



Saksham Arya, *director*

Vineet Arya,
*managing
director*

Jaya Arya, *director*

Smart Studies

EDUTEST is on a journey to make education smarter and safer. Over the years, it has set a milestone in developing secure environment for conducting giant examination process

Intelligence plus trust—that is the goal of true education. EDUTEEST Solutions, an Ahmedabad-based company, is India's most trusted name in the educational assessment sector and has been providing test and examination solutions and services for over three decades. In the 80s, when the world was moving from a planned economy to capitalism, EDUTEEST was building its dream in the most vibrant state of India—Gujarat. Hence, in the last few years, the assessment system has grown by leaps and bounds—from a pen and paper-based test system to a computer-based test system followed by internet-based test systems empowered by cheat-proof mechanisms, moving towards the future of examinations.

INCEPTION

Somewhere in 1981-82, when the world was not even thinking about outsourcing, the concept of outsourcing examination was processed—a completely out-of-the-box thought. And that is what EDUTEEST's founding director, Sureshchandra Arya ideated. He decided to get into this particular business and started EDUTEEST Solutions. In that era, there was no technology or existence of digital exams. All that existed was the paper-pencil examinations; hence, Sureshchandra thought of creating a secure printing press where question papers are prepared, printed with answer sheets, and complete the entire examination process.

That's how EDUTEEST was born. Nobody, around 40 years ago, had thought of outsourcing an examination except Sureshchandra. Jaya Arya, the director of EDUTEEST, says, "Pen and paper exams are traditionally perceived with full of malpractices and impersonations. Our exam solution delivers the most cheat-proof examination to millions every year." Throughout the years, just like a dedicated student, EDUTEEST has been successful in raising the bar for itself by facing all the hurdles and challenges coming its way. Therefore, they have touched millions of lives, witnessed the hard work and glorious victories of lakhs of students in India over the years.

HOW THEY EVOLVED

In the last 40 years, technology has changed. So even in paper-pencil based examination, there is a technological change. For instance, the biggest issues in this form of exam are firstly, question paper security and secondly, impersonation or cheating. This is where technology has come to one's rescue. Therefore, when a question paper is prepared of 100 questions, there are four sets created-A, B, C, and D-wherein the questions and options are shuffled.

Keeping this in mind, EDUTEEST has created a technology which is known as SEAL. In this system, every candidate appearing in the exam can have a question paper which is unique and different from the other candidate. It is very easy in the digital world because one can randomise the questions and answers for everyone because it's software based; but in print, it needs to be curated individually. For instance, if there are 10 lakh applicants, shuffling the questions and answers can be extremely difficult. But Edutest, with its prowess and expertise, made this herculean task very simple.

This is one of the most unique concepts and no two applicants will have the same question paper. The questions and options are jumbled to a level where cheating goes from zero to minus. Hence, multiple alterations are created via permutation combination and x-number of variations can be made.

If you look from the printing perspective, the creator cannot have a single plate created and print 10 lakh copies. A separate plate has to be created for every candidate. Therefore, for smooth running of this process, EDUTEEST has India's extremely state-of-the-art printing press here in Ahmedabad.

If we speak about the printing press, absolute secrecy and discipline is maintained here. In other words, nobody can just randomly enter here. To enter the printing press, a person is required to remove all his clothes and wear the ones provided by EDUTEEST and a thorough checking takes place and thereafter, he/she can get inside the printing press. Even a small chit cannot be carried in and out of the printing press. In fact, there's no internet connectivity inside as well. Thus,





EDUTEST's printing press is like an island in itself.

There are around 350 people who work and they are associated with EDUTEST for last so many years that their police verification and background checks are done at regular intervals. This is done to maintain security and confidentiality.

Now, as far as the SEAL technology is concerned, EDUTEST has developed it in such a way that the cost is reasonable or else the plate creation can be exorbitantly high. After all, when an innovation is introduced, it needs to be cost-effective. Hence, EDUTEST's digital printing mechanism is created in such a way that a different set of question paper can be printed for every candidate.

The world started moving digitally in the 90s and examinations also started getting digital somewhere in 2000; but after 2010, all competitive exams like CAT, GATE, etc. got into the digital space. Today, EDUTEST also owns a state-of-the-art digital examinations

platform. This digital examination happens in two ways—one, where a candidate actually goes to the exam centre in a traditional way and appears on a computer; and second, where he/she gives exam sitting at home. The latter concept always existed but it got its prominence more during the COVID times because the candidates wanted to sit at home and appear for their examinations. Therefore, during this process, there's a lot of outside noise, distractions, etc. This is from the applicant's perspective. From the examination's point of view, the candidate can cheat.

Hence, EDUTEST uses an additional method—a cheat-proof process—which is AI-based and human proctoring. In AI-based proctoring, when the candidate is looking at the screen, his/her eyeballs are captured. So, if he/she is looking off the screen, the AI will immediately ask the candidate not to look here and there and instead concentrate on the screen.

In case of human or remote proctoring, a proctor is

sitting in some remote location and monitoring all the actions of an applicant. The person records the candidates actions and gives the candidate a feedback.

