INTERNSHIP REPORT

AT

ACADEMY

BY

DANIYA SHAIKH

ROLL NUMBER:2048

Goa Business School

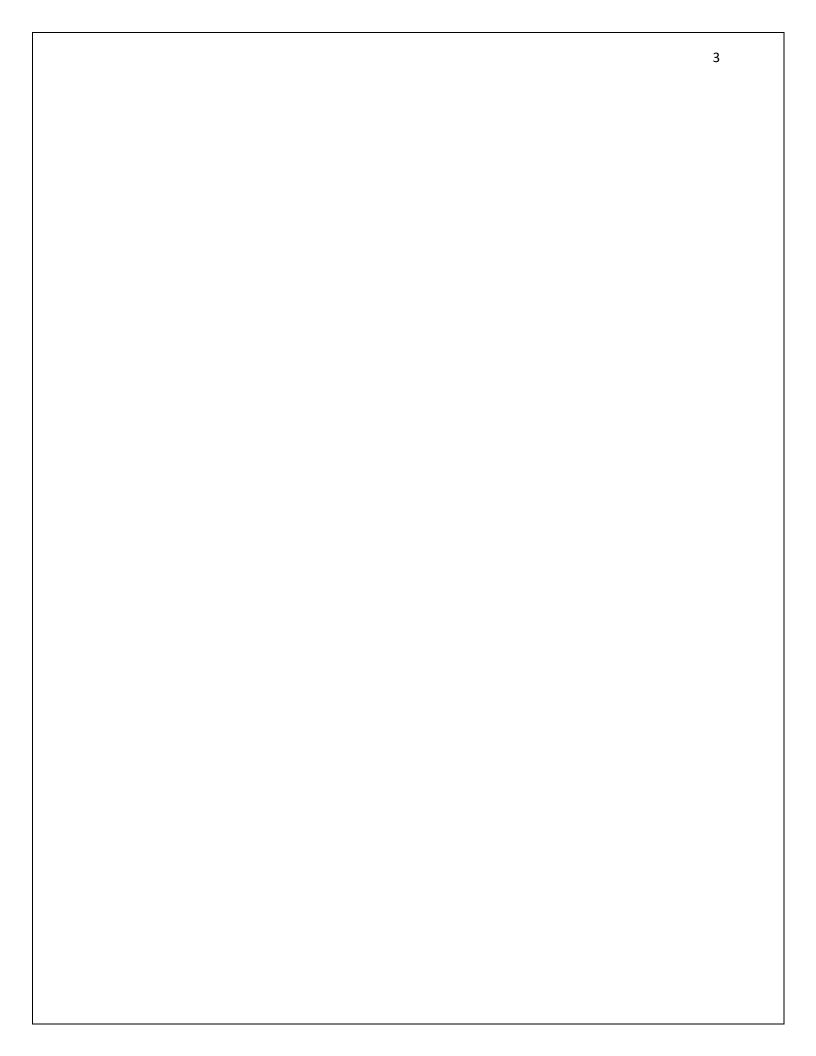**Goa University**

Taleigao Plateau, Goa

DECLARATION

I, Daniya Shaikh, hereby declare that the report at " Estellar Academy " prepared by me under the guidance of Prof. Nilesh Borde , faculty of M.B.A Department, Goa Business School, Goa University and external assistance by MR. Faizal Shaikh, (BDM) and MS Mary George, (Branch in charge), Porvorim. I also declare that this report work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Goa university Department of Management Studies. I have undergone a Second Semester report for a period of 8 weeks . I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Daniya Shaikh

Goa Business School

Goa University

Taleigao, Goa

CERTIFICATE

This is to certify that the project report at Estellar Academy , is an original record work done by Daniya Shaikh during the period of study; under my guidance to the best of my knowledge and that it has not previously formed of an award of any degree or diploma at Goa University or elsewhere.

Nilesh Borde

(Faculty & Project Guide)

Goa Business School

Goa University.

ACKNOWLEDGEMENT

I am using this opportunity to express my gratitude to everyone who supported me and provided me with the required information to complete this report. I am thankful for their guidance, helpful nature and friendly advice during my internship.

I would like to thank the Esteller Academy and their staff, without their support this placement would not be possible, Business Development Manager – Faizal Shaikh, have constantly helped me to get information and for conducting a smooth survey in the company.

Special thanks to Nilesh Borde for his constant guidance and support throughout the project.

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INDUSTRY ANALYSIS

Education is an important part of life. The amount and type of education that individuals receive is a major influence on both the types of jobs they are able to hold and their earnings. Lifelong learning is important in acquiring new knowledge and upgrading one's skills, particularly in this age of rapid technological and economic changes. The educational services industry includes a variety of institutions that offer academic education, career and technical instruction, and other education and training to millions of students each year.

India holds an important place in the global education industry. India has one of the largest networks of higher education institutions in the world. However, there is still a lot of potential for further development in the education system.

With 26.31% of India's population in the age group of 0-14 years, India's education sector provides numerous opportunities for growth.

Market Size

India has the world's largest population of about 500 million in the age bracket of 5-24 years, which provides a great opportunity for the education sector. The education sector in India was estimated at US$ 91.7 billion in FY18 and is expected to reach US$ 101.1 billion in FY19.

Number of colleges in India reached 39,931 in FY19. Number of universities in India reached 967 in FY21 (until December 2020). India had 37.4 million students enrolled in higher education in FY19. Gross Enrolment Ratio in higher education reached 26.3% in FY19.

In 2020-21, there were 9,700 total AICTE approved institutes. Of the total, there were 4,100 undergraduate, 4,951 postgraduate and 4,514 diploma courses in AICTE approved institutes. According to the National Institutional Ranking Framework, 7 positions were bagged by prominent Indian Institutes of Technology out of the top 10 institution rankings in 2020.

The country has become the second largest market for E-learning after the US. The sector is expected to reach US$ 1.96 billion by 2021 with around 9.5 million users. In India, the online education market is forecasted to reach ~US$ 11.6 billion by 2026.

Investments/ Recent Developments

From April 2000 to September 2020, Foreign Direct Investment (FDI) equity inflows stood at US$ 3,849.20 million according to the data released by Department for Promotion of Industry and Internal Trade (DPIIT).

The education and training sector in India witnessed some major investments and developments in the recent past. Some of them are:

- As per the Union Budget 2021-22, under the NISHTHA training programme around 5.6 million teachers are to be trained in 2020-21.

