Proposal

For

exon

Online Examination

EXON® – Online Examination Centers

Index

1) Introduction to GurukulOnline Learning Solutions™ (GOLS)

The pioneer & innovator of eLearning in India, GurukulOnline Learning Solutions™ (GOLS), have today; become a leader in this realm. Our offerings include specialized solutions to corporate houses, educational institutions and retail (B2C – Students) in numerous spheres - synchronous and asynchronous learning, high-end strategy consulting, deployed blended learning, and customized content development, cutting edge web collaboration and more. At GOLS, we are all driven by a single purpose - 'to offer a learning experience on the web that is nothing less than revolutionary.'

Our partnerships with leading institutions have gained us an expertise in numerous domains such as, Organized Retail, Pharma & Bio-Tech, Capital Markets, Petroleum, BFSI, ITES-BPO etc. Our expertise in each phase of the eLearning cycle – Consulting, Installation, Integration, Deployment, Training and Support, is unmatched in the industry.

Our Vision

"To become a global leader in eLearning solution, training and education"

Our Mission

"To provide unique educational experience on the web through continuous innovation"

GOLS is looking at collaborating with Colleges, having computer infrastructure to form 'EXON® – Examination Online Centers'

2) Business Concept

"The traditional examination system has been useful for a long time. Unfortunately, it is also ridden with inefficiencies like delayed results, paper leakages, rigidity in holding exams and logistics challenges. Online Examination system not only addresses these issues but also makes it fast, secure and easy. Besides it presents a lot more ways to test students. "

Shailesh H. Mehta

eLearning Evangelist, Founder & CEO

GurukulOnline Learning Solutions™

Why Online Examination

➢ Provides a full proof and highly Secure environment for conducting examinations

➢ Highly Cost-effective

➢ Reduction in time

➢ Multiple attempt possible

➢ Tamperproof examinations

➢ No leakage of question papers

➢ No need for revaluation/recheck as accuracy is ensured

➢ Convenience

➢ Elimination of uncertainties in conducting exams.

➢ Faster Result Declaration- even if subjective questions are included

➢ Innovative methods of Examinee Evaluation

GurukulOnline Learning Solutions™, offers a unique Online Examination Solution- EXON®.

EXON® helps education institutes/Universities to conduct secure, cost-effective, time saving and a hassle free way of conducting all types of competitive & semester exams online. This

solution with its unique features, offers tremendous advantage both for administrators as well as students.

EXON® also helps administrators manage everything from preparing / customizing templates for question papers, conducting examinations, evaluating answers and providing the final certification. Students simply need to log in, access their question papers and answer.

Advantages of EXON®

- **Security:** EXON® enhances security in several ways:
  - o No leakage of question papers
  - o No physical handling of question papers or answer
  - o Highly restricted access to the question bank
  - o No access to servers
  - o Protection against hacking
  - o Option to display a candidate's photo onscreen
  - o Physical identity check
  - o Removes fear of data sniffing
  - o Students cannot close the application window (computer inter face used for taking examination)

- **Highly Attractive ROI:** EXON® promises up to 60% cost saving vis-à-vis traditional Examination. You save on following costs:
  - o cost of printing paper,
  - o Cost of sending question papers / blank answer sheets, filled in answer sheets and forwarding them to examiners and returning the same to the institution
  - o Examination hall rent, supervision cost
  - o Cost of results declarations and so on.
  - o You only pay a fixed cost and there is no fear of escalating costs and no need to total up costs under more than a dozen heads of account!

- **Huge saving in time:** EXON® saves up to 10 weeks in time from the date of examination till the declaration of results. Results are declared immediately.

- **Convenience:** EXON® relieves you from hassles, uncertainties and time delay at the same time, ensuring high security. It also takes care of the requirements of the paper setter, examinations controller, and examinations supervisor

In short EXON® gives YOU peace of mind.

