lower level learners, and still keep the top of the class engaged in their work. By automating the assessment of ability and adjustment of difficulty, EdTech can potentially lead to better outcomes for individual students and the class as a whole.

Technology in the classroom experienced two waves of implementation. The first was the introduction of current hardware into the classroom. Inevitably the conversation has turned to getting the software to better coordinate and utilize all the hardware. These software solutions are EdTech. Many of them are cloud based and pull on educational research to set algorithms for how slowly or rapidly to advance a student along different learning objectives.

EdTech Concerns

Many of the fears about EdTech are looking farther into the future where entire courses could potentially be managed by software. The current state of the field uses analytics to judge a student's competency in different areas of the curriculum, allowing the student to move ahead more quickly in some areas while taking more time to reinforce areas of weakness. As each student works through a customized curriculum, the teacher acts as a facilitator and trouble shooter with insights provided by the EdTech software on a student's strengths and weaknesses.

In practice, EdTech is still in the early stages of development for even basic subjects like math or reading and composition skills. There are a variety of design challenges for EdTech. The biggest hurdle is adjusting for different learning styles in the classroom. Currently EdTech is usually delivered through a laptop or tablet, resulting in a read and respond learning experience. Critics have noted that this style can leave other types of learners — auditory and kinesthetic for example — at a disadvantage. As with any new field of technological development, EdTech will improve the more it is used and the more feedback is collected.

However, EdTech faces additional social hurdles. Students, and even more so the parents, look to a teacher to create a social environment that enables group learning and other dynamics that aren't currently within the scope of EdTech. The classroom of the future may depend heavily on EdTech to do the heavy lifting of course design but many parents and educators still see value in the group environment separate from the pure academic goals. Proponents say that like many innovations in education, EdTech is seeking to improve on the existing model rather than replace it entirely.

Understanding the Concept of Educational Technology

Educational Technology, also known as EduTech or EdTech, is the concept of teaching and learning through the efficient medium of technology. It facilitates an in-depth understanding of the fundamentals of technology and its operations. There is a range of objectives of educational technology in order to help the teaching-learning process yield the best possible results in an efficient and economical way. Technology is an umbrella term for all the systematic applications of scientific knowledge placed on a practical task. Similarly, educational technology is concerned with the following two aspects:

- **Theoretical Knowledge** produced from various academic disciplines such as Psychology, Education, Communication, Philosophy, Sociology, Computer Science, Artificial Intelligence, etc.
- **Experimental Knowledge** elicited from educational practice and training.

Figure 3.1.1

Responsibility of Educational Technology Facilitators

Facilitators of an educational technology plan, design and develop productive learning atmosphere and range of experience by assisted technology. Their responsibilities include:

- Plan learning environments and experiences with the use of technology to build efficient teaching and learning environments.
- Design and develop appropriate technology-driven learning opportunities to support the diverse needs of different learners.
- Evaluate the accuracy and suitability of technological resources.
- Manage technology resources within the context of learning activities and pedagogy.
- Build management strategies for students learning in a technology-enhanced environment.
- Identify instructional design principles to develop technological resources.

Objectives of Educational Technology

- **Macro Level**
- **Micro Level**

Objectives of Educational Technology at the Macro Level

Owing to the increasing importance of technology in education, there are a multitude of objectives that this phenomena fulfils at the macro level, some of which are:

- To identify the educational requirements and desires of the community.
- To understand the structure of education, board strategies, and its goals.
- To design and develop curriculums involving art, science and human values.
- To support strategies and human resources and material assets with the mission to achieve determined goals.
- To create appropriate aids and instruments supporting educational purposes.
- To design educational technology models catering to improve the existing process of teaching and learning.
- To identify and find remedies to tackle major environmental constraints.

- To expand and support educational opportunities for people around the world, especially the neglected sections of the community.
- To manage the entire educational system starting from planning to execution, implementation, and evaluation.

Objectives of Educational Technology at the Micro Level

- To discover and analyse the characteristics and educational requirements of every student.
- To determine and state the specific behavioural classroom objectives.
- To understand and organise the contents of instruction in a proper sequence.
- To recognize the existing teaching-learning resources and materials.
- To identify the nature of the interaction of sub-systems like teachers, students, the content of instruction, teaching-learning material, and different methodologies.
- To plan teaching strategies and utilize human resources and material assets for accomplishing specific classroom objectives.
- To evaluate every student's behavioural change and performance to determine the effectiveness of classroom teaching.
- To provide essential feedback to teachers and students for any modification in the teaching-learning operation.

Scope

The objectives of educational technology are process-oriented. The use of educational technology is not restricted to teaching and learning methodologies and theories, but to provide in-depth assistance in the development of an individual's personality. Below is a list on the wide scope of education technology:

- Educational technology makes the teaching-learning process more efficient and process-oriented.
- Mechanical and electronic gadgets can be readily utilized for educational requirements.
- Educational technology has improved the learning process for students with the help of teaching aids and programmed instructional material, etc.
- Traditional mediums like television, radio, tape-recorder, V.C.R, and computers can be used to impart distance and correspondence education.
- The advancement of the internet has increased education dissemination all over the world with much ease.
- Mechanism of feedback through the use of technology improves the quality of teachers training in academic institutions.
- Technology-driven innovative analytical tools and instruments can help in solving educational administrative problems.
- Educational technology serves to develop and understand the structure and nature of teaching.
- Best utilization of education technology supports the scientific foundation and new discoveries.