- In April 2021, Education India—India's academic partner and a start-up in the field of education—is set to invest Rs. 20 crore (US$ 2.4 million) in School Acquisition Module. The company is planning to have more than 200 schools on lease Module until 2023.

- On April 1, 2021, Union Education Minister launched the 'MyNEP2020' Platform of the NCTE Web Portal. The platform seeks to invite suggestions/inputs/memberships from stakeholders for preparing drafts for development of the National Professional Standards for Teachers (NPST) and the National Mission for Mentoring Program Membership (NMM). The 'MyNEP2020' platform will be operational from April 1, 2021 to May 15, 2021.

- In January 2021, troops of the Indo-Tibetan Border Police (ITBP) launched an internet tools-based learning centre for school-going children in a Naxal violence-affected district of Chhattisgarh.

- In December 2020, Samsung India announced to offer 150 fresh scholarships to Jawahar Navodaya Vidyalaya students starting a full-term course in an Indian Institute of Technology (IIT) or a National Institute of Technology (NIT) for academic year 2020-21, under the 5th edition of its Star Scholar programme.

- In December 2020, Gamma Skills Automation Training introduced a unique robotics & automation career launch programme for engineers, an 'Industry 4.0 Hands-on Skill Learning Centre' located at IMT Manesar, Gurgaon in Haryana.

- In December 2020, Hyundai Motor India Foundation, the CSR arm of Hyundai Motor India, announced its skill development initiative 'SAKSHAM' to boost employment opportunities in diverse sectors.

- In December 2020, the 'IGnITE' programme to encourage high-quality training and technical education was initiated by Siemens, BMZ and MSDE. 'IGnITE' aims at developing highly trained technicians with an emphasis on getting them ready for the industry and future, based on the German Dual Vocational Educational Training (DVET) model. By 2024, this programme aims to upskill ~40,000 employees.

- In December 2020, to build a stronger research ecosystem, the IIT Alumni Council will launch the 'India Empowerment Fund' to invest up to Rs. 50,000 crore (US$ 6.80 billion) over the next 10 years.

Government Initiatives

Some of the other major initiatives taken by the Government are:

- In April 2021, India along with Bangladesh, Brazil, China, Egypt, Indonesia, Mexico, Nigeria and Pakistan joined the United Nation's E9 initiative. E9 initiative is the first of a three-phased process to co-create an initiative on digital learning and skills, targeting marginalised children and youth, especially girls. The initiative aims to accelerate recovery and advance the Sustainable Development Goal 4 agenda by driving rapid change in education systems.

- According to Union Budget 2021-22, the government allocated Rs. 54,873.66 crore (US$ 7.53 billion) for Department of School Education and Literacy, compared with Rs. 59,845 crore (US$ 8.56 billion) in Union Budget 2020-21.

- The government allocated an expenditure budget of Rs. 38,350.65 crore (US$ 5.28 billion) for higher education and Rs. 54,873 crore (US$ 7.56 billion) for school education and literacy. The government also allocated Rs. 3,000 crore (US$ 413.12 million) under Rashtriya Uchchatar Shiksha Abhiyan (RUSA).

- Under the Union Budget 2021-22, the government has placed major emphasis on strengthening the country's digital infrastructure for education by setting up the National Digital Educational Architecture (NDEAR).

- In January 2021, in order to mitigate the impact of challenges created due to COVID-19 pandemic, the Ministry of Education issued guidelines for identification, admission and continued education of migrant children.

- On January 15, 2021, the third phase of Pradhan Mantri Kaushal Vikas Yojana (PMKVY) was launched in 600 districts with 300+ skill courses. Spearheaded by the Ministry of Skill Development and Entrepreneurship, the third phase will focus on new-age and COVID-related skills. PMKVY 3.0 aims to train eight lakh candidates.
- In December 2020, the Ministry of Skill Development and Entrepreneurship, in collaboration with the Tata Indian Institute of Skills, launched two short-term courses in factory automation.

Road Ahead

In 2030, it is estimated that India's higher education will:

- combine training methods that involve online learning and games, and is expected to grow 38% in the next 2-4 years
- adopt transformative and innovative approaches in Higher education
- reduce state-wise, gender based and social disparity in GER to 5%
- emerge as the single largest provider of global talent with one in four graduates in the world being a product of the Indian higher education system
- be among the top five countries in the world in terms of research output with an annual R&D spend of US$ 140 billion
- have more than 20 universities among the global top 200 universities

Various Government initiatives are being adopted to boost the growth of distance education market besides focusing on new education techniques, such as E-learning and M-learning.

Education sector has seen a host of reform and improved financial outlays in recent years that could possibly transform the country into a knowledge haven. With human resource increasingly gaining significance in the overall development of the country, development of education infrastructure is expected to remain the key focus in the current decade. In this scenario, infrastructure investment in the education sector is likely to see a considerable increase in the current decade

The Government of India has taken several steps including opening of IIT's and IIM's in new locations as well as allocating educational grant for research scholars in most Government institutions. Furthermore, with online mode of education being used by several educational

organizations, the higher education sector in India is set for major change and development in the years to come.

The recent transfer of a large number of courses to online environments can result in many learners lacking the support they are accustomed to in a face-to-face setting. In a classroom, the instructor can quickly answer questions and provide guidance and alternative teaching methods based on learner needs. With online learning, these types of supports are often missing. By adding just-in-time learning activities, student support can be greatly increased.

Porter's Five Forces

1.Supplier power: Suppliers are aplenty and have little or no bargaining power, be it school books, furniture, stationery or other peripherals. But there is one major component which makes or break a school it's the quality of teachers. What separates a good school from an excellent school is the quality of teachers and their experience. Ability to attract and retain the best available talent is what makes or breaks the school's reputation. A good school with superb infrastructure will not be able to churn out an excellent product if teacher employed is not dexterous enough.

2 .Buyer power: There are only limited number of schools which are offering quality education whereas the number of buyers who want to buy this quality education is ever increasing. There is a huge upside potential to increase the prices in this case fees. Even though there have been numerous agitations but still there is only one direction where fee is headed, north. This is the most alluring part of this industry. Burgeoning middle class who have high disposable income and also

willingness to pay. This is one of the most important factor which makes the industry attractive for a new comer.

Customers have several options of productions to choose from by various suppliers. Online degrees are offered through many colleges as well as private companies. There are also many options to purchase online software to help with learning. Consumers of the products in this industry also tend to be the most price sensitive as the demand is coming mostly from working adults who are unwilling or unable to attend an on campus university, as well as families; children and their parents.

