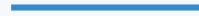


# EduBridge



Building Tomorrow's **Workforce**



# CORPORATE PRESENTATION

# EXECUTIVE SUMMARY

**EduBridge is India's leading Workforce Development Platform that helps learners in building careers with leading corporates through training and other career building services.**

## VISION

To be the first choice provider of high quality skill and career development in every corner of India

## MISSION

Empower youth to impact India's future by walking with them towards a better life

## AWARDS

- "The Best Performing Start-up" by NSDC
- "The Best Emerging Social Business" by ICICI Foundation and CNBC TV18
- Many more...

- An Initiative by IIM-Alumni
- **11+ Years** in Education Industry
- **ISO Certified**
- PAN India presence through
  - Online portal [www.edubridgeindia.com](http://www.edubridgeindia.com)
  - State of the art Workforce Development Academies in **75+ locations** including Residential Academies
- Training in major sectors like **BFSI, IT/ITES, Retail, Hospitality, Healthcare**, etc.
- Outreach to **more than 50,000 learners** annually
- **150,000 youth trained & 100,000 youth placed** so far
- **70%** of learners placed in jobs locally or outstation
- Strong partnerships with **500+ corporates, 100+ Institutions and 20+ Govt. Agencies**

Marquee clients and industry partnerships with leading corporates including



# OUR BUSINESS MODELS

## RECRUITER PARTNERSHIPS

Hire-Train-Deploy and other Recruitment Models



## STRATEGIC PARTNERSHIPS

Knowledge partnerships, EdTech Partnerships, etc.



## CSR PARTNERSHIPS

360 Degree Intervention through Skilling Programs



## EON, LEARNER SPONSORED PROGRAMS ON WWW.EDUBRIDGEINDIA.COM



## GOVERNMENT PARTNERSHIPS

PMKVY, DDU-GKY, RSLDC, MSSDS, NULM, etc.



## CERTIFICATION & CO-CERTIFICATION PARTNERSHIPS

Courses designed by or co-created with Industry experts



EduBridge



## KEY DIFFERENTIATORS

- Vocational Training delivered on industry-aligned courses - **“For the Recruiter, By The Recruiter”**
- Instructor led **LIVE classes**
- **Blended learning** – Face-to-Face & Online modes
- **Experiential**, Activity-based learning
- **Technology** enabled-Learning through **Learning Management system**
- **Integrated** Operations, Strong **MIS** and **Monitoring** mechanisms
- Online Portal access to **Learner Dashboard** with great features like Resume Builder and curated My Jobs section

## CURRENTLY WE HAVE:

- **30+** Corporate CSR Partnerships
- **500+** Recruiter Partnerships
- **300+** Academic Partnerships
- **20+** Government Agencies

## OUR TEAM



### LEADERSHIP TEAM

- Prakarsh Jain (Sr. VP – Finance)
- Lovina Anthony (Sr. VP – Learning and Development)
- Sameer Munshi (Sr. VP – HR)
- Maya Gupta (VP - Strategic Partnerships)



### BUSINESS TEAM

- Piyush Dhiman (Business Head - North)
- Arpan Basu (Business Head - South)
- Subhamoy Roy (Business Head - East)
- Parth Thakkar (Business Head E-ON)
- Shantanu Ranjan (Business Head - Tech)



### SUPPORT TEAM

- Moses Borgaonkar (Head – Placements)
- Ajay Mishra (Head – Information Technology)

“EDUCATION HAS BECOME MORE BLENDED, WITH A COMBINATION OF TECHNOLOGY-DRIVEN AND TRADITIONAL METHODS OF TEACHING”

**GIRISH SINGHANIA**

CHIEF EXECUTIVE OFFICER



# NETWORK OF 500+ PARTNERSHIPS

Marquee client and partner list including...

						
						
						
						
						 And many more...

