



June
2013

M-powering Campuses!

It was with great excitement and keenness to create customer bonding that we rolled out the first issue of M-Vista the last month. Going by the response that we have received from our most valued customers, leaders and policy makers, M-Vista seems to struck the right chords among all the key stakeholders. We are humbled by the encouraging words received and are motivated to take this initiative to the next level.

In the earlier issue, we narrated on the front page, how we took off as a startup and the early pangs that we had to suffer. While some of our initial solutions were focused on enabling students excel in competitive exams like CAT and CET, we were silently creating a solution that would truly m-power campuses. Thus was born **ipomoCampus**.

ipomoCampus was intended to be a combination of an Institution Management Solution and a Student Lifecycle Management Solution. The product functionality was to be scaled up over time. Little did we realize that ipomoCampus had the potential to make life so easy and campus control so effective. Word spread fast and virtually overnight, several institutions were eager to get ipomoCampus for their institutions.

The biggest advantage that institutions see in ipomoCampus is the ease of use. And the other crucial differentiator is that it obviates the need for additional data entry operation. Which means, there is less dependence on support resources and less room for error. However, we at ipomo, would like to believe that the true value of ipomoCampus lies in the analytical insights that we provide to our users. Well, there truly are many more reasons that ipomoCampus is today a celebrated solution.

We would like to hear from you. Tell us what makes ipomoCampus special, in your institution. We will try to make the experience even better.



Hari Prakash Shanbhog,
Founder & Managing Director



What's Inside

Improved Resource
Utilization, the M-Way

Campus Finder
for CET

ipomoCampus:
Case Study

Improved Resource Utilization, the M-Way

- Dr. N. S. Channappa Gowda, IAS



It is no secret today that the country invests enormous money into our education system for the future of our human resources. Most importantly, everyone acknowledges that the quality of our teachers will make a huge impact on the quality of the students that we produce. Be it the private sector institutions or the state-run institutions, there is a dearth of good teachers. In fact, teachers.

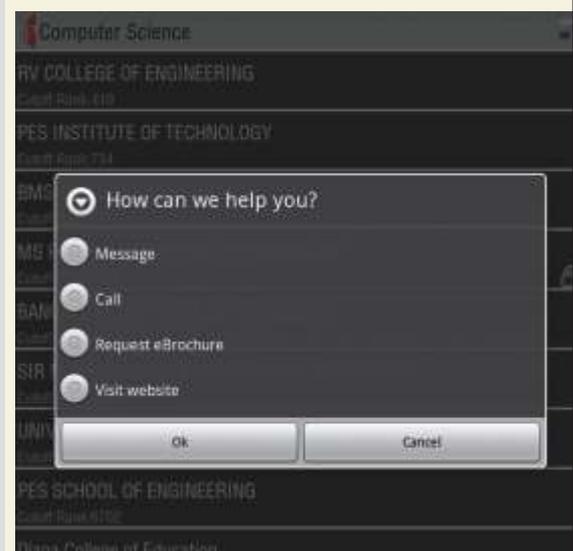
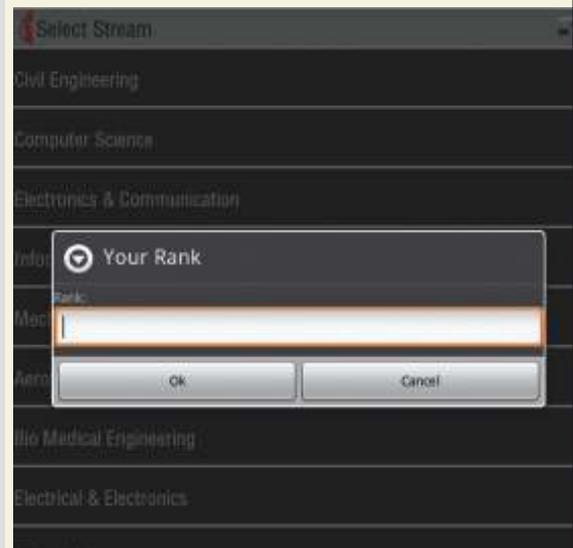
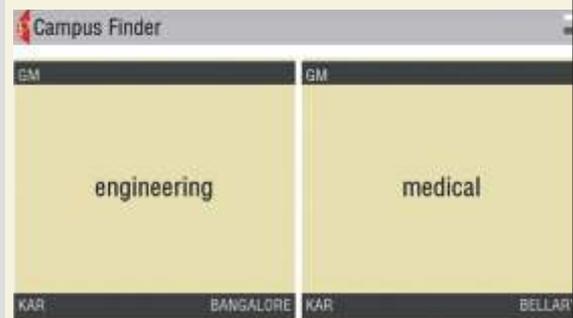
Management of this critical resource involves the administrative aspects of their day-to-day operations and on a strategic side, the key challenges are improving their teaching effectiveness and preparing them to accept newer paradigms in teaching learning processes with open mind, with the intention of making the best of these changes for the better learning of their students. Having mentioned the broad challenges, the question is can the M-learning technology help in this regard?

