

MeritTrac Intelligence Group

Revolutionizing Academic Examinations- Implementing Education Assessment

A MeritTrac Case Study

pariksha





About Us

MeritTrac™ is India's Largest Skills Assessment Company.

MeritTrac designs and delivers assessments to evaluate abilities, skills and knowledge for both corporate & individual customers. Since its inception in 2000, MeritTrac has assessed over 2 Million candidates for over 150 clients across industry verticals like IT, BPO, BFSI, Engineering, FMCG, Healthcare, Retail, Manufacturing, Public Sector Units and Education among others.

MeritTrac is neither a Placement/Recruitment firm nor a Training organization. It is uniquely positioned to be an “Independent” assessment company that provides quantitative inputs on the talent pool and helps in measuring competencies for specific roles.

Our suite of scientifically designed assessments is used by corporate customers for pre-recruitment and employee assessments, and by individuals for measuring their skills for employability. MeritTrac's strong Test Development team has created a validated suite of tests in over 300 areas spanning Communication Skills (English and other Indian Languages), General Abilities, Domains Skills (Technologies, Engineering, Accounting, etc.) and Behavioural Assessments. The team has been instrumental in generating over 75,000 questions across all these test areas.

All the tests are delivered in both Online and Offline (paper pencil) modes, under supervision. All online tests are delivered using OnTrac a proprietary web-based testing engine. Our Test Delivery team has administered tests in over 75 cities in India.

We currently test over 100,000 candidates every month across industry verticals and count among our clients some of the world's most admired & respected companies like ABB, Accenture, Aricent, Cholamandalam DBS, Cognizant, EDS-Mphasis, Google, HAL, HP, HSBC GLT, ICICI Bank, ICICI Prudential, ITC Foods, Microsoft, MindTree, NSE, SAP Labs, Satyam, TESCO, Wipro and Wockhardt.

TracSkills our Individual Certification program for IT, BPO, Services and the MBA Talent Pools has assessed and provided structured feedback on industry-readiness to thousands of candidates across the country. TracSkills is endorsed by several companies across sectors and partners with academic institutions like Bharathiar University, Visvesvaraya Technological University, among others on employability enhancement initiatives.

Pariksha - our program for Education Assessments has successfully supported educational institutions like Manipal University in conducting large scale national level entrance examinations online, in a highly secure mode.

Headquartered in Bangalore, MeritTrac has 450+ fulltime employees and over 1000 certified test administrators operating out of offices in all the metros of India. MeritTrac also operates 21 state-of-the-art online testing centers - “MeritTrac Assessment Zones” across 16 cities, having 1200+ online terminals.

MeritTrac is a winner of the Red Herring top 100 Asia award for 2007. The award is a recognition of the Top 100 Most Promising Private companies in Asia and is probably the first instance of an assessment company winning this award- a testament to the importance being placed on innovation in talent engagement practices globally.

MeritTrac assessments have also been delivered in countries like Brazil, China, Costa Rica, Mauritius & Philippines. MeritTrac is represented by business partners in the USA & the Philippines.

MeritTrac is an investee company of Manipal Education Group (MEG).

Examinations are an integral part of the academic process and are a validation of the entire teaching effort. Conducting examinations in a fair, transparent and efficient manner is the ideal of every academic. But the large number of candidates, especially at the entrance examination level, is stretching the resources of the academia enforcing large inefficiencies in the entire process. While free and transparent conduct remains a mandate which is strictly adhered to, efficiency has taken a hit affecting even the core teaching function.

Globally educators are increasingly relying on independent assessment partners and their services to operationalize their examination process. This operationalization has been based on the online platform to garner massive efficiencies in exam delivery, drastically reducing non-teaching burdens on academics. An entire spectrum, of activities from Admission Process Outsourcing to Content Development and Online/Offline test delivery, has been tagged under the domain of Education Assessment, offered by independent assessment companies. This global trend has now caught on in India with the Pariksha offering from MeritTrac, India's Largest Skills Assessment Company.