3.Competitive rivalry: This is a highly fragmented industry where established players have a huge experiential advantage. In this industry experience in running a school and proven track read is of paramount importance. It is what separates wheat from chaff. Established schools have a huge demand as the market is growing and will continue to grow. All these brands can afford to charge a premium which people will pay readily. There is always a fight for supremacy as each school wants to attract the best talent but this is not such a strong a force which can deter new entrant as there is a consumer surplus and supply constraint.

4.Threat of substitution. Lot of open schools are coming up. At the same time there are coaching centers which are mushrooming but these are all complementary in nature. As the education industry grows number of substitutes will also continue to grow along with the industry but schooling industry has relatively remained unaffected by these substitutes.

 Each company differs slightly on the products they offer, but the goal is essentially the same to increase and improve learning and education. As a result, each company must have its own competitive strategy to be successful. The substitutes of online education is home schools and conventional schools. Companies offering online education have less flexibility with lowering their prices on products while remaining competitive while companies offering software and programs created to improve study and reading skills are able to demand higher prices in exchange for their technology driven high quality interactive goods.

5.   Threat of new entry. As this industry is profitable for established players and number of buyers is ever increasing, there are very few barriers to entry and government policy is also encouraging so there is a scope for new players to enter. But a new player entering into the market should have deep pockets as existing customers will go only to the established brand and also existing brands have the best resource to attract teachers. The existing players are strengthening their positions by opening new branches. To get the best teachers new entrant will have to hire experienced personal as they are the ones who can make this venture profitable.

New companies are created all the time but the weak are weeded out by low admission and lack of accreditation by institutions and employers.

Based on the above five forces it can be concluded that primary education industry in India is a lucrative industry but profitability largely depends on experience and there is a very steep learning curve which is to be followed. Even though industry is highly fragmented and bargaining power of suppliers is limited but it is more of a product driven industry, if you can churn out quality product there's no stopping you.

PESTLE ANALYSIS

Education industry is going through constant changes and knowledge is becoming more advanced as years pass by. Information technology is offering new forms of interactive education that blossoms every day to a system that offers everyone an opportunity to learn just about anything, anywhere and at any time.

PESTEL analysis for education industry is a tool that helps the management, staff and governors to analyze school environment and the way in which it can affect its future. This is in terms of planning, finance and management decisions. It also helps them to carry out a comprehensive analysis of opportunities and threats for quality operational planning in the educational environment. Below is a PESTEL analysis of education sector.

POLITICAL

• Many schools are being privatized thus affecting profitability

Private for-profit multinational corporations are making billions of dollars by charging poor families around the world to send their children to school. At the same time, governments have been shirking their obligations to provide quality public schooling by diverting significant funds to private sector actors and inviting them in to run large segments of the education system (from pre-school through university level).

With nearly 200 million pupils in primary and secondary schools, India has the largest youth demographic in the world. Estimates place the potential value of India's education market at US$110 billion and, as an emerging economy, multinational corporations like Pearson, along with international chains like Bridge International Academies, have encouraged privatization of the school sector education through the promotion of private schooling, vouchers and public-private partnerships, especially targeting low-income and working class communities. This sector, in the avaricious minds of the profiteers, represents a vast untapped market.

The lack of political will to adequately finance, support and monitor the public education system has legitimated corporate sector "solutions" to the education crisis. The massive growth of low fee private schools is directly related to the government's failure to meet its Constitutional responsibilities and obligations under the Right to Education Act as well as its international obligations to provide free quality education as a fundamental human right.

• Changes to skills needed from a teacher

the pandemic has had a significant impact on the education sector and provided a much-needed impetus for digitization. It has transformed the education system drastically and has brought a paradigm shift in teaching and learning methodologies forcing educational institutions across the globe to re-imagine traditional classroom learning and transition to an online mode of teaching to provide uninterrupted access to education and knowledge. Most importantly, myths surrounding the feasibility and efficiency of online learning have been addressed, and the growing demand for

online platforms is a testimony to this. Without any doubt, education has been the silver lining in this pandemic.

Since educational institutions were way behind in adopting technology, having focused more on classroom teaching and never having seriously considered online education as a credible model, they were slightly more unprepared than other sectors. However, due to the incredible resilience and determination, educators were quick to adapt to the new normal. Instructors and educators have had to upskill themselves almost overnight to adjust to the new modes of teaching, ensuring that learning remains accessible to students even in the current circumstances. With learning shifting from the public space (classrooms) to a more personal area (online), the role of the educator has also evolved. As the demand for personalized learning and online courses continues to snowball, instructors are required to learn (upskill) as much as, or even more than their students to deal with the new demand for future-proof courses. As teaching and learning become more personalized, educators need to come up with innovative teaching methodologies on a case-to-case basis to suit the learner's requirement.

•   Requirements to be self-financing and self-managing

Under the National Education Policy 2021, the government will set up regional, national institutes for virology, >15,000 schools, 100 new Sainik schools and 750 Eklavya model residential schools in tribal areas

Education sector in India remains to be a strategic priority for the Government. The Government has allowed 100% Foreign Direct Investment (FDI) in the education sector through the automatic route since 2002. From April 2000 to September 2020, Foreign Direct Investment (FDI) equity inflows stood at US$ 3,849.20 million.

The Cabinet chaired by the Prime Minister, Mr Narendra Modi approved the National Education Policy 2020, making way for large scale, transformational reforms in both school and higher education sectors. The policy is built on foundational pillars of Access, Equity, Quality,

Affordability and Accountability, and is aligned with the 2030 Agenda for Sustainable Development.

ECONOMIC FACTORS

At the same time, government-funded schools have suffered from disinvestment and neglect for decades, creating a mass exodus of working poor and middle class from public schools and leaving the poorest and most vulnerable behind. primary school enrollment has reached 96 percent (with most of the growth in public schools), and girls make up more than 50 percent of new students.

While tremendous gains have been made, this is clearly not enough. India also has the largest number of out-of-school children in the. In many ways schools have not been adequately resourced to handle the increasing school-going population – there is a huge teacher shortage, only 53 percent of schools have functional girls' toilets and 74 percent have access to drinking water.