Literature Review

- The purpose of the following literature review will be to provide information that can be collected and used for the discussion on how technology is making a change in education and what types of technology school's and students of today are using.
- Technology has changed the way students learn and how they interact with their professors for help and questions. Making not only students change their method to learn but changing teacher's method to teach. This literature review provides information about the changes on educational technology with their main events on how has change student's way of leaning. It provides statistics on how much time

students spend on technology and their improvements. It recognizes positive and negative points of view about the topic and how teachers are getting assistance for this technology.

- **What kinds of technology are used in the education field?** Adapting to technology is not an option, technology is changing constantly and people will learn every day something new. Technology at schools has progressed on several ways starting with the invention of writing on upon-stone, to metal sheet to what people know now paper and the use of pen or pencil. This happened 30,000 years ago and people are still and will keep using the invention of paper and pen for quite some more years. Technology has made a huge impact on all schools, jobs, hospitals etc. giving the opportunity of having a higher education and accurate results. The role schools being were the skills and abilities of young people are developing, school should be the place were technology can be introducing to the young generation this way they will learn and control their advantage to this. Educational technology as on the book The Educational Technology Handbook by Steven Hack Barth explains is a systematic process of developing solutions to problems of teaching and learning. (Hack Barth, 1996) How technology has transformed education by providing sophisticated tools were the whole educational system has changed. The public were the only way of teaching was the professor talking with no way of having a visual example from the teacher were students used paper and ink. One of the biggest inventions of all were the source of research getting the first modern library by John Dury on 1651, having the advantage of books believed to be invented by the Sumerians around 1300BC. Having chalkboards for teachers and chalkboards slates for students till the 1700 and introducing the modern pencil Nicolas-Jacques Conte until 1795. Audio-visuals Age 1930, where film strip projector was introduced on schools having the opportunity to what educational videos and a year after 1940 the overhead projector was invented changing the way of teaching and students learning. Technology was not constantly there for the use of the students, they started form the bottom to where we are now. Having on mind the immense changes of technology and all these changes had been done because of the necessities of the people and their education. Having greater education on technology will show people what else can be invented to require a better knowledge. Interactive whiteboards mostly know as smart boards introduced on 1991 have replaced the traditional chalkboards, Smart-boards are the new way students and professors are interacting. This new technology gives the advantage to keep their normal whiteboard and add a device which will make their normal whiteboard to smart boards, where students can go to front and touch or write with their finger the answer on the board taking physical ink from the whiteboard without the use of the projector making the environment of the classroom friendlier to students. According to Chris Dede (2009) the number of computers inside the classroom continues to increase making the computer the most important tool in school, making the internet having big part of student's life. Programs have been invented through the

internet making turning in work easier and fast, Blackboard could be one of the numerous program's internet can provide to schools. For some people using this technology can be easy but for others it will take longer on understanding how a program works. Having the opportunity of finishing your work on a computer and turning it in right away in the same device can come handy. Teachers post their lessons and future assignments under these programs or send them to the student's email, but sometimes people need to understand students have a tide budget and they cannot afford a computer. They need to make a trip to their local library and borrow a computer. Before students had the advantage of all this technology, they would have to write down their notes, use pen or pencil to do their homework, go to teacher's office hours to get tutoring etc. students did not have all their assignments in a computer or USB. They would do double the work students do now, but considering the work students do in this century is double on what other centuries used to give their students. Some high schools have programs about how students can borrow computers, laptops and the newest technology the school can afford they provide. On 1868 Christopher Sholes invents the first typewriter with a QWERTY keyboard, due to this shorthand classes were introduced in schools giving the students the privilege to learn how to write the double number of words in half of the time. 1977 first personal computers were introduced to schools, were 18% of United States public school had one computer for instruction only, 1991 computers were in all school and were 1 computer for every 18 students and it kept going to increase the number of computers to the year of 2000 were 1 computer for every 5 students in school were available. Adding to the evolution of computers the first handheld calculator was invented by Texas Instruments in 1967, since that year besides making the long process of getting an answer a machine would do it. Technology needs education to work, this way by the education people have they will invent the new tools most people have in their hands now a day. *"Educational technology is not, and never will be, transformative on its own, however. It requires the assistance of educators who integrate technology into the curriculum, align it with student learning goals, and use it for engaged learning projects."* Technology would be taking most of our knowledge today, but that doesn't mean we need to rely on it most of the time. By people understanding how technology would one day vanish the same way one day appeared, will make people be prepare by not living traditional lessons aside.

INTRODUCTION TO MENTORBOXX

The internship at Mentorboxx EduTech taught me a lot about Sales and Marketing. Mentorboxx is an AI-Based Online learning platform that provides students with a holistic learning experience to help make them industry-ready. With access to the Industry Experts, Online Courses and blended learning, it allows students to Learn Here and Lead Anywhere.

Their vision is to help students, globally to realize their full potential. Their mission is to provide AI-enabled real-time insights with the resolution of reaching a broad community of individuals to help acquire skills that they want. And their goal is to enable and facilitate Artificial Intelligence in the academic space and increase outreach to a diverse student community.

The main objective of the company is to offer internships and programs graduates and postgraduates. They offered a wide range of technical skill development programs and the internships are offered by industry experts who are working in the corporate.

My internship was divided into 2 parts. During my first phase, I was required to work in Business Development and the second phase, I was shifted to the Digital and Content Marketing department.