3) Market Potential

Due to ever increasing problem (leakage of papers, malpractices, time taken, budgets and ever increasing population) of conducting offline examination each and every education body wants to implement a more reliable, cost effective and time saving solutions & online system is the only answer. Some of the examination bodies are mentioned below.
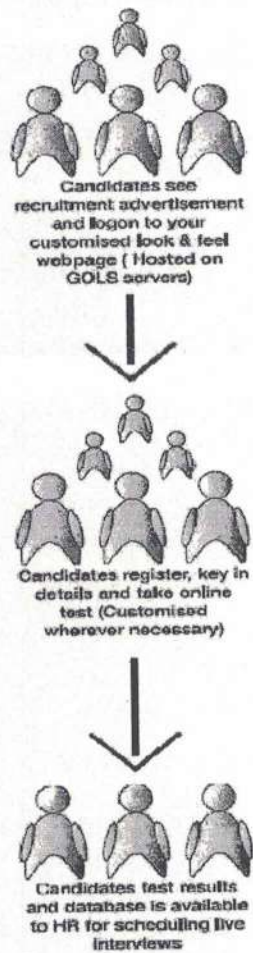
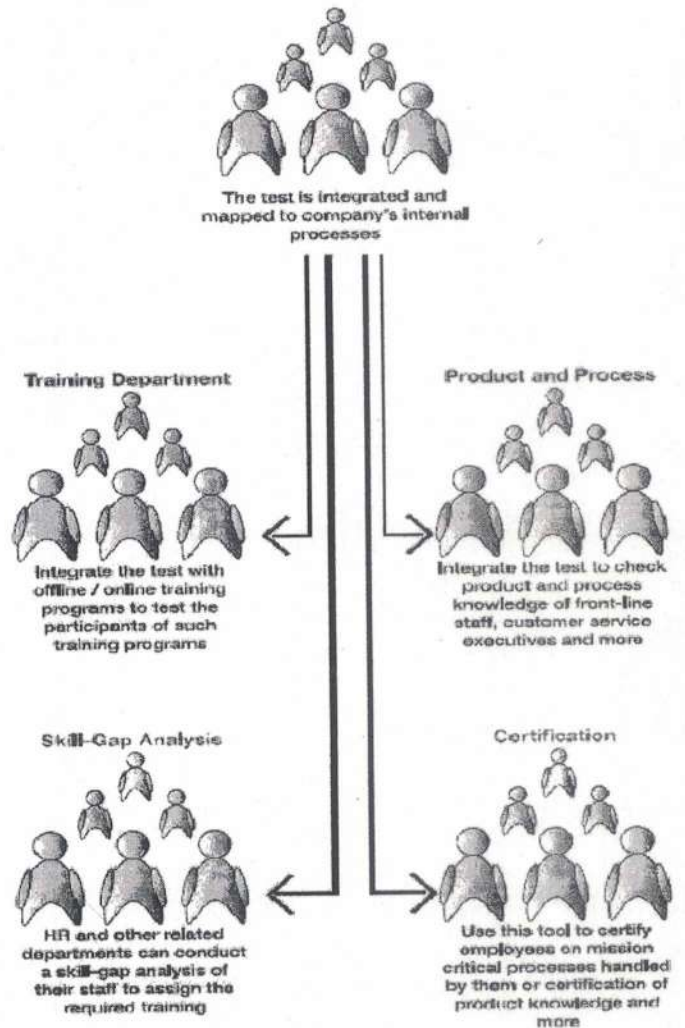| Sl.No	Examination Body Name	Total Candidates
1	Indian Institute Of Bankers	1,80,000 per year
2	British High Commission (Examination Division)	16000 per year
3	AIMA	1,05,000 per year
4	Insurance Institute of India	1,57,000 per year
5	Reserve Bank Services Board	1,50,000 per year
6	IIM	1,03,000 per year
7	GATE	2,500 per year
8	Maharashtra Directorate of Technical Education	50,000 per year
9	XLRI Jamshedpur	40,000 per year
10	Association of Indian Management Schools	4,000 per year
11	Railway Recruitment Board	2,28,00,000 per year
12	NABARD	50,000 per year
13	Central Recruitment Board (State Bank Group)	4,00,000 per year
14	UPSC	4,45,000 per year
15	Association of Mutual Funds of India	8,000 per year
16	IBPS	4,00,000 per year
17	IIT	2,00,000 per year
18	State Public Service Commissions	84,00,000 per year
19	CET Karnataka	1,33,000 per year