•   Local or central government funding decisions that affect schools and establishment of funds

According to Union Budget 2021-22, the government allocated Rs. 54,873.66 crore (US$ 7.53 billion) for Department of School Education and Literacy, compared with Rs. 59,845 crore (US$ 8.56 billion) in Union Budget 2020-21. The government allocated an expenditure budget of Rs. 38,350.65 crore (US$ 5.28 billion) for higher education and Rs. 54,873 crore (US$ 7.56 billion) for school education and literacy. The government also allocated Rs. 3,000 crore (US$ 413.12 million) under Rashtriya Uchchatar Shiksha Abhiyan (RUSA).

The people of India are economically backward. The economic condition of the Indians does not allow their children to prosecute their study.

Statistical data show consistent correlations between poverty in the home and lowered attendance, lower motivation to learn, lack of readiness for school, and behavioural problems traceable to stressful home environments. Learning disabilities are higher in poor households. Moreover, the

experience of school for poor children is often unpleasant, because the awareness of difference in social status among the students themselves is high.

Education sector in India remains to be a strategic priority for the Government. The Government has allowed 100% Foreign Direct Investment (FDI) in the education sector through the automatic route since 2002. From April 2000 to September 2020, Foreign Direct Investment (FDI) equity inflows stood at US$ 3,849.20 million.

In India, the edtech market is expected to reach ~US$ 3.5 billion by 2022. Indian ed-tech startups have received a total investment of US$ 2.22 billion in 2020, up from US$ 553 million in 2019.

SOCIAL

There is still a significant 'gender-bias' in offering the opportunities of education to male and female children.

- Males are given more education than women.

- Enrolment ratio is relatively low for the female candidates.

- Their drop-out ratio is considerably high.

The practice of education confronts children with meaningful and necessary discontinuities in their intellectual, social and linguistic experiences. But according to Bernstein children from ´the middle class´ social background find it easier to accommodate to the school system than ´the working class´ one, because of the language and social norm of the school serve better their comprehension. At different time and in different part of the world teachers have had the role of being guardians of culture and vicars of morality. In more recent times, schools have been allocated the task of achieving social equality, overcoming material disadvantage and eradicating prejudice.

The children from working class, poor, and minority ethnics families continue to do worse than children from rich and middle -class families on tests and examinations, are more likely to be held back in grade, to drop out of school earlier, and are much less likely to enter college or university. The dilemma for working parents, according to Connell is that the school system - and its link to

broader system of educations - has become the main bearer of working -class hopes for a better future.

Students who are seen to be at risk of educational disadvantage and subsequent poor school retention and achievement include students:

- In poverty - studies shows the age that young people leave schools increases with family income, that is, youth from low income families tend to leave school earlier than those from high income families.

- Who live in low socioeconomic status single-parent families

- Who lack supportive social, emotional and technical structures that emphasizes the importance of education

Social factors such as peer pressure affect learning in many ways. The type of company that a learner keeps influences their behavior including the attitude towards learning If the learner is influenced to indulge in drugs and skip classes it affects their learning abilities because drugs affect their mental health. If the learners are influenced to indulge in early sexual relationships it is likely to interfere with their concentration during learning. The educational background of the learners affects their learning abilities either positively or negatively. A learner with a good educational background and foundation is likely to have it easy in all learning activities but a learner with a poor educational background will have challenges along their learning journey and will need a lot of help to tackle the challenges. The financial situation of a learner's family can influence the learning abilities in a number of ways. Learners from financially well off are likely to get a good educational background and support while those from poor backgrounds may lack such support and this affects their learning abilities negatively. Delivering lesson to learners with same ethnic background is not likely to pose challenges compared to delivering lesson with different ethnic background an example is: an English born, nature- and- nurtured teacher to learners with multicultural settings or conversely a bunch of English born learners to Asian-born, nature and nurtured in Asian. In this scenario, teachers have to adapt the teaching approaches to suit the learning styles of the learners –one of the ways of achieving this is keeping abreast with current trends through reading newspapers, local newsletters, linking up through social media and blogging in order to keep well informed which could be used as one of the ice breakers prior to

commencement of the lesson. All in all society is about building up relationships and learning responsibility by helping others

TECHNOLOGICAL

There are many changes to educational tools required in modern day.

•   Shift from paper based books to e book readers

In December 2020, Kalpathi Group launched a new 360-degree online education platform, Veranda Learning Solution. Veranda plans to grow its portfolio through organic growth and acquisitions, with an initial investment of Rs. 50 crore (US$ 6.79 million). The company is targeting an annual recurring revenue (ARR) of Rs. 100 crore (US$ 13.58 million) and Rs. 1,000 crore (US$ 135.76 million) ARR in three years.

The education sector saw the largest number of cyber threats in July-September, accounting for 30% of cyber-threats targeting Indian enterprises, Targeting the education sector indicates a major shift in the sector-wise priorities amongst cybercriminals and underscores a willingness to exploit the weaker security infrastructures at educational institutions to create maximum disruption.

Poor infrastructure, lack of strong internet connectivity, no electricity, lack of safety etc. are the other factors which are still needed to be addressed in remote areas for the convenient access of quality education to all. Even though there are many initiatives taken by the government to elevate the level of education in these areas, there is still a long way to go.

LEGAL

♦ Sexual violence

According to the Campus Climate Survey on Sexual Assault and Misconduct, the rates of sexual assault increased slightly over the past four years. The people who were most likely to become victims are more aware of how to report incidents and how to access help than they were four

years ago, but the number of reports continues to be low. Women and non-cisgender students are the most likely populations to victimized by sexual conduct than men.

- ♦ Risky student behavior

Data acquired from the Center for Adolescent Research and Education and SADD indicate that the first semester of college report engaging in risky behavior. Somewhere between a fourth to half of all first-year college students engaged in risky behaviors for the first time such as drinking alcohol, using drugs, driving while impaired, engaging in intimate sexual behavior, and having sexual intercourse. Boards should be aware of the need for education and prevention efforts before college entrance and in the early stages of the college experience.

- ♦ Transparency, ethical conduct, and behavior

A code of conduct serves as a guide for expected employee behavior. Unfortunately, college and university boards can't necessarily count on professors and professionals following it. Moral standards exist in higher education, but the standards aren't always clear. Boards need to be clear with employees on the reputational risk their behavior poses and address conduct issues promptly as they arise.

Higher education board oversight encompasses a multitude of areas. The fact that issues keep changing and evolving makes the responsibility for oversight even more challenging. Proper board oversight requires being aware of the risks, prioritizing them, and establishing a plan to mitigate them. Data and analytics, along with analyzing how other higher education institutions are the best tools for establishing an effective risk management plan.