For Business Development, I had to contact students from different Undergraduate Colleges and Universities and create Campus Ambassadors which in turn would help create customers in a B2C setting. This task was accomplished by having one on one interactions with the potential customers and further pitching them the products the organisation had to offer.

For Digital and Content Marketing, I was assigned to the Graphic Design department where I was responsible for content creation and handling their Social Media accounts. Apart from this, I was also involved in the handling of Webinars and Video content of Mentorboxx Edutech and their partner firm, Smartknower.

The company being a start-up, I was working with various experienced personnel of the organisation and this allowed me to understand the organizational goals and align my activities with the company objective. The fact that I was free to come up with marketing content, led to a lot of learning. This also opened an opportunity for me to try my hand at something new, which gave me some experience on how things run in an organisation.

OBJECTIVES OF THE STUDY

The main and the most important objective for Mentorboxx is to expand its customer base. It has been almost 2 years in operational and thus has to make its presence felt by having a solid base. To do so we need to make sure that these unique products that it is offer are marketed well and demonstrated to its target audience in such a way that all its benefits are correctly highlighted. To do so, it primarily needs to understand its target market and only then try to implement new and different strategies to tap them.

1. To make new clients and expand their client base.
2. Contacting target customer and conducting workshops.
3. Marketing Digitally to reach a bigger audience.

Also, digital marketing matrices were an important part of the study and how social media marketing is making a difference in increasing brand equity as well as the reach of the customer.

CONCEPTS USED DURING THE PROJECT

The following concepts were used as a part of the project assigned at Mentorboxx:

Marketing Concepts

STP Marketing is to build a target audience as per the marketing plan. Three-component which are needed are S – **Segmenting, T – Targeting, P – Positioning.**

Mentorboxx being in the field of Ed Tech that deals with a certain audience with a certain skill set, it's very important to segment a market they want to cater to.

At the same time, they have programs for undergraduate students and professionals which defines their target.

Talking about positioning, they have priced their programs at ₹3500 to ₹22,500 which means they have typically positioned themself in middle higher class which will give them access to a larger audience.

Social Media Marketing: Social media was a great platform through which we could reach a larger target audience so that we can reap from different digital marketing avenues. The task Initiated with targeting one of the largest social media platforms that are YouTube and Instagram. Facebook advertising allows our business to promote custom ads or content targeting to a specific audience, with costs varying based on the reach and engagement the ad receives. Facebook ads can appear in our target audience's News Feed or right column of Facebook. Facebook advertising begins by creating Adverts. We can target adverts to people based on how and when they engaged and create an experience that is relevant to where they are in the process of investigating our service. Facebook itself is linked with Instagram, messenger, atlas, audience network and workplace, thus extending its reach for the business. So, we were able to advertise our product to the customer on both the platform.

With YouTube, we used to design and edit videos which used to give sneak peeks into what the courses had to offer. The main marketing strategy that we associated with our YouTube page was to give the audience a taste of what they were missing.

Sales Call: So, once we are done with marketing the product to the customer now, we need to contact the customer by telephone calls. Now Calling is a very essential part of our sales, we call our prospects and engage them so that they can turn into our customers. Before calling comes a pre-call stage in which we have to prepare answers for the following questions

- What is the purpose – What we want to achieve?
- What do we need to ask?

Based on the answers of these two questions we can make a call more effectively. We generate the leads from the e-mailers that we send to the database. According to that, we call on the opens and clicks on the e-mail. Same is done for social media marketing the target audience those who click on the post or ad that we have posted we call them. On daily basis, we used to call 50-60 leads and convert them into warm leads. After the first call we use to send a proposal mail according to the interest of the lead and then he was converted into a warm lead, then we had to do follow-off call to the warm leads and convert the warm leads into hot leads.

Inbound marketing: We also used to publish blogs and utilize other channels. All these platforms have a different genre of the target group and thus cumulatively it provides us with a very wide reach. We used to write blogs and write-up on this platform to increase our visibility. Also, the team is responsible for Integrating Company's website with appropriate keywords to optimize its Search engine ranking both on and off-page. Thus we can fulfil our objective of brand awareness and lead generation.

COMPANY ANALYSIS

Mentorboxx helps students learn employable skills from employers themselves. We are on a mission to flip marks-based education to skill-based education. Now every classroom or living room can get connected to the best of experts from a corporate background. Mentorboxx organises skill development workshop for graduate students, working professional, entrepreneur which are hands-on. Mentorboxx operates on an online platform. The workshops are being conducted by industry experts who have been in the corporate for many years.

The company is targeting both B2C and B2B customers.

- **B2C-** In this we target directly to the learner on a personal basis as an individual.
- **B2B-** In this, we partner with different colleges (engineering, management graduates).

Products: The Programs offered by Mentorboxx are divided into two different Categories- Internship programs and Pro Degree Programs.