# ABOUT E-ON

E-ON offers placement focussed course options directly to learners and offers high-quality education from the comfort of their homes, anytime and through any device

## BENEFITS OF E-ON

- Market aligned courses created **By The Recruiters, For The Recruiters**
- **100+ job-oriented courses** for Undergraduates, Graduates and Working professionals, offered in **key sectors** such as BFSI and IT/ITES
- **Live Training** with Master Trainers
- Learn Anytime, Anywhere from Any Device
- Self Learning & Paid Courses, **Learners pay what they decide**
- **Industry recognized Certification**
- **3000+ New Job openings** added every month in My Jobs section
- Placement focused programs, **Dedicated Placement Manager**, Minimum 3 interviews to be provided to each candidate

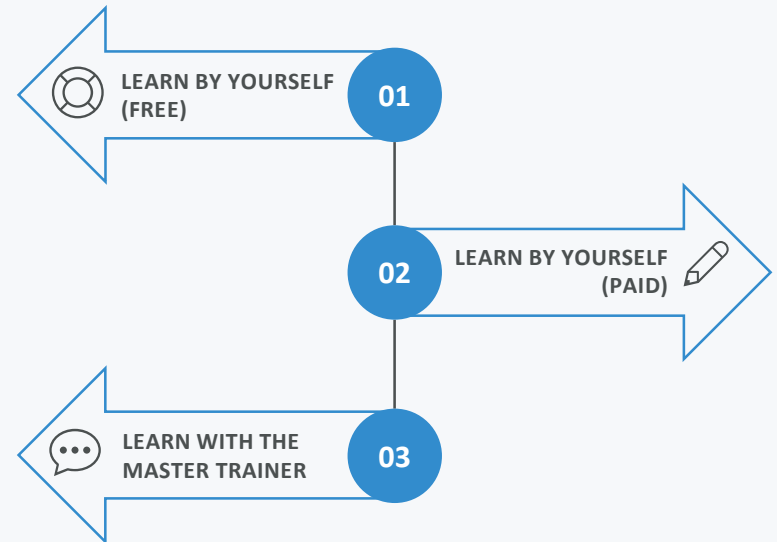
E-ON can be used by

Working Professionals  
University Students  
Freshers

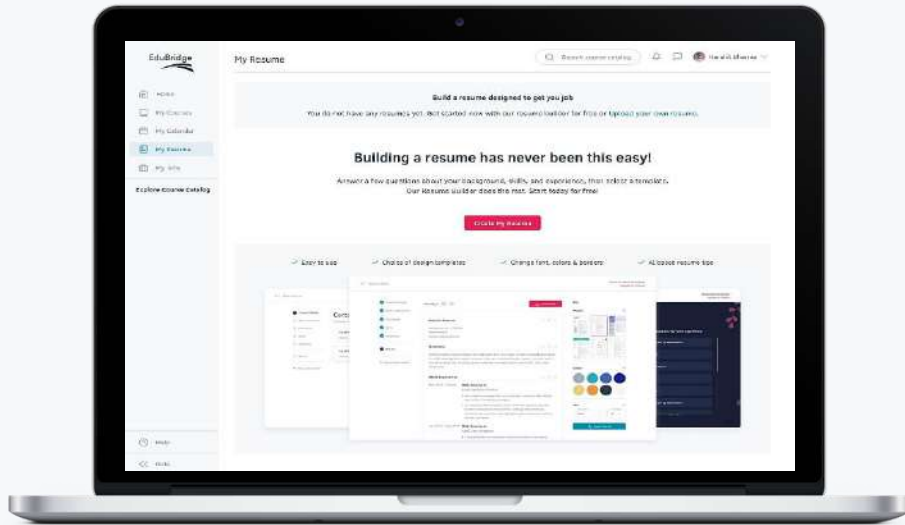
## KEY FUNCTIONALITIES



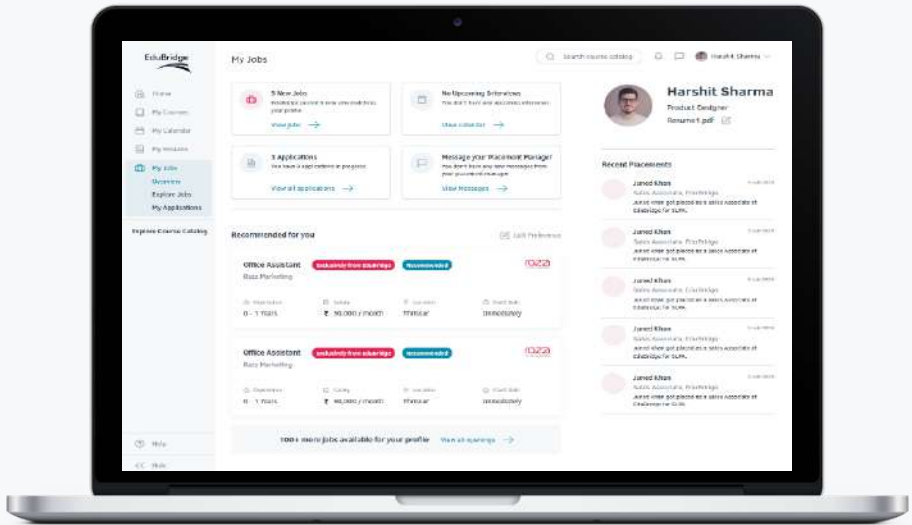
## TYPES OF OFFERINGS



# SOME SCREENSHOTS



LEARNER DASHBOARD – RESUME BUILDER



LEARNER DASHBOARD – MY JOBS SECTION



# NEED AND KEY CHALLENGES

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# THE NATIONAL SKILL GAP



**1320 MN POPULATION**

- World's second largest population



**63% OR 840 MN IN WORKING AGE GROUP (15-60 YEARS)**

- 63% of the population is in the working age group (15-60 years); >54% below 25 years of age
- Poised to become the world's youngest country (average age of 29 years); accounting for 1/3rd of the world's working population
- 15-17 mn people enter the working age group every year looking for employment opportunities



**55% OF THAT OR 462 MN LOOKING FOR EMPLOYMENT**

- 55% of the total working age population (15-60 years) - currently employed/looking for employment



**95% OF THOSE HAVE NO FORMAL TRAINING**

- Only 5% of employed people have undergone formal training as against 65% in UK, 75% in Germany, 52% in USA, 80% in Japan and 96% in South Korea