Pariksha offers the entire service range under Education Assessment and this document demonstrates a case study and success story of this offering from MeritTrac.

Pariksha: Tried, tested and successful! A case for outsourcing Educational Assessments

The case concerns a large Deemed University in south India, which has been the preferred destination of candidates for 16 different courses including Engineering, Medical, & Management. The admission process for this institution is a mammoth task involving communicating dates, managing prospectus distribution, pre-test screening, hall ticket distribution, testing, result release- all made more complex due to simultaneous processes for 16 courses. With candidate applications increasing by 20-30% each year, the estimate for 2007 was 80,000 applications across courses. An offline (Paper-Pencil) test for such huge numbers meant; costs in terms of paper, printing, venue, administrators, evaluation as well as dealing with the complexity of multi-city coordination and logistics.

It was necessary to identify a model that would help gain time and cost efficiencies while ensuring fairness, credibility, confidentiality and security of the examination and its process. The model had to also provide for all the activities in the pre-test process (marketing, application distribution, application screening, scheduling, question paper printing, dispatch etc), the test process (registration, candidate validation, test delivery) and the post-test process (evaluation, results declaration etc). With the objective of increasing efficiencies and eliminating non-teaching burdens, the university sought the assistance of Pariksha.

Task at hand

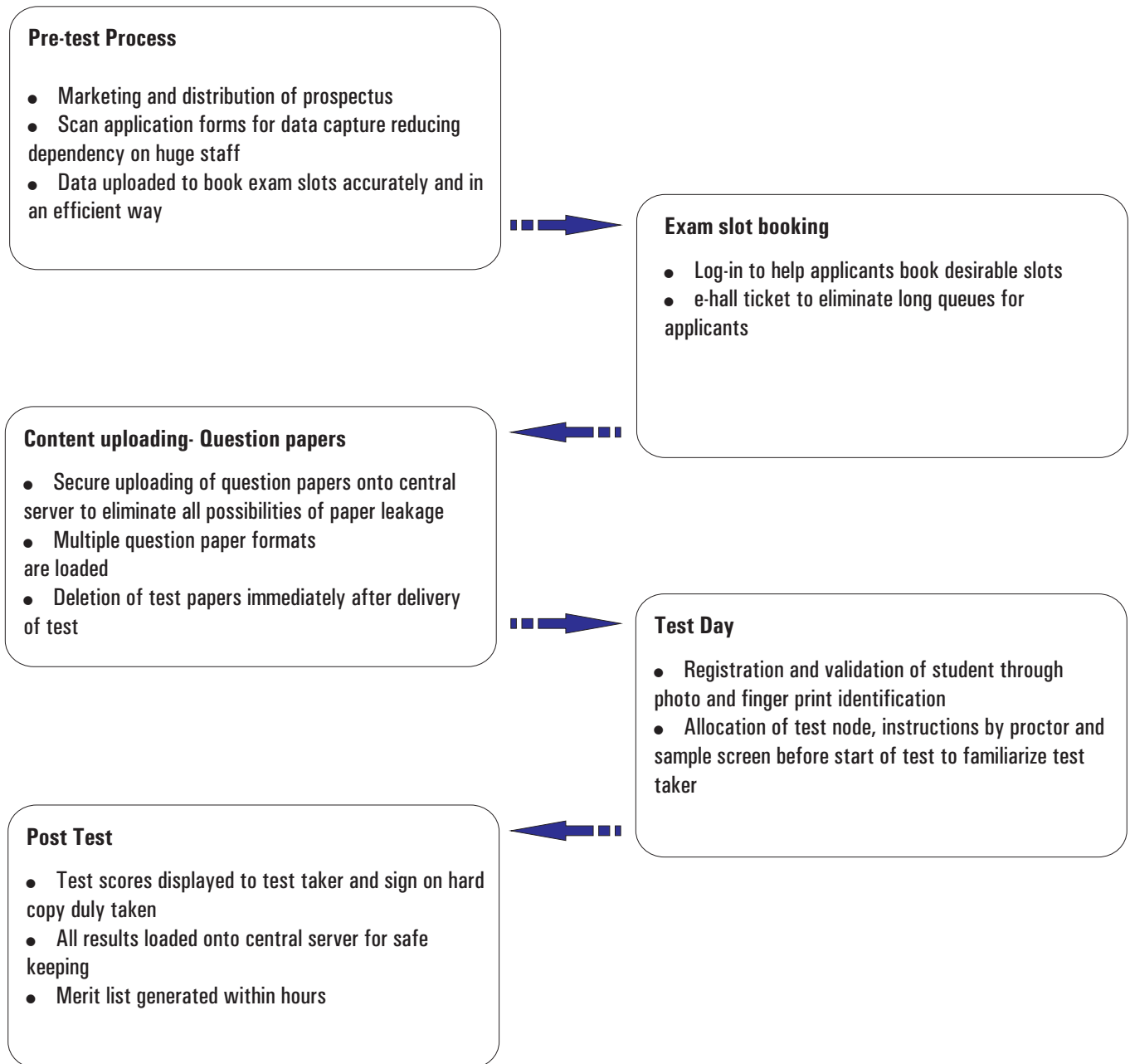
- To facilitate the entrance examination for a Deemed University in South India across their 16 course streams, demonstrating efficiencies in the entire process.
- Completing the entire set of pre to post test activities in a substantially shorter time frame.
- Provide options of date, time and location to the test-taker to attract a larger pool of candidates for the university to select from.