Internship Programs:

Computer Science

Courses to get you started

Machine Learning
Learn the concepts of the most in-demand computing skills in Machine Learning and Python programming theoretically and practically.
View Program

Microsoft Azure Cloud Computing
Learn to be "Azured" of mastering Cloud Computing by excelling in the management of virtual machines and software suites.
View Program

Artificial Intelligence
Imbibe skills of AI using Data Manipulation, Text Analytics, NLP Processing, and AI frameworks to become the next big tech enforcer!
View Program

Web Development
Become efficient enough in web design and development tools to create and develop websites and host them live!
View Program

Cyber Security
Protect yours and your organization's data from harmful intrusions and proof it by using cyber security techniques.
View Program

Data Science
Gain knowledge in extracting insights from massive quantities of data in a quick and efficient manner with Data Science.
View Program

AR & VR
Learn and create interactive content through applications to provide riveting first-person experience through interactive visuals.
View Program

Automobile

Courses to get you started

AutoCAD

Give wings to your ideas through modelling 2D and 3D drawing and drafting. Learn both Theoretical and Practical sections of AUTOCAD.

View Program

IC Engine

Dig deep into the heart of an automobile! Understand the working technology behind these widely used IC engines.

View Program

Hybrid & Electrical Vehicle

Ace the future with knowledge of vehicles being powered by cleaner and potent sources of fuel.

View Program

Electronics and Communication

Courses to get you started

Robotics

Robotics is a complete package of innovation! Excel in the art of creating inanimate human equivalents.

View Program

Internet of Things

With IoT, you can now ace the skill of creating interconnected and interactive devices within a single connective framework.

View Program

Hybrid & Electric Vehicle

Ace the future with knowledge of vehicles being powered by cleaner and potent sources of fuel.

View Program

Embedded Systems

Get to know the nitty-gritty of any electrical, computing, and communication circuits and devices.

View Program

Civil Engineering

AutoCAD

Give wings to your ideas through modeling 2D and 3D drawing and drafting. Learn both Theoretical and Practical sections of AUTOCAD.

View Program

Construction Planning

Build your career block-by-block with the knowledge of various construction principles to enhance your skills like Planning and design of various components in small and big infrastructure projects.

View Program

Management and Commerce

Courses to get you started

Bitcoin / Blockchain
Get introduced to the digital ledger and the base of cryptocurrency! Understand the world of digital transactions and Smart Contracts with Blockchain.
View Program

Digital Marketing
Make your businesses "click" and succeed with the knowledge of bespoke Digital Marketing tools and techniques.
View Program

Business Analytics
Excel in processing and analyzing data, deducing business insights, and forecasting sales with statistical and technical acumen.
View Program

Marketing
Marketing is all about maintaining business traction for an organization by understanding psychology and consumer behaviour to attract a loyal consumer base.
View Program

Finance
Learn both related and non-related financial services and more along with Investment Banking and Venture capital to manage and improve your monetary status.
View Program

Stock Market
Master the Stock Markets with the financial knowledge of influential decision that are taken to obtain profit through the best investments.
View Program

Clients: Mentorboxx has partnered with different colleges i.e. Engineering, Management and different graduation colleges pan India.

During the 1 months of Internship, my work was an assignment in terms of the week.

Plan of Action

Week 1: I was trained on different skills required for Sales and I was told to understand how the company works. First few days I was watching different session's videos so, that I get a fair knowledge of how a workshop is conducted. Then for next 2 days, I used to do mock call so, that I get a practice to counter the different questions that would arise in the mind of the customer and I would be able to answer the query.

Week 2: We were asked to contact different colleges by getting a leads list and convert the clients. We followed the process as in
1. We started with the leads we were given from different colleges.

2. We use to divide the open and clicks within us and then start calling to the concerned person, daily we used to call 50 contacts.

3. From that, we used to get our warm lead and then we used to send the proposal e-mail to the leads.

4. On the next day first, we use to do the follow-offs call and then call on the fresh clicks and opens so in this process we used to funnel daily 7-10 contacts and at the end, I was able to convert 4 leads for the workshops.

Week 3 and 4: Same we were assigned another workshop this time it was Advanced Excel and we followed the above steps as mentioned in the above. This time I was able to convert 5 leads.

Week 5: My guide decided that I would be put to better use in the Digital Marketing department and I was shifted there. I spent the week learning the basics of digital marketing and understanding how to create content for various social media handles.

Week 6 to 11: I was handed over to the Digital Marketing Department and was slowly creating content that was posted on their social media handles. I started creating content for the videos that were put up on the YouTube page and was handling Webinars that Mentorboxx was conducting. It also involved converting people after attending the webinar, to take up the courses offered and taking a follow up with these clients.

The objective in Digital Marketing was to carry a consumer through four levels of understanding: -

1. **Awareness**

   Before the purchase behaviour is expected from the target audience it is necessary to make the audience aware of the product or company. The initial communication task of the advertising activity is to increase consumer awareness of the product or offer.

2. **Comprehension**

   Only Awareness is not sufficient to stimulate a purchase, sufficient knowledge and information about product or organization are necessary. This step involves the target audience to learn something about product, organization, or offer. Here the

communication task of advertising activity is to make consumer learn about the product - product characteristics, benefits, or uses.

3. **Attitude or Conviction**

   At this step, a sense of conviction is established. By creating interest and preference, buyers are moved to a position where they are convinced that a particular product in the class should be tried at the next opportunity. At this step communication task of advertising, activity is to mould the audience's beliefs about the product and this is often done through messages that demonstrate the product's superiority over a rival or by talking about the rewards as a result of using the product.

4. **Action**

   Finally, communication must encourage the buyer to engage in purchase activity.

- Awareness and Comprehension are fulfilled by SMM (Social Media Marketing) and now by the rest two are to be done through calling. Now Calling is a very essential part of our sales, we call our prospects and engage them so that they can turn into our customers.