**IN THE NEXT 20 YEARS, INDIA'S WORKFORCE WILL INCREASE BY 32% PRESENTING A FORMIDABLE CHALLENGE AND A HUGE OPPORTUNITY. TO REAP THIS BENEFIT FROM THE DEMOGRAPHIC DIVIDEND, INDIA NEEDS TO EQUIP ITS WORKFORCE WITH SKILLSETS & MINDSETS TO BECOME A FORMIDABLE WORKFORCE**

# EDUCATION SECTOR & GROWING DEMAND OF SKILLED TALENT



01

## ROBUST DEMAND

Largest population in the world with ~500 million people in the age bracket of 5-24 years present a large opportunity in the education space. India has over 250 mn school going students, more than any other country.

02

## COMPETITIVE ADVANTAGE

India witnessed a quarterly growth of 3.4% in the number of internet subscribers at the end of March 2020. According to TRAI data, the total number of subscribers stood at 743.19 mn in March against 718.4 mn in December 2019.

03

## POLICY SUPPORT

100% FDI is allowed in the education sector in India. Government has taken initiatives like National Accreditation Regulatory Authority Bill for Higher Education and the Foreign Educational Institutions Bill.

04

## INCREASING INVESTMENTS

The EdTech market in India is expected to hit ~US\$ 3.5 Bn by 2022. Indian EdTech startups have received a total of US\$ 2.22 Bn in 2020, up from US\$ 553 mn in 2019.

# CURRENT SCENARIO

**India Today** NEWS • LIVE TV APP

HOME MY FEED VIDEOS CORONA ELECTIONS IPL MALAYALAM INDIA FACT CHECK QUIZ EDUCATION

News / Education Today / Feature/Phillya / Covid-19 Lockdown: Impact of global pandemic on education sector

## Covid-19 Lockdown: Impact of global pandemic on education sector

The shutdown of all educational institutes due to the rapid spread of coronavirus in the country has impacted the entire education sector in India.

ADVERTISEMENT

Harvard Business Publishing Corporate Learning

IDEAS THAT EMBRACE UNCERTAINTY  
Leading the Way Through Covid-19: The Best of 2020

India Today Web Desk  
New Delhi  
July 8, 2020 UPDATED July 10, 2020 18:19 IST

Education sector has been hit hard because of the Covid-19 pandemic.

Human Rights Watch reported that more than 1.5 billion students are out of school already.

**Retail.com**

Home & Kitchen • Fashion • Jobs & Career • Franchise • Data & Analytics • Digital TV • Digital • Smart Lockdown...