ENVIRONMENT

The Road Transport and Highways Ministry Monday launched a programme to impart road traffic education

Highway Impacts on Schools The major positive impacts of highways on school was increased vehicular and pedestrian accessibility, and increased visibility from the road. These impacts were

perceived to be most beneficial to private schools and large secondary schools drawing pupils from a large service area. The major negative impacts of highways on adjacent schools were noise, pedestrian safety, air pollution, access, changes in service area, and visual distraction.

Distance learning will reinforce teaching and learning approaches that we know do not work well. Many countries are shifting to distance learning approaches, whether through distributing physical packets of materials for students or through using technology to facilitate online learning. And there are real risks because many of these approaches can be very solitary and didactic when you're just asking students to sit and quietly watch videos, read documents online, or click through presentations—that's really dull. The worst form of learning is to sit passively and listen, and this may be the form that most students will receive during school closures. It serves no one well, especially those who are the furthest behind.

Educators will be overwhelmed and unsupported to do their jobs well.

There's had little or no notice about their schools closing and shifting to online learning—this can be challenging for anybody. They've shared that they are overwhelmed with all sorts of materials and products, and we are seeing educators begin to push back and request help filtering through all the resources to find those that are quality.

At the same time, teachers are just like the rest of us in that they are experiencing this strange new world as mothers, fathers, aunts, uncles, and grandparents. They are trying to deal with their individual lives and take care of their kids and find new ways to make sure that learning continues.

Teachers and schools will receive more respect, appreciation, and support for their important role in society.

It will be easier to understand that schools aren't just buildings where students go to learn, and that teachers are irreplaceable. There's something magic about that in-person connection, that bond between teachers and their students. Having that face-to-face connection with learners and being able to support them across their unique skills—that's very hard to replicate in a distance learning environment. Also, many students access critical resources at school, such as meals, clothing, and mental health support that may not be as widely available at home.

COMPANY ANALYSIS

Estellar Edutech is an IT Start Up which is focused in the field of Education. Through Estellar, we want to make education accessible to each & every individual with the help of our technological innovations. They are Goa's first EdTech Company. Our technological products & services are aimed to change the scenario of Education field not only in Goa but also across India. At Estellar, we firmly believe in value based business. We follow high level of discipline & ethics & expect same from people associated with us. Estellar Academy is envisioned to help Goan Students achieve their dreams by training & equipping them with necessary skills & knowledge required to excel in toughest of competitive exams of India. Through our online courses & classroom contact programmes, Estellar is a perfect blend of use of latest technology & traditional teaching methodology. Estellar offers courses in offline & online, both modes with equal expertise. Education is not just limited to teaching, education is nurturing a young mind, recognizing its true potential & shaping up it such a way that a student can attain success in every walk of life. We, at Estellar, try to impart education such that it is values driven. Estellar aims to reach to every aspiring student who wants to be successful in various competitive examinations & make them ready to face any change in competitive exam scenario. As most of the competitions are moving towards Computer Based Test (CBT) mode, Estellar Academy has made CBT Ready as our technology partner to prepare our students well for online mode of testing. For online courses & live classes, latest available technology is used for content delivery. Estellar Academy was initiated by Shri Yogendra Singh Sikarwar, a Computer Engineer from NIT Jaipur. He brings with himself experience of more than 13 years in coaching industry.. In the very first year, Estellar student secured first position in Goa Board HSS Exam. 30 students from a batch of around 60 students got admission in Goa Medical College & Goa Dental College. 4 students got admission in NITs & two in BITS Pilani.

ESTELLAR Academy is envisioned to shape up as a power house of knowledge to help students attain their Goals & to become Responsible Doctors & Engineers. At ESTELLAR we strive to serve the Students & thus society with utmost sincerity. At ESTELLAR, teaching is not just completing syllabus but to create a conducive environment such that a student is automatically propelled to learn more & grow more. We believe in igniting fire in a student such that desire to excel comes from within the student. ESTELLAR Academy is envisioned to provide an ideal

launch pad for serious competitive exam aspirants. Along the way to the realization of this vision, we go beyond merely coaching for competitive exams. They   actually make a difference in the way students think and approach problems. We develop ways to enhance student's IQ. We teach to leave an indelible mark on the students who have undergone competitive exam preparation. At Estellar, they have the urge, the compelling desire, to always aspire for perfection and in the process, continuously keep on setting newer benchmarks of excellence, which enable them and the students to achieve what they aspire for. Aiming for the unachievable and continuously raising the bar is their   mantra to keep reinventing ourselves.

Estellar always aspire to inspire its students and the society at large. We prepare students to not only get admission in prestigious IITs, NITs, Medical Colleges but, also for life long excellence.

SERVICES PROVIDED

Edu Solutions

Implementing evolving to create innovative & futuristic learning models

Consulting

Implementing evolving to create innovative & futuristic learning models.

CBT Ready

CBT Ready is an online testing platform where students can write & practice online exams using their desktops, laptops or even using their smartphones. CBT Ready provides real-time testing experience as well as exhaustive performance analysis of Student. Apart from Testing, CBT Ready also provides score card along with detailed result analysis. Through CBT Ready, students can attend online live classes, access recorded video lectures & write online tests using laptop, desktop or even through smartphones too.

SWOT ANALYSIS

STRENGTHS:

* Goa's first IT powered coaching institute. Estellar Academy has got its own IT software/Applications development team which develops online learning and testing platforms. It also provides with ERP software's and other software solutions services. Its the only Goan initiated institute at which students are preparing for various competitive exams from different parts of the country and different parts of the world.

* BEST RESULTS:
  Estellar Academy believes in providing quality education through and their focus is on the output. They use methods and techniques which are result oriented. In fact, Estellar Academy is known for thier results. They have got highest number of selections in Medical in NEET 2019 and NEET 2020 from a single batch, which is highest result as compared to any coaching in Goa. As far as Engineering results are concerned they have given impressive results in that too with many students getting selected in premium Engineering colleges like IIT, NIT, Bitspilani, VIT, MIT etc

* BACK TO BACK: STATE TOPPERS
  Estellar Academy has proven once again that it not only trains for competitive exams for Medical & Engineering, but also gives equal imprortance for the board exam preparations. They have produced Goa HSSC state topper for the year 2019 and 2020. Mr. Sumukh Phalgaonkar was the state topper for Goa Board HSSC 2019 Exam and Mr. Aakash Kamat was the Goa State topper for CBSE HSSC 2020 Examination. Both were proud students of Estellar Academy.