WORKING OF THE VARIOUS DEPARTMENTS OF MENTORBOXX

Mentorboxx being a start-up, the work culture does not restrict an individual to work in a specific domain. An individual can work in any department after coordinating between all the members.

DATABASE DEPARTMENT:
The database department works for all its customers. Their job also includes new customers, looking for potential customers and also analysing the customers who are not all the more benefiting.

TECHNICAL DEPARTMENT:

The website needs to be maintained and updated with the new stock that comes across which this department maintains. Also, this department records the customer's activity history for various purposes. This department is also responsible for conducting online program classes and any other technical issues.

SALES DEPARTMENT:

The sales department contributes towards generating leads by following the client and their needs which are done through making calls and also paying general visits to the potential clients.

The company was featured in various media stories such as Dailyhunt, Crunchbase, YourStory, United News of India, BW Education, etc. which helped them in developing a good customer base.

TABULATIONS AND RESULTS

The main and the most important objective of this study for Mentorboxx was to expand its customer base. In order to achieve this, it is very important for the organisation to follow through the interested students which served as potential customers to the organisation. And to do so, the process of lead generation was conducted.

Leads Generated:

The lead generation process was conducted with the help of brochures which were floated to the audience through advertisements. Potential clients would then register on the website and the leads were captured and processed and then passed on to us to start on the conversion process. As we were into the Sales and Marketing of the company, we were doing Sales call and convincing the customers to take the service. We were a service providing company who were into organising workshop. So, we used to convert leads from the calls that we made and on daily basis, we were having 7-10 leads. Below are the lists of leads generated.

Lead Generation Sheet 1

Lead Generation Sheet 2

A (Name)	B (Email)	C (Phone)	D (College)	E (Branch)	F (Year)	G (Course)	H (Batch)
Naman Mittal	mittalnaman13@gmail.com	9.41E+09	Medicaps University			New Lead	
SANJIB PATRA	iamsanjib1999@gmail.com	9382552693	IIEST SHIBPUR	EEE	2nd Year	Hybrid & Electric vehicle	Jan 2020 - Feb 2020
Indranil Bit	indranil.bitzxcvbnm@gmail.com	9.43E+09	IIEST SHIBPUR			New Lead	
Amrit Raj	go4amrit460@gmail.com	7372846728	NIT PATNA	MECHANICAL ENGINEERING	1st Year	IC Engine Design & Over Hauling	Dec 2019 - Jan 2020
Vikhyat Singh	vikhyatsingh629@gmail.com	9873511342	NIT PATNA	ECE	1st Year	Artificial Intelligence	Dec 2019 - Jan 2020
Yash Kumar	infinitystones005@gmail.com	8709017623	NIT PATNA	CSE	1st Year	Full Stack Web Development(MTA)	May 2020 - June 2020
Kumar Abhinandan	starabhinandan@gmail.com	9653142673	NIT PATNA	Civil engineering	1st Year	Robotics	May 2020 - June 2020
MD ABU ZAID	mdabuzaid9@gmail.com	9883074885	NIT PATNA	MECHANICAL ENGINEERING	1st Year	Robotics	May 2020 - June 2020
Utkarsh Raj	utkarshraj2201@gmail.com	9340520200	NIT PATNA	ECE	1st Year	Microsoft Machine Learning(MTA)	June 2020 - July 2020
Himanshu Kumar	hk999027@gmail.com	9794789295	NIT PATNA	MECHANICAL ENGINEERING	1st Year	IC Engine Design & Over Hauling	June 2020 - July 2020
Rakesh Kumar	rk315582@gmail.com	9.35E+09	NIT PATNA			New Lead	
Lavanya Tahad Rajaratnam	lavanyatahad1410@gmail.com	7999953960	Aditya Engineering College	IT	2nd Year	Microsoft Machine Learning(MTA)	May 2020 - June 2020
Jai Sai Akshay Rongala	akiakshay123456789@gmail.com	6305989615	Aditya Engineering College	IT	1st Year	Cyber Security	Mar 2020 - Apr 2020
Pulavarthy Sree Ganesh Gowtham	ganeshgowtham2002@gmail.com	8500855852	Aditya Engineering College	IT	1st Year	Cyber Security	July 2020 - August 2020
Lankaolung Kamei	k.meikhu@gmail.com	8787313327	Aditya Engineering College	Civil Engineering	1st Year	Autocad	Mar 2020 - Apr 2020
Jagadeesh addanki	addanki.jagadeesh.123@gmail.com	6302269657	Aditya Engineering College	IT	2nd Year	Microsoft Azure Cloud Computing(MTA)	Jan 2020 - Feb 2020
Madavilli Pratyusha	pratyushamandavilli0029@gmail.com	9.18E+09	Aditya Engineering College	CSE	3rd Year	New Lead	
Shruti Suman Mohapatra	suman1999shruti@gmail.com	9078202154	ITER, SOA University, Bhubaneswar	CSE	2nd Year	Microsoft Machine Learning(MTA)	June 2020 - July 2020
Utsab kumar pradhan	utsabpradhan8211@gmail.com	8249434610	ITER, SOA University, Bhubaneswar	Mechanical	2nd Year	IC Engine Design & Over Hauling	Jan 2020 - Feb 2020
Arka Sarkar	ark.asark.ar62@gmail.com	8092180518	ITER, SOA University, Bhubaneswar	ECE	2nd Year	Internet of Things	Summer Batch 2020
Ansuman Mahapatra	ansucool200@gmail.com	8117984495	ITER, SOA University, Bhubaneswar	Computer Science and Engineering	1st Year	Full Stack Web Development(MTA)	June 2020 - July 2020
RISHABH KUMAR	rishabhkumar.jsrair@gmail.com	8117875170	ITER, SOA University, Bhubaneswar	IT	2nd Year	Full Stack Web Development(MTA)	Jan 2020 - Feb 2020
AKSHITA NAYAK	nayak.akshita5@gmail.com	6370180215	ITER, SOA University, Bhubaneswar	IT	2nd Year	Full Stack Web Development(MTA)	Jan 2020 - Feb 2020