20	IMS	1600 per year
21	NCST	7,000 per year
22	Miscellaneous Bodies	2,00,000 per year

Not only Education bodies also the corporate market is gearing up to takes its Pre-hire assessments online. Today due to shortage of talent corporate are looking at hiring people from tier II and Tier III cities, there is a huge expenditure of logistics in the same. The only solution which is available to them is testing the candidates online and shortlist them for further process. The areas where the assessment solutions are functional are:

Pre-Hire Process

Candidates see recruitment advertisement and logon to your customised look & feel webpage (Hosted on GOLS servers)

Candidates register, key in details and take online test (Customised wherever necessary)

Candidates test results and database is available to HR for scheduling live interviews

Post-Hire Process

The test is integrated and mapped to company's internal processes

Training Department

Integrate the test with offline / online training programs to test the participants of such training programs

Product and Process

Integrate the test to check product and process knowledge of front-line staff, customer service executives and more

Skill-Gap Analysis

HR and other related departments can conduct a skill-gap analysis of their staff to assign the required training

Certification

Use this tool to certify employees on mission critical processes handled by them or certification of product knowledge and more

4) EXON® - Examination Online Center

Today technology supports each and every function of Education institutes and corporate houses, which has made work easier and faster. It's also been used to conduct examination by Education Institutes and Assessments (for Pre-Hire) by Corporate Sector through the means of Internet, but it has not penetrated to a great extent as there is an acute shortage of online examination/Assessment centres, which are efficient (those which have a good ambience and comfort for the user, good internet connectivity and power back up) and reliable (an assurance of no malpractices in the centre).

GOLS is looking at bridging the gap by forming online examination delivery centers in tie-up with major colleges and Universities. The college shall make available their present infrastructure (with some up gradation if required) to form these centers. These centres (created at the College) shall act as EXON® - Online Examinations centres & ASSESS Centers

GOLS is already present in the market and offering its online examination and Assessment solutions to education institutions like Amity University, Bioinformatics Institute of India and corporate (under the brand name of ASSESS) like Cipla, Ranbaxy, Reliance and many more.

Advantage for the College/University:

- More utilization of current Infrastructure and in turn earn additional revenue.
- Build Brand of the Colleges, as its name will be published on websites & Advertisements (GOLS, Education Institutes and Corporates)
- The college management will get access to various Corporates (whose candidate comes for taking Assessment) for campus placements.
- GurukulOnline Learning Solutions is an organization reputed for providing eLearning courses. GOLS has currently Job-oriented courses in the field of Banking, Retail, Travel, Insurance, Financial planning, BPO, Foreign language etc. The college students can have access to GOLS eLearning courses and other initiatives to enhance their employability. This will be an added revenue stream for the College as GOLS will pay a percentage (to be decided mutually) from the course fee to the college.