∗ STUDY MATERIAL:

Unlike many other coaching's which depends on internet, library, reference books and other materials to guide their students, Estellar Academy have their own study material. They provide all their students with study material which is designed by the subject experts and research and development team. The study material provided at Estellar is very much reliable to prepare a child for competitive exams like NEET, JEE (main & advanced) etc and also for the School and board exams. In the study material provided at Estellar the subjective as well as objective aspects are covered. Not only this, after every chapter there are set of exercises which will include important questions from the point of view of Board exam and from the point of view of entrance exams respectively.

The child need not visit any library, internet side, reference books etc. This helps the child to prepare for boards as well as competitive exam in much relaxed manner.

∗ REGULAR TESTS:

At Estellar, they believe regular testing and evaluation is a very important aspect as far as preparations are concerned. As we all know, that entrance exams for Medical & Engineering like NEET, JEE etc are MCQ and objective based. It also includes negative markings for every incorrect answer. Keeping this in mind Estellar Academy conducts tests every 15 days in line actual paper format of NEET, JEE etc, along with negative marking. This helps the student to be well prepared for the actual paper as otherwise they are not used to objective type of questions that too along with negative marking.

∗ DAILY PRACTICE PROBLEMS (DPPS):-

Along with the modules provided by Estellar Academy, it also provides with Daily practice problems. Dpp's are basically set of questions which are given as homework to all the students to be solved at home. Through this practice Estellar Academy makes sure that all the students are regular with their studies and also if the students are not able to solve any particular questions then they can approach the faculties for doubt clearing.

* DOUBT CLEARING SESSIONS:

   The student can clear their doubts through only session or if the student can personally to meet the teacher and clear their doubt . A particular time is allotted and the teacher makes sure that the student understands everything and returns home happy and doubt free.

* FACULTIES:

   All the faculties at Estellar are highly educated, skilled, committed and experienced with a very good track record in competitive exam preparations. All the teachers are hired through a rigorous rounds selection process which includes face to face interview, checking communication skills, patience levels, knowledge checks, and command over English languages, demo lecture, written test etc. All the teachers at Estellar Academy are either IITians, NITians, Bitsians, Phd holders or pass outs from other premium institutes from across the country

* ESTELLAR SCHOOL INTEGRATED PROGRAM:

An integrated program is a program in which Higher secondary school as well competitive exam preparations are given under one roof. The child enrolled in this program need not enroll himself separately at any other Higher Secondary School. It helps the student to prepare in a better manner as there is no other study pressure or syllabus to be covered other then what is been thought at the Higher secondary school. Estellar Higher Secondary School of Excellence is an integrated higher secondary, affiliated with Goa board which prepares the students for boards as well as competitive exams under one roof.

PICKUP AND DROP FACILITY

They have their own school buses for the ESIP and coaching students for North and South students. The pickup will be from the convenient spot decided by the Estellar and parents of the students.

Online as well as offline teaching:

During the ongoing situation they have a plate form for online teaching but following all the safety norms they also allow student to come to the Academy and attend lectures wherein their learning can improve better and also doubts can be cleared.

WEAKNESSES

1. The culture of answering competitive exams was not there in Goa from past many years. It has recently started to develop among the Goan students. This acts as a weakness as the student's attitude towards studies sometimes act as a hurdle towards their preparing for competitive exams. This may sometimes reduce or have a negative impact on the outcome.
2. As Estellar Academy is focused on providing quality education and have been producing best results in Goa, many other competitors are loosing on their market share. This can be considered as a negative point considering the fact that the competitors are formulating strategies to attract the students through marketing strategies like discounts, advertising, promotions etc. rather then focusing on producing results.

OPPORTUNITIES

1. Estellar Academy has so far established its branches at 3 places in Goa i.e Margao, Porvorim and Vasco. That means they have almost covered Goan market. But talking about scope for opportunities, they can open branches in our neighboring states in places like Sawantwadi and Karwar.

2. Since Because of Covid pandemic it has boosted the scope for online learning. This can be considered as an opportunity to enter the domestic as well as global market on major scale.

3. As of now Estellar Academy has been showing amazing results in Medical and Engineering entrance Exams preparations, which are science focused streams. It can also expand itself in non science streams and entrance exams preparations like, ICAI, CS, CAT, NET, SAT, IBPS, IAS etc

THREAT

1. As Estellar Academy has been best results in Goa, with many students doing extremely well at National level too. This grabs the attention of coaching's which are present PAN India. So they realize that there are potential students in Goa and in recent times we have seen many coaching's from different parts of India entering Goan market.

2. Rising competition

   As many coaching's are entering the Goan markets, the sector may soon become saturated. With many new coaching's entering Goa there are possibilities of confusing, misleading and convincing the parents to enroll their children in respective coaching's. This will lead to confusion both for parents as well as students. When asked about this to Estellar representatives they said "we will serve to be the number one coaching in Goa with best results even if many more coaching's entre Goa, as there is no replacement for quality education"

VRIN ANALYSIS

Resource and capabilities	Valuable	Rare	Costly to imitate	Organization exploitation	Competitive performance
Brand image	YES	YES	YES	YES	Competitive advantage
Product innovation	YES	YES	YES	YES	Competitive advantage
Teaching / Faculty	YES	YES	YES	YES	Competitive advantage
IT powered	YES	YES	NO	YES	Competitive advantage
Marketing	YES	YES	YES	YES	Competitive advantage
Transport	YES	NO	NO	NO	Competitive Parity
High Customer feedback	YES	YES	YES	YES	Competitive advantage
Amazing results	YES	YES	No	YES	Competitive Parity
Popularity / customer loyalty	YES	NO	YES	YES	Competitive Parity
Skilled Employees	YES	YES	YES	YES	Competitive advantage

FIRM ANALYSIS

Market structure – Estellar Academy falls under the Perfect competition.

Perfect competition occurs when all companies sell identical products, market share does not influence price, companies are able to enter or exit without barrier, buyers have "perfect" or full information, and companies cannot determine prices.

Reason for perfect competition is as follows:

Large number of buyers and Sellers
In a perfectly competitive market, there will be a large number of buyers and sellers. Large number here denotes that the number of producers are so numerous that they cannot combine and influence the market price by their combined action and decisions. The individual action will not affect the market price because, the quantity offered by the individual producer will be so small when compared to the total quantity offered in the market, that the action of the individuals will be very insignificant and it cannot influence the market price.