HOW TECHNOLOGY HELPED RETAIL OVERCOME UNCLE TOMMY'S TRICKS

JUNE 4, 2021

## India's virus surge leaves another 7 million people jobless

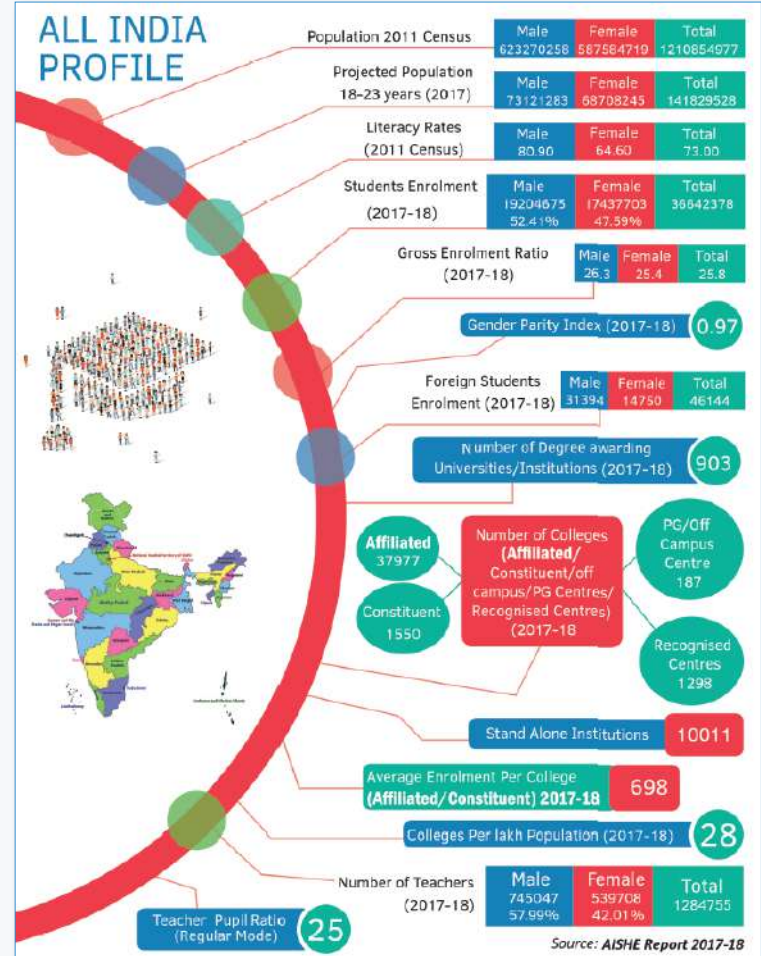
State governments have been forced to enforce curbs as the nation's already weak infrastructure doesn't cope with the flood of virus cases, posing a real economic recovery. The weak employment situation is a real fear for India's citizens as the economy struggles to get back on track. Many companies are already facing financial problems.

Unemployment increased to 7.67% from 6.9% in March, with more than seven million jobs lost last year. According to data from Centre for Monitoring Indian Economy (CMIE) research firm.

"There is a lot of job available. This could be due to the lockdowns," CMIE Managing Director Bhaskar Vyas said by email. "Since the virus is still quite virulent and so on, it is not clear if the health services that it's likely that the situation will remain like this for some time."

August 19, 2021  
Retail Desk

## In India, engineers and MBAs are turning to manual labor to survive the economic crash



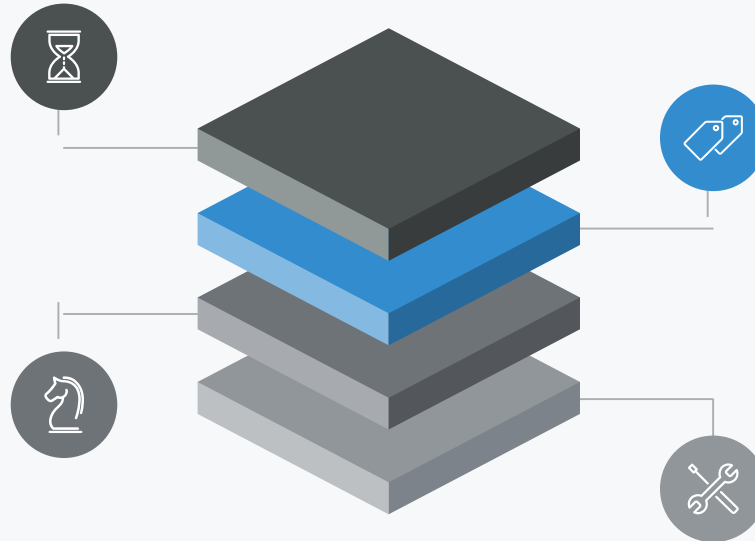
# KEY CHALLENGES

## HUGE COMPETITION & NEED FOR DIFFERENTIATION

Differentiate from 900+ Universities, 50,000+ Private Institutions, enrolling 36+ Lakh students each year