5) Infrastructure Requirements for EXON® Centers:

- Computer Systems with Headphones
- Internet connectivity
- Uninterrupted Power Supply and back-up
- Test Administrator

Requirement in detail are mentioned below:

5.1) System Requirements for Exam Delivery Workstations:

Item	Minimum Specification
Processor	PC or Compatible PIVand above
Operating System	Windows Vista, Win XP, Win2000
RAM	512 MB
Hard Disk Drive	10 GB available space
Video Adapter	800x600 16-bit color display or better
Monitor	15" SVGA
Browser	IE 5.5 or above
Network Interface Card	Required
Other Components	Microsoft-compatible mouse Keyboard
TCP/IP	Ethernet Connectivity Required
Internet Connection	Lease Line/ISDN/Broadband connectivity
Printer	Inkjet or laser (dedicated or shared)
Power Supply	Inverter is required for minimum 3 hours.
Additional Software's Needed (Freeware)	JRE/1.0/1.5.0 Adobe Flash Player, Adobe Shockwave Player
Anti-Virus Software	Trend micro, Symantec Total security, (GOLS can help you get special pricing for Trend Micro)
Additional requirements	Headphones with mic Webcam is desirable.

5.2) No of Computers:

Testing Center should have minimum of 50 computers installed and ready for use.

5.3) Software Licenses

Testing centers are required to have appropriate software licenses for all Operating systems and application software installed on the workstations used for delivering tests.

Note: - *EXON Solutions will install software in the server and the client terminals from time to time as per the requirements. The Software would be Authentic, Original, and screened of viruses & spywares etc. The college management would be informed of software installation in advance.*

5.4) Power Supply

Testing centers must provide a reliable power supply to the administrator and testing stations, file server, and printer. In some locations, sudden or frequent power failures or outages may be common. To minimize the risk of damage to testing data and equipment, GurukulOnline Learning Solutions recommends connecting an uninterruptible power supply (UPS) or other power protection device to the administrator workstation or file server where the shared file storage is located. There should be a minimum 3 hours availability of Power back-up.

5.5) Internet Access

The testing centre must have access to the Internet via an ISDN Line or a Lease lines @25kbps/computer. Hence, total required bandwidth = No. of computers*25kbps/computer

5.6) Printer

The testing centre must have an inkjet or laser printer in the local network for printing temporary results after the test. The college could be charged (not more than Rs.50) from the students for the print.

5.7) Test Administration Personnel

The testing centre administration personnel will undergo a training program conducted By GurukulOnline Learning Solutions. The Test Administrator will have to undertake the following activities at the Test Center.

- Check and verify the candidate identity at the time of examination
- Handle Internet connectivity related issues
- Communicate all exam related information not conveyed in Instructions to candidates as and when called for.
- Continuously monitor candidates during exam for any unethical practices.
- Allow one candidate per workstation during the progress of examination
- Prevent unauthorized access of people during the progress of examination
- Perform all security checks recommended by GOLS for each examination from time to time.
- Report and document unusual or suspicious activity
- Provide assistance to candidates in printing results
- Collect candidate feedback during the progress and after the conduct of examination
- Interact with GOLS admin personnel via chat or telephone in the event of problems during the conduct of examinations

- Key in details of the candidates appearing for examination/assessment either offline (attendance sheet) or on GOLS website. If done offline the College shall send the same through courier in a sealed envelope.
- Perform all responsibilities in a courteous and professional manner

5.8) Security Conditions

It is a fact that security is a critical aspect for conducting examinations and it is also known that any laxity in security can lead to defeat of the purpose of examination.

The test centers should follow security conditions like:

➢ Firewall protection at center's server to prevent unauthorized access in to the Online Examination system during conduct of examination.
➢ Allow only one candidate to access one workstation during the progress of examination. No other person should be allowed to sit beside the candidate during the examination.
➢ Do not allow copy and/or print question paper other than what is allowed legally.
➢ Prevent unauthorized access of people during the progress of examination
➢ Have Test Administrator to monitor the conduct of examinations. Only the bonafide candidate should be present in the examination hall.
➢ Perform all security checks recommended by GOLS for each examination from time to time.
➢

6) Financials:

The testing center on being appointed as an **EXON® Center** would be assigned candidates for various exams & tests conducted by GOLS for reputed institutes and organizations on a regular basis. GOLS will pay College for using the infrastructure as described in the below matrix.