Homogeneous Product
The second condition in the perfect market is that the commodity offered should be homogeneous and identical in all respects. The identity should be from the buyer's angle. The buyers should feel that the products offered by different sellers are the same in quality, size, taste, etc., so that the product of different firms are perfect substitutes in the eyes of the buyers and the cross elasticity is infinite.

Free entry and exit conditions
The Third important condition in perfect competition is that there are no artificial restrictions either preventing the entry of new firms into the market or compelling the existing firms to continue. The firms have full liberty to choose either to continue or go out of the industry. Entry and exit of firms purely depend on economic considerations only.

Perfect mobility of factors of production

The existence of perfect competition depends on perfect mobility of factors of production. The factor should be free to move from one use to another easily depending on the remuneration they get.

Following are the list of competitors

- ❖ Apna formula coaching classes

- ❖ Sawant classes

- ❖ Aspire coaching classes
- ❖ Lakshya academy
- ❖ Sharada education centre
- ❖ Dempo higher secondary school of science
- ❖ Smart tutorials
- ❖ Aryan mushtifund study circle
- ❖ BYJU'S
- ❖ Pace

Demand elasticity

If product falls in Perfect competition there is always a high chance of it falling in elasticity of demand. If price of one rises then people will shift to other competitors .

Cost

Fixed cost – employee payment, faculty payment ,bill payments, maintenance –office, bus and school, Microsoft App charges , monthly data recharge.

Variable cost – Modules (text books), student monthly assessment , transportation, office material, daily refreshments,

SERVICE OPERATIONS

Estellar is an Ed tech company which provides services to the Science aspirants of Goa to crack the various entrance exams with the help of the best experienced faculty.

The course is divided into 3 category

1. Coaching course

   The students of 10 , 11 and 12 enroll themselves for the coaching . It is held 4 days a week and timing are 4-7:17pm with 15 mins break.

   Under this , the students are given coaching for the Physics , Chemistry , Biology and Math(pcmb)

   PCB – Medical students

   PCM – Engineering students.

2. Foundation classes in

   This coaching is provided for the students of 7-10 std

   Under this , the students are given coaching for the Science , Math and Mental Ability(GK questions)

   The timings are as below

   7-8 Std students (twice a week) 4-7:15pm

   9 Std students (thrice a week) 4-7:15pm

   10 Std students (4 days a week) 4-7:15pm

3. Integrated Programme

   This involves HSSC and coaching for the students. (entrance exam are taken from the students to get themselves enrolled for the programme)

   They follow the NCERT syllabus.

    The students are given coaching for the Physics , Chemistry , Biology , Maths, **psychology ,** English , Hindi , French , Sanskrit**.**

   Based on the number of students they also have the repeaters batch of students

   They call it as Phoenix batch .

COMPANY DEPARTMENTS

Estellar basically has 4 departments in each of its branch in Goa. They currently are running 3 branches in Goa that is at : Vasco , Porvorim, Margao .

Accounts department.

Each branch has a separate department and an authorized person handling the accounts of respective branches.

The process: the accountants role comes into action from the time the students parent has made payment fees, it can be the wholesome amount or the amount in installment. As soon as the payment is done they issue an provisional receipt, 2 copies are made of the receipt one for the parent and one for them. Later the data is entered on the Excel sheet All the Data like inward, outward bills, payment , pending amount etc . If any refund is to be done they crosscheck upto what portion it has to be done, to whom etc everything is done at the Porvorim office, all the accounts of the other branch is sent here for final monitor. Reconsideration is done at the end of every month by Simantha (the accounts head) of all 3 branches , informing if any cheque bounce , wrong payment etc.

Organizing

The entire accounts of Estellar is done on tally and excel , so when the entries are to be done , follow ups of payment , if anything goes missing or cant trace any records the respective branch tries to solve it but incase its not manageable by them than its handled by the accountant head – Simantha .

Controlling

All the accounts of each branch is controlled and monitored by Simantha the head at porvorim branch .

Staffing

The right candidate is selected by the HR (admin) after successfully conducting the interview.

Administration department

Each branch has a separate Admin department who coordinates with the back end team for the smooth functioning of the organization.

The Admin has to perform various roles like:

- Handling attendance of students in online classes.
- Preparing question papers.
- Follow up with students who are absent.
- Preparing daily practice problems for students on daily basis   which are sent by the respective faculty.
- Constant follow up with faculty.
- Emailing   accounts, admission, fees report on daily basis at the end of the day .

Organizing

The role is divided amongst the three branches and each Admin takes in charge of the roles assigned to them .

Controlling

All the accounts of each branch is controlled by the respective admin in charge.

Staffing

The right candidate is selected by the HR (admin) after successfully conducting the interview.

Directing

The admin employee is directed by the branch in charge of respective branches .

Human Resource

The Estellar team at Porvorim has no separate team as the HR, as they have newly started the branch and are working towards it .

Planning

Firstly the HR needs to get the right candidate for the required post

The HR Section shall maintain up to date leave record of all staff members, duly supported by the following

- ♦ Eligibility and accrual of leave based on current leave rule duly supported by attendance records.
- ♦ Debit of leave duly supported by approved leave application and after scrutiny by HR department

Eligibility

- Combination of Sick leave is permitted with Earned leave, subject to approval of leaves as per sanctioning protocol.
- Eligibility of all types of leave shall be on a pro-rata basis, and credited only after the completion of the month

- In general, prior approval of concerned head of department is necessary before proceeding on any type of leave. In case of incomplete application forms, the Academy reserves the right to adjust the leave first against Earned leave if due any.
- No Employee can avail more than 12 days leave without pay in a financial year, however final decision, in this case will rest with the Chairman as per the merit of the case.
- Any Leave not sanctioned in advance (other than emergency) shall be treated as unauthorized absence and may attract strict action, apart from loss of pay

- "Year" is defined as the financial year commencing on the first day of April (1st April) to the thirty-first day of March (31st March) of the year.
- The Leave account shall be settled from 1 April of each year.
- Any unauthorized absence would be treated as leave without pay' and shall also attract disciplinary action and unauthorized absence for 3 or more days will be considered as desertion / resignation of the post and may result in loss of employment and forfeiture of all dues including terminal benefits.
- Any employee is to leaves the job without proper formalities as required as per rules of Academy, shall not be paid any encashment of earned leave or bonus in lieu of earned leave if any.