The Solution

Leverage technology and take the tests online through an expert in the field.

MeritTrac took over the challenge and handled the entire program end to end. Pariksha presented a comprehensive service and helped deliver the examinations online in a secure environment in 16 cities pan-India through its state-of-the-art testing centres.

Execution



Result

The examinations were smoothly carried out in 21 centres across 16 cities and accommodated approximately 57300 candidates. The testing of 1157 batches (with question papers of the same nature and difficulty level) along with the declaration of results was completed within record time. The Online Test booking System (OTBS) allowed candidates their choice of location, test dates and test time, while State-of-the art testing facilities provided the ideal ambience and interface between the candidate and the test.

Program in a Snapshot

No of test takers: **57219**
Avg. Batch Size: **49 students**
Time Frame: **48 days**
Centres used: **21 Centres across 16 cities**
Terminals: **Over 1300 Online Terminals**

- End to End process handled by Pariksha
- Online Test Booking System Introduced
- Finger Printing & Photograph retained for verification

Benefits

- Exam logistics arranged. All tests delivered in record 48 days
- Accrued huge efficiencies in the process with tangible cost savings in all activities
- Zero test leakage and 100% candidate authentication with biometrics ensured the right candidate took the right test
- 1157 batches scheduled, with candidates being allowed the choice of test dates
- Paperless process led to reduced cost and logistical activities
- Shortened the examination process by eliminating the need for massive coordination like printing, dispatch, security, invigilation, centre coordination etc
- Immediate results and generation of rank lists in real time helped avoid malpractice allegations

The program adopted for the University was not only completed within record time but was also able to bring in efficiency and cost savings in all the activities of the examination process- the very objective for which the task was undertaken.

Today Pariksha has delivered over 250,000 tests online and completed 3 cycles of entrance examinations successfully. Pariksha engages itself in three spheres: Entrance examinations (Admission Process Outsourcing, Content Development & Online/Offline Delivery), Mid & End Semester Exams (Content Development & Test Delivery), Final Exams (Content Development & Test Delivery). It exists as a comprehensive service which provides educators testing content based on scientific principles and helps deliver them online in a secure environment. It provides exclusive online test delivery support, even if the content is designed by the college /university. With MeritTrac's proven capability of delivering offline assessments in over 75 cities across India, test Delivery is also provided in the offline (paper-pencil) mode.



India's Largest Skills Assessment Company

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MeritTrac Assessment Zones:

21 centers across India

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