The answer is "Yes." First, the administrative aspect. Today, the mundane job of monitoring staff attendance itself remains a challenge in several government colleges and schools. We owe it to the taxpayer that our teachers, who are well paid, deliver the basic levels of teaching productivity to their students. How often have we not come across absenteeism and various other malpractices? The mobile attendance system (that was incidentally innovated by ipomo) has been effective in checking this anomaly.

On improving the quality of teaching, the simple mobile phone can be a teacher's best friend. The teacher can seek all the knowledge he/she wants, from the varied knowledge sources, interact with experts beyond boundaries and take their students to newer levels of excellence. We talk of computer-based training. I think the age of mobile-based training has arrived. M-learning goes a step further. It cuts the urban-rural divide and the rich-poor divide as well. There is no barrier to entry. It truly empowers every teacher to achieve true excellence.

It is indeed the time to M-power our education system.

Dr. N. S. Channappa Gowda was earlier the Commissioner of Dept. of Collegiate Education, Govt. of Karnataka. He is currently the Registrar of Co-Operative Societies in Karnataka.



Sites on the Web.
Rooms on ipomo!

Campus Finder for CET

CET is the biggest competitive exam conducted by Karnataka Examinations Authority (KEA) for admission to colleges in engineering, medical, dental and other systems of medicine. ipomo's Room for CET 2013 has been a big hit with parents and students alike.

ipomo's CET Room offers training support and assistance during the post-test phase. The Campus Finder in ipomo's CET Room is a very useful feature. Because once the test is over and the ranks have been announced, the next step is the search for the institutions. The biggest question every student asks is "What options do I have for my rank?" While KEA provides rank-seat matrix on their website, this data is raw and huge. Comprehending and understanding it is cumbersome and does take time. Often, this leads to confusion among the students and parents during the counselling time.

Ipomo's Campus Finder, which is part of the CET Room, aids the students in choosing the right branch and the right institute.

What the App Offers:

Through this app, you get a list of institutions that you can look at, based on the rank obtained. This app, however, will only provide an idea of what students and parents can expect. It cannot be used as an alternative to counselling. The data is based on CET-2012 cut off ranks.

It is based on a linear algorithm in which the student enters the:

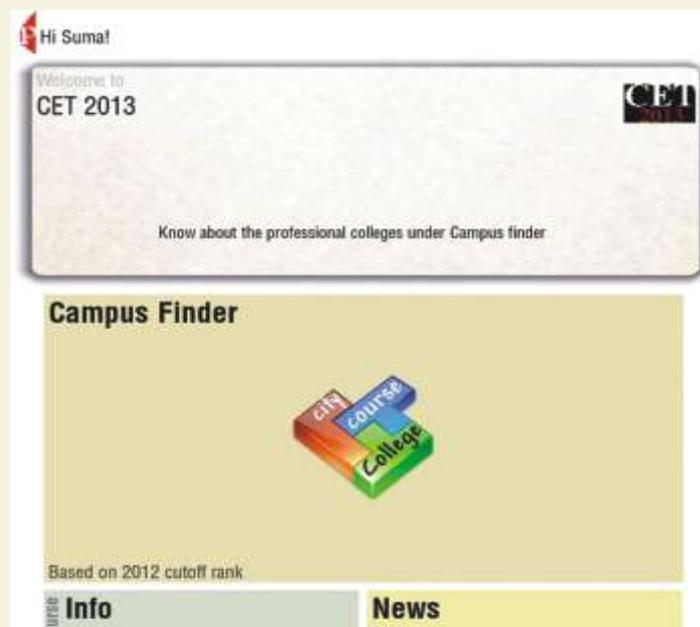
1. City or town within Karnataka where the student wants to study, the category (general merit or reserved).
2. Choice of course: Engineering/medical/...
3. Preferred streams (Mechanical/Computer science etc)
4. Rank obtained in CET

Based on these inputs, the list of institutions are computed and displayed on the mobile phone.

When the student selects a particular institution from the list, the app will showcase more details about the institution like

- strengths,
- infrastructure,
- placement record,
- teaching faculty etc.