Working Hours of Faculty

- There will be 9 hours duty, six days a week. The average no of teaching hours will be 7 hours a day in a month.
- The weekly off shall be fixed by the HOD's on approval of Director as per need of teaching calendar and conditions.
- During Crash Course for a period of two months in a year in from 22 March to 21 May, the timings will be an under 8.00am to 2.30 pm in first shift and 4.15 pm. to 7.30 pm in second shift.
- There may be some occasions where an employee may have to work beyond stipulated working hours.

Job Description for faculty

Following are the indicative list of tasks the faculties are expected to perform. The list is not exhaustive and may include additional academic and admin responsibilities as and when necessary

* Regular classroom sessions as per the schedule
* Doubt clearing sessions as per the schedule

* Test question paper making and review.

* Daily practice test (DPT) preparation, conduction and discussion

* Study material preparation and review

* Student and parent counseling and attending parent-teachers meeting

* Conducting faculty demo-interview

* Holding seminars at schools/events

* Conducting training for other faculties

* Mentoring and coaching junior faculties

* Certain center level administrative tasks such as refund case evaluation

* Interviews and articles for media/journals etc. with prior approval from Chairman/Director.

Job Description for marketing Executive

Here are some of the duties and responsibilities of a marketing Executive

- Creating marketing goals related to customer acquisition, lead generation and revenue

- Conducting market research on competitors to augment marketing efforts

- Specifying a company's target audience based on market research

- Producing and editing content like social media posts, videos, e-books, infographics, presentation decks and webinars

- Cultivating relationships with potential customers—such as prospects and leads—to build the company's clientele

- Monitoring social media traffic to measure the public's perception of the company's brand

- Testing the quality of emails, social media posts and the company's landing page

- Analyzing the results of campaigns and making changes to outlast competitors

Job Description for Admin

- Handling attendance of students in online classes.

- Preparing question papers.
- Follow up with students who are absent.
- Preparing daily practice problems for students on daily basis   which are sent by the respective faculty.
- Constant follow up with faculty.
- Emailing accounts, admission, fees report on daily basis at the end of the day .

Staffing

The staffing of the candidates, round 1 is done by the branch in charge along with the respective post manager.

Round 2 is with students interaction with the candidate and feedback is taken from the students.

The first round of interview for core subject faculty is done by the branch in charge the short listed ones are finally interviewed by the director/ chairman. The optional subject faculty interviews re done by the branch in charge.

Controlling

For recruitment: approach placement cells at the colleges or put vacancy ads

Directing

Training of the product knowledge and counselling is given the HR.

Marketing

Planning

This department is responsible for getting new admissions to the Academy and assisting the organization in expanding.

Functions:

- ✓ Promoting and marketing

- ✓ Counselling student

- ✓ Getting admission done

- ✓ Gathering student data

All the business development planning is done by the Marketing   head. Activities such as advertisement – newspaper, television, billboards, campus placement etc. Also the designing of ads, standees, billboards ads, social media ads, and webinars posters need to be approved by him. .

Conducting seminars in schools and colleges, webinars, conducting BTL activities, word of mouth ,walk ins , college tie ups etc are their various means of gathering student data and converting it to successful admission.

Directing

5 days of training is given to the employee. In which all the essential details are given to them

Step 1 – Data Collection

Step 2- Tally calling and convincing them buy the product (do admission)

Step 3 -   tell them to visit the office and later council them . Make them feel comfortable and try to solve their queries.

Step 4- follow up calls .

All this is done under the direction of Marketing Manager and the Branch Incharge

<u>Controlling</u>

All the new changes that take place with regards to the education market and government policies is handled by the Head and accordingly the executives are informed.

<u>Staffing</u>

The right candidate is selected by the BDM after successfully conducting the interview.

<u>Organizing</u>

All the student data calling , admission, follow up, etc is organized by the respective BME of the branch .

LEARNING DERIVED

Studying different departments has in turn left me with more knowledge and has made me wiser than before. Got an idea about how actually the Estellar works starting from the approaching the student till the time the admissions are done .

During my internship period I got the opportunity to work in Marketing, Human resource and the admin department

In Admin

- ➢ Had to type Daily practice problems for students on daily basis

➢ Had to type students question papers.

In Human resource

➢ Filling the register of medical and engineering student for the year 2021 – 2023

In marketing

➢ Contacting the schools and colleges for allowing us to organize the webinars for the students
➢ Contacting the tuition and asking for reference
➢ Entering students data on the online tracker
➢ Did BTL activities at Xavier's college , DMC
➢ Calling students and explaining about our brand
➢ Follow up calls

The benefits of networking

I learned how to communicate and build relationships with the people I worked with. I learned how to introduce myself, talk and explain about the brand in which I was interning as well as how to ask questions and gain a better understanding of the students parent I was conveying through in the market. This process overall helped me develop my professional network and emphasized the importance of creating these connections.

These people can provide guidance, advice and help you in future job searches. Keep them in the loop on where you are in your career, and offer to help them whenever you can.

Understanding workplace culture

Culture influences communication, and as a student, I learned that every company or organisation has its own culture. It's essential to observe others and learn how they engage and interact with

co-workers, tasks. At Estellar they greeting each other as Sir and Madam irrespective of their designation.

Importance of good communication

I learned that it's important to communicate with parents / students via phone, email or SMS Asking for help and clarification is better than pretending you've understood what you need to do, no matter what.. As an intern, good communication will help with productivity, efficiency, engagement and growth.

The benefits of taking on feedback

Asking for and receiving professional feedback is very important. It is essential to take note of both the positive and negative points for the future, so you can grow and excel in your career. I learned that sometimes asking for feedback or receiving feedback is difficult to hear, but it will have a significant impact on your future career and success. At Estellar at the end of the day I was given feedback and appreciated for good things and it was corrected for the mistakes I made which really helped me with the smooth communication.

CONCLUSION

Estellar believes that are their pride and giving them best with the help of experienced and well trained faculty is their utmost priority.

The main aim of this study was to get familiar with different functional departments of the firm and collect some relevant information about company, do company analysis which I was able to do with the help of the Estellar Team .. I am grateful for all the help and knowledge I could get from all the generous employees , I worked side by side with and will remember this experience as a stepping stone to build my carrier . It was a great opportunity to learn new things.