## SCALABILITY OF CURRENT OPERATIONS

Move beyond a physical classroom set up towards providing online delivery as per growing stakeholder demand



## PARADIGM SHIFT IN TEACHING METHODOLOGY

A ready online education solution will help you stay abreast with recent trends in EdTech space

## BUSINESS DEPENDENCE ON SINGLE STREAM OF REVENUE

Create additional channel for generating revenue for your business through your learners

With all service providers in the education & training industry trying to offer the best experience and benefits to their learners, EduBridge and its offerings can help

**GROW YOUR BUSINESS!**

# THE SOLUTION

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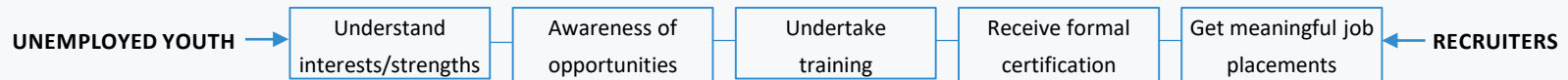
# EDUBRIDGE AT WORK – ADDRESSING THE GAPS

## KEY PAIN POINTS FOR TODAY'S UNEMPLOYED YOUTH

- Lack of understanding of own key strengths and interests
- Low awareness of opportunities and career path
- Missing Skillset and lacking mindset
- Lack of access to job opportunities and recruiters
- Educational institutions do not provide overall personality development nor train them on life skills

This is where you can step in and expand your reach through partnering with us, and offering multiple solutions to your students under one roof!

## The Workforce Development Lifecycle Approach



## BENEFITS FOR PARTNERS

Earn up to **40%\* Commission** on fees paid by your students on the portal

01

OPPORTUNITY TO BE PART OF  
EDUBRIDGE PARTNER LEAGUE

02

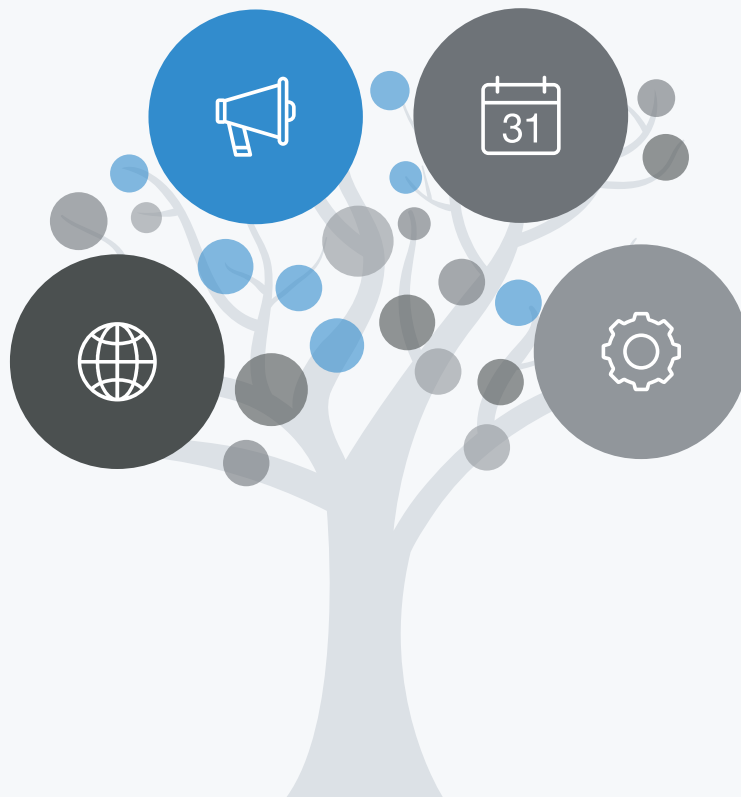
ZERO INVESTMENT  
NO LICENSING / FRANCHISEE FEES