A student will be able to get an idea as to which institutions he/she can expect for admission. The whole process is simple and user-friendly for any parent /student to understand.



Feedback from Good Night Test Toppers & Comparison of Their CET Ranks

Student Name	Good-Night Rank	CET 2013 Rank		Comments
		MED	ENGG	
Savitha	1	582	1440	Helpful and nice.
Pranav	2	-	612	Very helpful
Vivek	3	1352	7002	Very helpful for preparing to CET
Bharath Kumar U R	4	401	2019	One of the best application for students! Thank you.
Joyal	5	-	1530	Good. Most of the questions not likely to appear in CET
Shravya	6	-	2440	It is good but font size was small.
Veeresh S H	7	1571	1804	Very helpful to students
Namita ajit Kumar	8	1585	-	
Lakshmi Priya V	9	4880	2590	Very helpful. It should have started from Feb-13 itself
Archana Choudary	10	-	5398	Very helpful in time management

ipomoCampus Case Study: Seshadripuram Educational Trust



Seshadripuram Educational Trust is one of the oldest (est 1934) and most reputed educational trust in Bangalore. The institution has grown from strength to strength and today the total student strength is about 20,000. The Trust runs 24 educational institutions from kindergarten to post-graduate courses. Today a child joining at the nursery level can study all the way until the degree level and beyond - to secure B.A., B.Sc., B.Com., LLB., BCA, MBA... right upto the Ph.D. Level!

ipomoCampus is the interactive learning platform that uses a mobile phone. A true revolution in the field of learning, it has heralded a sea change in the way institutions are and will be run in the country, and soon across the world. After its initial success in a few pioneering institutions in the Seshadripuram Educational Trust in 2010, ipomoCampus extended to all PU and Degree colleges in the group.

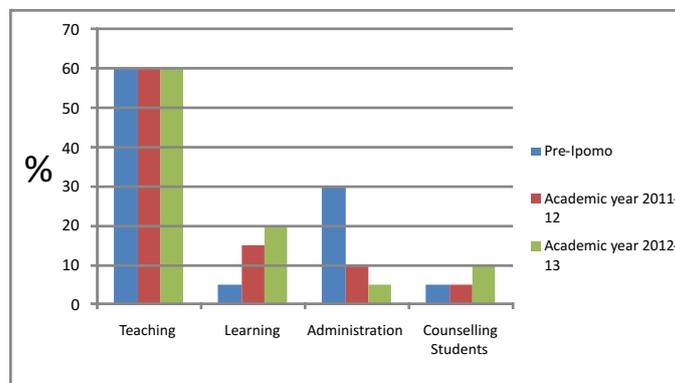
Metrics and Analysis

Teacher's/Admin productivity & efficiency improved

- Attendance submission has been quick and simple.
- Class teacher/Admin generated consolidated reports instantly.
- Teachers have spent more time in preparing the question bank for career assessments.
- Real time information on the classes engaged, helped principal to monitor the lectures.
- As attendance is taken within 15 minutes at the start of the class, resulted in less number of late comers.
- Real time reports helped the class teacher to guide the students effectively.
- Teachers could access the real time information on attendance and internal marks of a particular student on the mobile itself.

Average time spent by Teachers on day to day activities

	Academic year 2011-12	Academic year 2012-13
Teaching	60	60
Learning	15	20
Administration	10	5
Counselling Students	5	10



Communication to students/parents is more effective

- Absentee's information reaching parents in real time.
- Instant communication related to internal marks.
- Communication related to events, reminders and notification to parents.

Career guidance to students introduced

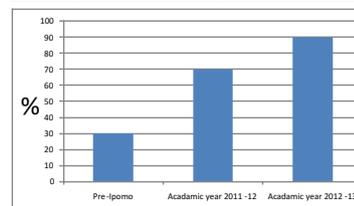
- Improved time management and quick thinking among the students.
- Helped in building awareness about competitive exam patterns.
- Instant results helped in knowing their performance.

Real-time reports for quick decision making

- Attendance Consolidation at any point of time
- Quick identification of attendance shortage cases.
- Lecture status report.
- Subjects/Topics coverage report
- Internal Marks report
- Continuous assessment report
- Communication report
- Monthly Lecture Distribution Metrics
- CCE Reports (only for PU)

Parents/Students awareness of attendance and other reports

Pre-ipomo	Academic year 2011-12	Academic year 2012-13
30	70	90



Communication : SMS Sent vs Delivered to parents/students

Total SMS Sent in Laacs	Academic year 2011-12	Academic year 2012-13
Delivered	6.50	9.50
	3.90	9.03