Lead Generation Sheet 2

Lead Generation Sheet 3

A (Name)	B (Email)	C (Phone)	D (College)	E (Branch)	F (Year)	G (Course)	H (Batch)
Chinthamalla Shiney	chinthamallashiney123@gmail.com	9985135365	University College of Engineering, Osmania University	Computer Science and Engineering	1st Year	Artificial Intelligence	Mar 2020 - Apr 2020
Pratima Lakshmi Janagama	pratimalakshmij@gmail.com	7675815030	University college of Engineering, Osmania University	EEE	2nd Year	Hybrid & Electric vehicle	June 2020 - July 2020
Sriharshini Manchoju	manchojusriharshini@gmail.com	7075011731	University college of engineering, OSMANIA UNIVERSITY	Mechanical Engineering	1st Year	Microsoft Machine Learning(MTA)	June 2020 - July 2020
Syed Mohammed Yasin	yasinsyed1234@gmail.com	9000419814	University college of Engineering, Osmania University	Mechanical Engineering	1st Year	Hybrid & Electric vehicle	July 2020 - August 2020
Priyanka Eshwaroju	priyank.aeshwaroju325@gmail.com	9397008292	University college of Engineering, Osmania University UCEOU	Computer Science and Engineering	3rd Year	Full Stack Web Development(MTA)	May 2020 - June 2020
Allam Ashwini Kumari	allamashwinikumari@gmail.com	9912981533	University College Of Engineering, Osmania University(UCEOU)	Computer Science and Engineering	3rd Year	Full Stack Web Development(MTA)	May 2020 - June 2020
Ruthvik Haripuri	haripuri.ruthvik@gmail.com	8919731242	University college of engineering, Osmania University	Computer Science and Engineering	1st Year	Artificial Intelligence	Mar 2020 - Apr 2020
K Pranavi	kunchampranavi1999@gmail.com	7981660281	University College Of Engineering, Osmania University	Computer Science and Engineering	3rd Year	Full Stack Web Development(MTA)	May 2020 - June 2020
Syed Sufyaan Mukarram	syedsufmukarram@gmail.com	7032896727	University College of Engineering, OU	Computer Science and Engineering, ECE, Mechanical Engineering, Biotechnology	1st Year	Robotics	July 2020 - August 2020
Bhogapurapu Giridhar Gouri Sri Prasad	nani.bhogapuraput106@gmail.com	8328470753	MVGR	Computer Science and Engineering	2nd Year	Microsoft Machine Learning(MTA)	May 2020 - June 2020
Ch.Rithvik Reddy	rithvikreddychantigani@gmail.com	9573229457	MVGR	Computer Science and Engineering	2nd Year	Microsoft Machine Learning(MTA)	May 2020 - June 2020
M SAI SRI CHARAN	sharancherry30m@gmail.com	9515663536	MVGR college of engineering	Mechanical	3rd Year	Robotics	June 2019 - July 2019
Mungara Jahnavi Lakshmi	jahnavimungara39@gmail.com	6301967698	MVGR college of engineering	Mechanical Engineering	2nd Year	Hybrid & Electric vehicle	May 2020 - June 2020
Kolluru Yagnesh rohit	rohith.savanth@gmail.com	7013409216	Mvgr college of engineering	Mechanical Engineering	3rd Year	Hybrid & Electric vehicle	May 2020 - June 2020
Yashwant kokkiragadda	divyshnavi00@gmail.com	9966036631	Mvgr college of engineering	IT	2nd Year	Cyber Security	May 2020 - June 2020
Maruvada akshara sahiti	rohith.savanth@gmail.com	9550186798	Mvgr college of engineering	Mechanical Engineering	3rd Year	Microsoft Machine Learning(MTA)	May 2020 - June 2020
Korupolu Rushma	rushmak.orupolu21@gmail.com	6304110122	Mvgr college of engineering	Mechanical Engineering	2nd Year	Hybrid & Electric vehicle	May 2020 - June 2020
Kancharana Padma Rao	pavantvinkler274@gmail.com	8309608683	MVGR collge of Engineering and	Mechanical Engineering	3rd Year	Autocad	Mar 2020 - Apr 2020
KADALURI PRIYA HARSHITA	jbharathissvs@gmail.com	3491434017	MVGR college of engineering	Computer Science and Engineering	3rd Year	Artificial Intelligence	June 2020 - July 2020
Anant Gaurav Jain	anantgaurav1010@gmail.com	7920933649	IPS Academy	Computer Science and Engineering	2nd Year	Microsoft Machine Learning(MTA)	Jan 2020 - Feb 2020