03

ATTRACTIVE INVESTMENT SCHEMES\*  
FOR PARTNERS

04

BETTER VISIBILITY AND MARKETING  
RESULTS THROUGH CO-BRANDING





# ROLES AND RESPONSIBILITIES

## PARTNER EXPECTED TO FOCUS ONLY ON:

- Acquisition and Marketing
- Counseling
- Registration of learners on portal

## SOLUTIONS AND SUPPORT PROVIDED BY EDUBRIDGE

- Education Delivery & System Support
- Complete Support to learners
- Revenue Sharing

Your learners benefit from additional services offered via a ready solution, EduBridge's online portal, **[www.edubridgeindia.com](http://www.edubridgeindia.com)**

Your business benefits by offering these solutions to learners without any hassles and **EARN ADDITIONAL REVENUE** from each learner!

# NEXT STEPS

Partner Registration Process

Face-to-face meeting or Zoom Call or  
Phone Call

01

OPPORTUNITY  
DISCUSSION



02

UNDERSTANDING  
REQUIREMENTS



Details of Operations & Roles and  
Responsibilities

MoU Signing

03

OFFICIAL  
CONTRACT



Start earning revenue per registration!

05

REVENUE  
EARNING



04

STUDENT  
REGISTRATION



Enrolments on Portal

You get unique [Partner Coupon Code](#) so your students get a discount while registering !!

# OUR ALUMNI – OUR AMBASSADORS

## E-ON Learner Testimonials

#letslearntoearn

EduBridge

After the education, I was searching a job but didn't understand where I was lacking & due to the lockdown situation it became difficult for me to find a job. I came to know about EduBridge through a call, but initially, I was hesitant to join an online course.

But I got really impressed when the counselor quoted me a fact that, "Companies are looking for employees & employees are looking for employment but both of them say we don't get it, How? What is the gap?" That really struck me as I was looking for the same answer myself & I really liked the concept of this training. EduBridge makes Skillful employees through their professional approach. They assess the students, identify their qualities & trained them in a proper direction. They take care of their students until they are satisfied with the training & placements.

I enjoyed the training through activities. This is one of the mottos of EduBridge, "Learning by Doing" After the training, I see improvement in myself as I keep implementing those skills in my day to day life also.



Abhijeet Shelar

#letslearntoearn

EduBridge

I couldn't seem to find a career purpose in my life. I was wandering around looking for a place not just to work but to learn as well. Then one day, I came across EduBridge online course through my friend and so I joined without hesitation as it is the lockdown period and I got an opportunity to learn something while sitting at home so I thought I should definitely take it. Turns out it was the best decision of my life.

I learned a lot from this training session. I learnt how to improve my communication skills with people, how to interact with people and also they helped me boost my confidence level. I was someone who had a lot to say but seeing people made me nervous and run out of words but this training helped me overcome my weakness and for that, I am forever grateful to EduBridge. Also about call center jobs, I used to have a negative perspective towards it until I learned in details about BPO in the training session, this field is actually very competitive, and requires professionalism which EduBridge has taught me. Professionalism in the field of work is the most important thing I learned from EduBridge and I will suggest everyone out there reading this to join EduBridge, you will definitely learn a lot of new things and I guarantee they will also help you to overcome your weaknesses.



Shruti Fancon

#letslearntoearn

EduBridge

Hello, my name is Bharath Chandran, and am from Trivandrum (Kerala). I have been working with a BPO organization for the past 3.5 years. In order to upgrade my skill and knowledge in this sector, I joined "Certified Business Process Management Executive" with EduBridge, which helped me hone my skills. I would say this course has helped me improve my understanding of what a BPO industry is. The training quality is excellent and the sessions are very interactive which has helped me improve my communication skills. The trainers are very good at explaining the technical things in the easiest way and overall training is very helpful. Also, I like the fact that the trainers are very approachable and they are always willing to help whenever the need arises.

Thank you EduBridge and my trainer Bernadette Macwan for helping me to become a better executive



Bharath Chandran

“ THERE ARE NO SECRETS TO SUCCESS. IT IS THE RESULT OF PREPARATION, HARD WORK, AND LEARNING FROM FAILURE. ” — COLIN POWELL

# EduBridge



Building Tomorrow's **Workforce**

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# THANK YOU

{NAME}

{Designation}

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Email: {official email}@edubridgeindia.com

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