



In association with



**Gujarat
Technological
University**

**MOBILE APPLICATION ON CONTRIBUTOR
PERSONALITY DEVELOPMENT PROGRAM**



Digital
Connect
Initiative

1.0

ROLE OF THE CPD PROGRAM IN THE LIFE OF THE STUDENT

The Contributor Personality Program is being conducted for some years.

GTU, along with I-Become has been working on the challenge of making the program more valuable to students, easy to administer and create more engagement with students.

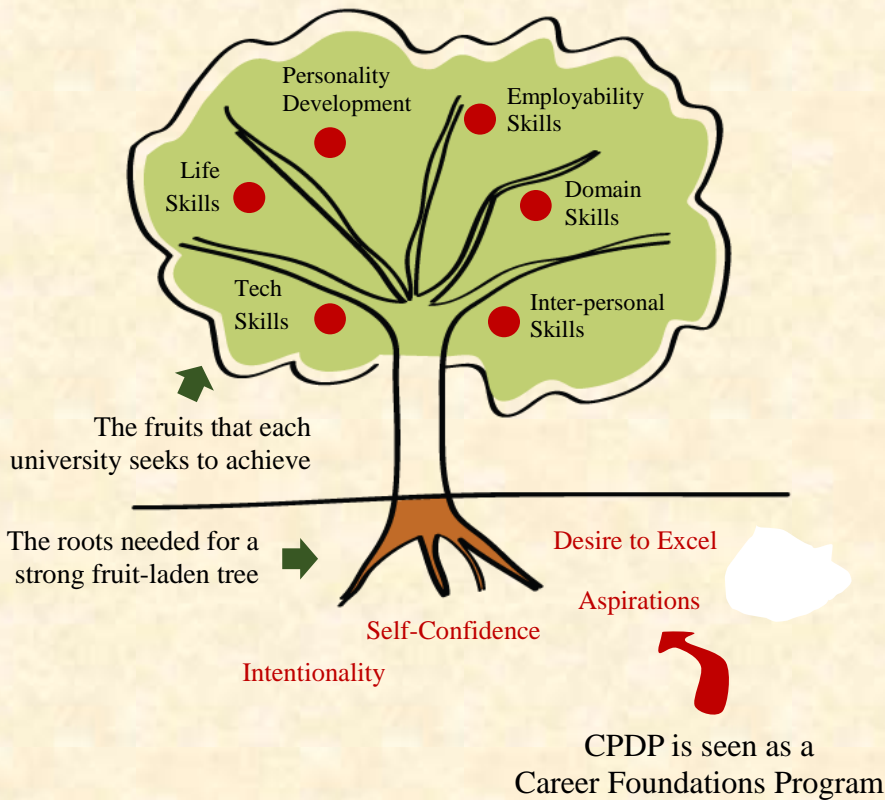
In keeping with this objective, I-Become is launching a new digital app for students along with support services for the colleges and teachers.

The goal is to significantly enhance the career connect of the CPD program into the lives of the students.

2.0

ROLE OF THE CPD PROGRAM IN THE LIFE OF THE STUDENTS

The aim of the digital app is to strengthen the career planning and employability of the students besides making the CPD program more valuable and relevant to students.

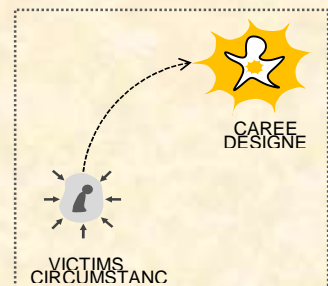


3.0

ROLE OF THE I-BECOME APP

The I-Become app enables the user to design his/her career on themove through a range of career services.

The I-Become app is for students who see themselves as Career Designers (and not victims of circumstances)





We are launching two services immediately:

- (i) Career Bytes Service
- (ii) GTU Test Prep Service

Both are available in the I-Become app free of cost

4.0

THE CAREER BYTES SERVICE

Career Bytes is a special service which provides the building blocks for a successful career.



Key features of the service include:

1. A steady stream of bytes are delivered to the user
2. Each byte will be a big thought wrapped in a 3-minute encounter
3. Actionable takeaways are provided to get ahead in one's career

5.0

THE GTU EXAM PREP SERVICE

GTU Exam Prep is a special exam coaching service for students taking the CPD course in GTU/ affiliated colleges & universities.



Key features of the service include:

1. 3-minute Micro-tests to master the subject
2. Prepares students for the end of semester CPDP exam

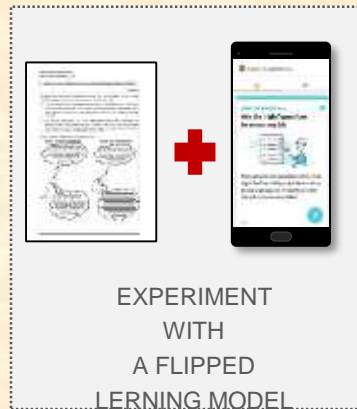
6.0

ADDITIONAL SUPPORT FROM THE I-BECOME TEAM

I-Become will provide the following support and enablements:

1. Data analytics for colleges in the form of progress reports that will track the levels of engagement of the students.
2. Data analytics for university which will show macro-level trends across colleges, where the experiment is proving successful, where it is lagging behind, etc.

APP LAUNCH DATE: 21st March 2017



Use the app to see how digital learning experiences can be integrated into the running of the CPD program. This will improve student engagement.

For more details contact Ms. Sudeshna Das from I-Become on sudeshna.d@illumine.info