S.No	No of hours utilized for tests in a quarter	Charges per hour	Invigilation + Tech Support charges per hour for a batch of students
1	1 - 450	35	150
2	451 - 1350	30	150
3	1351 - 2700	25	150
4	2701 - 3600	20	150
5	3601 & above	15	150

- No of hours taken as the actual duration of the test the candidate is assigned for. For e.g if 30 candidates appear for 3 hrs exams in a group, then the total no of calculated hours is 30*3=90 hrs.
- The above table is given with a view that colleges are rewarded even if business does not achieve volume. However, slab calculation will be based solely on the basis of actual volume of business generated and the rate applicable will be the rate for that volume of business and NOT

HIGHER. For e.g. if the business generated is 450 hours then rate applicable for the whole of 450 hours is Rs.35/ hr. However, if the volume is say 1350 hours then rate applicable for the entire volume isRs.30 for hour and not for the first slab of 450hrs @Rs.35/hr and the balance @Rs.30 hr. The rate applied will be 1350*30= Rs.40,500. Similarly if the volume is 3601 hours then the payable amount is 3601*15= Rs.54,015.

- Quarter is a period of three calendar months ending in March, June, September, and December
- The College cannot charge more than Rs. 50/- per page directly to the candidates to print their results/certificates. This would be an added source of revenue apart from the above.

Sample calculations:

No of examinations in a quarter with 40 candidates each	14
No of Hours for each exam	3

No of hours of tests conducted in a college	1680
Calculation of payout	
Price paid to college @ INR 25 per hour	42000
Charges for the Invigilator @ INR 150 per group/per hour	6300
Charges for printouts @ INR 50 per page, assuming 40% of the examinees take p	11200
Total Payout to college in a quarter	59500

7) Terms and Conditions

1. The College or the College staff shall not knowingly collaborate with candidates or individuals, to impersonate copy or tamper with the EXON® system or examinations conducted by GOLS for itself or for its customers. In case, the College comes to know of any such irregularity, the same should be intimated to GOLS immediately with all the details. The College should also take immediate necessary steps to prevent occurrence or such events.

2. The College shall offer at all times and maintain, Computing facilities, minimum 50 PIV Computers (as mentioned in point 5) and above with built-in web cam. Leased line/dedicated broadband connection from a service provider. The College is also required to provide internet back up arrangement, UPS facility of at least 15 minutes and diesel power back up arrangement to run its computer set up for at least 3 hours (to provide trouble free services in case of power failure for providing uninterrupted services to students.), quality headsets, comfortable seating arrangement, ventilation, and students utilities like drinking water and clean toilet facilities preferably separate facilities for ladies and gents.

3. The College shall make available EXON® Center at the time of examination/assessment in running conditions, all the equipments necessary for running the Centre as per the

GOLS specifications including number of computers with accessories such as headsets with mike, web-cam. These examinations would be conducted mainly on Saturdays, Sundays & public holidays. The College will be informed at least 7 days prior of the Examination/assessment schedule date.

4. The College shall provide efficient and courteous service to students at all times. The college shall allow/help authorized students with their online examinations.

5. The college at all times shall display the board of EXON Center. This board shall be provided by GOLS.

6. All the payments will be made to College on quarterly basis and would be subject to all taxes including TDS (Tax Deducted at Source) for which GOLS shall issue certificate wherever applicable.

7. The College should also be open to the idea of conducting offline examination. The details shall be worked out on case to case basis.

8. Validations

Name of the College

M.M.M.E.C., Gorakhpur

Signature:

Name (Print): Gr. B.B.SINGH
Title   Principal
Date   19.9.2008
Address:

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M.M.M.E.C.,
Gorakhpur

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9415245590
9415245346

Principal
M.M.M. Engineering College
Gorakhpur-273010 (U.P.)

GurukulOnline Learning Solutions

Signature:

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