However, even today, a large sector still follows the paper-pencil based examination process because every nook-and-corner of India doesn't have digital infrastructure. EDUTEST, on another hand, is also successfully conducting paper-pencil exams along with large scale examinations. On October 15 and 16, 2022, it successfully conducted the UPSSSC, PET-2022 examination with a Paper-Pencil-Based module.

Saksham Arya, the director, narrates his experience in the execution of this project. "To successfully execute this project, we deployed more than one lakh people who were divided into 6 to 7 further roles. The major challenges we faced were ensuring the quality of the people we hire, training each individual about their role, monitoring their availability on exam days and before, and ensuring smooth coordination within the hierarchy.

To overcome this, we created an application that helped us assign tasks, track the GPS locations of personnel and monitor everyone's daily progress. By doing so, we have the process more data-driven and technology-driven rather than a manual one."

All these methods are limited to objective exams, but examinations are also subjective. EDUTEEST evaluates a candidate's answer sheet digitally. Totalling, record maintenance, and RTI—everything is digitalised. Therefore, EDUTEEST has that platform as well which is known as Onscreen Marking Platform. In this, the answer sheet is scanned page-wise and uploaded into a software where the evaluator sits, evaluates, and gives



SUCCESS MANTRA

Their success mantra is security, accuracy, and punctuality. EDUTEEST assures its customers that their examinations will be secured. There will be no leakage. And by accuracy what they mean is, the exam will begin and end on time come what may! As far as punctuality is concerned, the staff of EDUTEEST is available 24*7. One mantra that EDUTEEST has added recently is technology.

In the words of Jaya, "Every victory has its own set of challenges. Right from information security, data security, content equivalence to logistical issues. For such scenarios, we have a 6-sigma level process to mitigate risks and contingencies. In this way we deliver a zero-defect delivery in exam process."

marks and ranks to the applicant.

Hence, these processes have given a lot of edge to EDUTEEST Solutions as a company.

THE TEAM: EDUTEEST'S BACKBONE

Sureshchandra, who has been the backbone of EDUTEEST, has now turned into a philanthropist; and is the international president of Arya Samaj and completely dedicated his life for social service. Now the business is managed by a team of directors—Vineet Arya, managing director; Jaya Arya, director; and Saksham Arya, director. However, EDUTEEST is not just a family business, it is a company run by professionals. Maya Patankar is the chief operating officer of EDUTEEST and there are many senior management

team members, software development teams, process excellence, project management, and operations teams.

Today, EDUTEEST has expanded with staff across India—Lucknow, Delhi, Bangalore, Bihar, Maharashtra, and the corporate office is based out of Ahmedabad.

To provide an error-free experience, EDUTEEST has helplines, team support, and dedicated project managers who are on their toes to guide you at every stage of project execution.

FAMILY SUPPORT

Sureshchandra's family was extremely supportive 40 years back when he thought of giving birth to EDUTEEST. And getting into such a sensitive business, where one paper leak can get the company's reputation thoroughly tarnished, Sureshchandra came a long way and emerged as a great leader without a single scar in the last 40 years. He is a big visionary and having this out-of-the-box thought back then is in itself something that deserves a salute.

VISION & MISSION

EDUTEEST is much more than a business. Education shouldn't be a business in the first place. Therefore, it's mission and vision is to revolutionise and create a new and cheat-free India as far as the educational sector is concerned. The DNA of EDUTEEST is 'we want the right selection of the candidate and right experience of the examination to be given to the candidate.'

CHALLENGES

EDUTEEST's biggest challenge is paper leak. To overcome this challenge, the company has secured mechanisms, interrogative processes, etc. For instance, in case of a paper-pencil exam, the question paper cannot reach the examination centre more than 30

minutes in advance. The second challenge is cheating or what they colloquially term as 'Munna Bhai' cases. But with the help of SEAL technology, this challenge is fully eliminated.

EDUTEEST CSR INITIATIVES

Edutest strongly believes in the philosophy that every business has got an inalienable responsibility towards one's society for its upliftment and welfare. With this strong conviction, Edutest has started its CSR initiative under the flagship of 'Saksham Sahayata Foundation'. Today, through Saksham Sahayata Foundation, Edutest reaches out to the poor and downtrodden people at remotest areas of the state, extending its helping hands. The Skill Development Centre launched at Sanand district of Gujarat makes hundreds of young men and women from economically backward sections of the society self-reliant through various vocational skills and trades. This is a classic example of Edutest's commitment to the society.

IN A NUTSHELL

The business that EDUTEEST is into is an extremely sensitive business. It is far more sensitive than banking because in banking, if there's an error, the banker will rectify using a contra-entry. Whereas, in examinations, even if one candidate is unsatisfied, the entire 10 lakh candidates' exam needs to be retaken.

EDUTEEST has something much more than a business mentality, saying 'We are here to bring the change'. The change here is brought in terms of how the examinations are conducted and right talent is recognised for the society. Hence, EDUTEEST's thought is not about creating a business; it is about giving the right kind of people to the society via merit and not through any nefarious influence or activities.