Lead Generation Sheet 3

Lead Generation Sheet 4

A (Name)	B (Email)	C (Phone)	D (College)	E (Branch)	F (Year)	G (Course)	H (Batch)	I
Jenil Mehta	17bit049@nirmauni.ac.in	9879117813	Nirma University	Information Technology	3rd Year	Microsoft Machine Learning(MTA)	Sep 2019 - Oct 2019	
Nikhil Nair	nairnikhil2001@gmail.com	8210482053	Nirma University	Computer Science	1st Year	Microsoft Machine Learning(MTA)	Oct 2019 - Nov 2019	
Adhiraj Deshmukh	adhirajdeshmukh2001@gmail.com	9427790823	Nirma University	Computer Science and Engineering	1st Year	Microsoft Machine Learning(MTA)	June 2020 - July 2020	
Rajdeep Sutariya	19a056@nirmauni.ac.in	9773061318	Nirma University	EEE	1st Year	Hybrid & Electric vehicle	June 2020 - July 2020	
Chaklasiya Deepkumar Bharatbhai	deepbchaklasiya1002@gmail.com	8140552219	Nirma University	Computer Science and Engineering	2nd Year	Microsoft Machine Learning(MTA)	May 2020 - June 2020	
Nandan Vipulbhai Mandaliya	nandanmandalia7@gmail.com	8780690327	Nirma University	Computer Science and Engineering	1st Year	Microsoft Machine Learning	May 2020 - June 2020	
Vamshi.m	meruguvamshi2000@gmail.com	9381093241	KITS Warangal	ECE	2nd Year	Internet of Things	Mar 2020 - Apr 2020	3.05E+09
Pratham jain	prathamj522@gmail.com	7815968921	KITS Warangal	Computer Science and Engineering	1st Year	Microsoft Machine Learning(MTA)	Mar 2020 - Apr 2020	
Neha reddy jakka	jakk.anehareddy23@gmail.com	7995714298	KITS Warangal	Computer Science and Engineering	1st Year	Artificial Intelligence	June 2020 - July 2020	
Y Yashvanth Sai	yyndsai@gmail.com	9848776475	KITS Warangal	Computer Science and Engineering	2nd Year	Microsoft Machine Learning(MTA)	Mar 2020 - Apr 2020	
Guthikonda Rakesh	rakeshguthikonda7422@gmail.com	9121757165	KITS Warangal	Computer Science and Engineering	2nd Year	Microsoft Machine Learning(MTA)	May 2020 - June 2020	
Mohammed Zeeshaan Saqeeb	zeeshaanzeeshu123@gmail.com	9121351244	KITS Warangal	Computer Science and Engineering	3rd Year	Artificial Intelligence	August 2020 - September 2020	
S.Srihari	sriharisandri9@gmail.com	8978477169	KITS Warangal	Computer Science and Engineering	3rd Year	Artificial Intelligence	July 2020 - August 2020	
Puneet Yadav	rao.puneet422@gmail.com	9952122000	KR Mangalam University	Computer Science and Engineering	2nd Year	Microsoft Machine Learning(MTA)	Mar 2020 - Apr 2020	
Harsh kumar	harshkumar12901@gmail.com	9643148380	Kr manglam University	Computer Science and Engineering	2nd Year	Microsoft Machine Learning(MTA)	Mar 2020 - Apr 2020	
Mohammed Sajjad Jafri	jafri1999@gmail.com	8447356870	Jamia Millia Islamia	Computer Science and Engineering, ECE	3rd Year	Internet of Things	May 2020 - June 2020	
Mohd Saud	mohdsaud2010@gmail.com	9691516859	Jamia Millia Islamia	ECE	3rd Year	Internet of Things	June 2020 - July 2020	
Farhan ahamd jafri	farhanjafri88888@gmail.com	7417066316	Jamia millia islamia	ECE	2nd Year	Artificial Intelligence	Feb 2020 - Mar 2020	
Syed Arsalan	arsalaanbalkhi001@gmail.com	9956772239	Jamia millia islamia	Mechanical Engineering	3rd Year	Robotics	Jan 2020 - Feb 2020	
Sheerin Gulfaar	squfaar@gmail.com	8448821729	Jamia millia islamia	ECE	3rd Year	Internet of Things	Jan 2020 - Feb 2020	

Lead Generation Sheet 4

Lead Generation Sheet 5

In the above figure, this is the list of leads generated by me and the status given are been mentioned in it.

Content Creation for Digital Marketing:

Poster 1

CONCLUSIONS

In these 11 weeks of Internship in Mentorboxx, I got to learn a lot of things during this period. The most important addition into my skillset is the implementation of the modules like digital marketing, email marketing and communication with the clients in both B2B and B2C segments.

It's no surprise that more than half of marketer's telemarketing is their most effective channel in generating revenue and is indeed an incredibly effective way to communicate with our audience and facilitate the path through the sales and marketing funnel, turning strangers into delighted customers. And marketers are continuing to invest more in this channel. Strategizing the campaigns through Clicks and opens and by integrating it with google analytics to reach target market is a major thing I had learnt.

The most important thing that got improved was my communication skills when talking over the phone. Here, my mentor guided me throughout, I went through a lot of mock calls so that I get a live experience about how to handle a client or customer on the telephone. What should be my approach to convince him/her? One thing I came to learn that Sales call shouldn't be a one-sided pitch it should be two-way communication and make a relationship with the customer within a few seconds. Here are a few things I have learnt from a telephonic sales call.

- Assuming the prospect is interested.
- Pressing for a meeting too hard.
- Making side agreements.
- Letting our voice communicate nerves.
- Being too accommodating.
- Offering unsolicited opinions.
- Offering a discount too early.

Next skill set I got to know is **Digital marketing**:

1. Facebook marketing- Creating advert and campaign, selecting the target audience according to the demographic.

2. Instagram Marketing- That is same as a Facebook advert.

3. Google AdWords- Selecting the keywords and increasing the page relevancy.

As a digital marketing intern, I attained insights on various techniques and tools of digital marketing. I got the chance to work with the latest technology. During the digital marketing internship, I got the chance to interact with other colleagues. They understood how the industry works and helped me gain knowledge which was required to proceed with the given tasks.

The components under Digital marketing that I learned about are:

- Website design
- Search engine optimization
- Social media advertising
- Social media management
- Pay-Per-Click advertising
- Email marketing
- Content marketing

Culture of data and testing.

The only way to keep improving our marketing is to push our self and test new approaches. Using data to make decisions, and running tests to see which tactics yield the best results, it is a key part of good email marketing. Testing consistently yields better results open rates, click-through rates, unsubscribe rates and each time one send an email, it is an opportunity to test and improve. And the bigger the test the better - don't get hung up on one element, instead go for tests that will yield big results. Finally, tie our tests back to the goal of our email and measure the winning or losing variation against that measurable goal.

<u>RECOMMENDATIONS</u>

- The company's visibility is very less in terms of offline and online on both platforms. We need to market the company name on this platform.
- Create awareness about the company in the audience before reaching to them.
- Customer retention is the most important factor in the growth of the business.
- Find out better options for marketing the products.
- We need to keep on a check about the customer satisfaction on the workshop that we provide and look upon the feedback given by them and work on it.
- The company need to promote offline mode because till now print media is a strong medium of marketing.
- Try to get a Google partner batch which would add value to the certificate we provide and also a government of India affiliation like V Skills gradation.

LIMITATIONS

As a start-up, there were many entry-level problems in the company. The funds allocated were very less. So, in that case, we were not able to implement the strategies that we had planned for the workshop and needed to look for less revenue platform. We were having a very restricted amount of fund allocated to do the marketing part so, we used to scrap good and productive marketing strategies and go with the old marketing strategies.

As this business is having time as a constraint factor because during the time of April to June the students have an exam and followed with vacations so, the students had no interest into such type of workshop. The students were not interested at all. Also because of the whole COVID-19 situation, the whole functioning of the organisation was not smooth. A lot of students were unable to avail the given services of Mentorboxx because of the uncertainty that came with the global pandemic.

As a start-up and new entrant to this sector, there was a trust issue the customer was having with the company. They used to check the physical presence of the company and while we used to pitch for a product they were less interested in listening to us. Or sometimes without listening to the initial part they would say a direct no.

Mentorboxx is facing a huge competition from different players into Edutech segments, there are numbers of the company into this segment as DigitalVidya, Upgrad, and Digital Success etc.

SCOPE FOR FUTURE IMPROVEMENTS

The future scope of improvements for Mentorboxx:

1. The operations or implementation part is weak and the same needs to be strengthened.

2. Customer retention is very weak.

3. More visibility on the online platform.

4. Add some more sections to the website as online feedback form so that we get direct feedback from the participants and work upon it.

5. Increase the team size as a single person handles 2-3 work simultaneously.

6. An exclusive HR team needs to be recruited.

BIBLIOGRAPHY

1. Kotler, P. and Keller, K. (2012). Marketing Management. Upper Saddle River, New Jersey: Prentice-Hall.
2. https://www.Mentorboxx.in/
3. https://www.youtube.com/channel/UCirdP2dZbpyWjtIxgzMD_rg/videos
4. https://neilpatel.com/what-is-digital-marketing/
5. www.investopedia.com

REFERENCE

- United Nation report on socio – economic impact of Covid -19 – March 2020
- Linkedln.com – Various Blogs
- Ms. Divya Golaknath (Co – Founder, Byju's) Blogs
- Survey report of Google – KPMG on Online Education
- Byju's.com/ About
- Toppr.com/ About
- Meritnation.com/ About
- UpGrad.com/ About
- Unacademy.com/ About
- Vedantu.com/ About
- Academia.edu
- Medium.com
- Researchgate.com
- Edutechnologychange.weebly.com
- Crunchbase.com
- Digitalpromise.org
- Inc42.com
- Leverageedu.com
- Data Labs Analysis – Inc42.com
- Google Images

KEYWORDS

- EduTech or EdTech – Educational Technology

- IoT – Internet of Things

- AI – Artificial Intelligence

- FY – Financial Year

- App – Application

- K-5 To K-12 – Class – 5 To Class – 12

- AR & VR – Augmented Reality & Virtual Reality

- SWAYAM – Study of webs of active learning for young aspiring minds

- Bn & Mn – Billion & Million

- B2B – Business to Business

- B2C – Business to Customer or Business to Consumer

- C2C – Customer to Customer or Consumer to Consumer

- UGC – University Grant Commission

- T – prep or Test – prep – Test Preparation

- M & As – Mergers & Acquisitions

- VCR – Video Cassette Recorder

- A & V – Audio & Video

- UN – United Nation

- KPMG – Klynveled Peat Marwick Goerdeler International Company