



**Creating a world where  
children everywhere are  
learning with understanding.**



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**Ei ASSET**

What can a  
**‘Good Question’**  
Accomplish?

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A good question can give you answers that you weren't expecting, but answers that students and educators need to know to achieve learning with understanding.

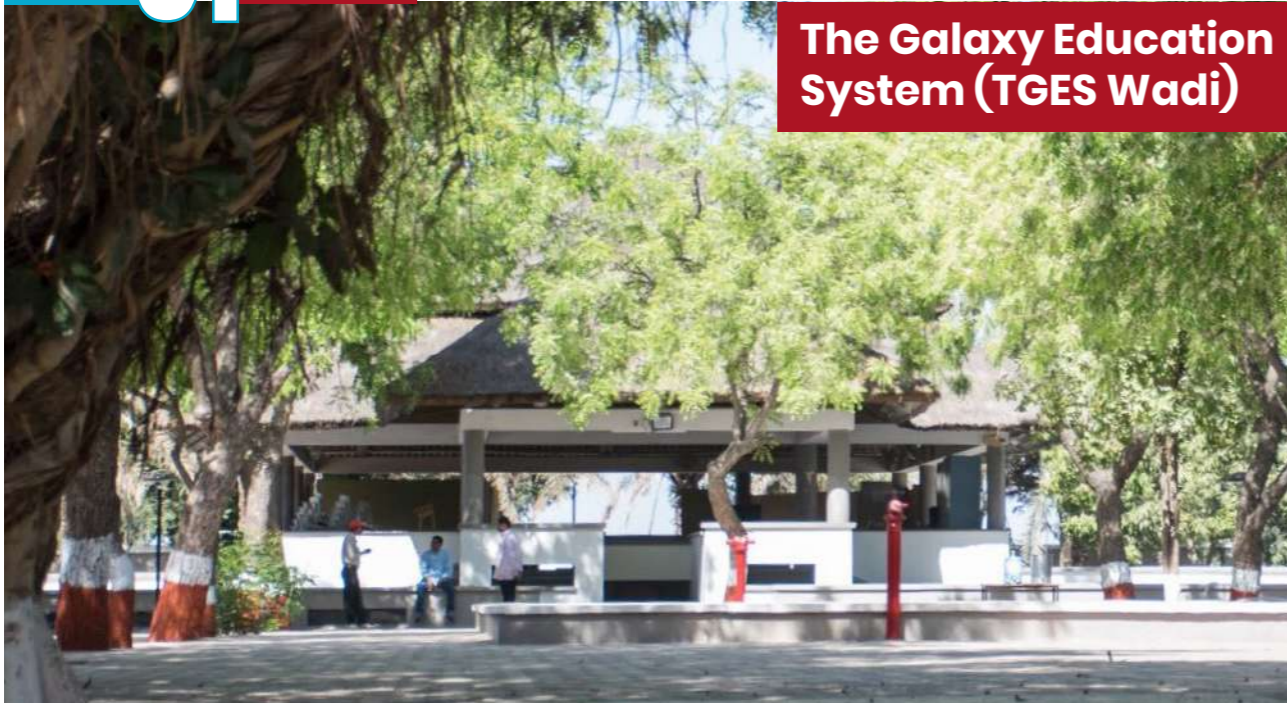
**Ei** ASSET

## **Asking the Right Questions for the Right Learning**

# Let's look at what some Schools Accomplished when they decided to ask 'Good Questions'

SCHOOL **01** Case Study 1

## The Galaxy Education System (TGES Wadi)



### Elevating Educational Excellence at TGES Wadi with Ei ASSET

#### Overview

TGES Wadi has been a pioneer in adopting innovative educational practices, focusing on assessment-driven instruction and personalized learning. The integration of Ei ASSET has further refined these approaches, setting a new benchmark in educational quality.

#### Assessment-Driven Instruction

TGES Wadi places assessments at the core of its educational framework, utilizing:

- Formative assessments for real-time understanding of concepts
- Summative assessments to evaluate long-term retention
- Personalized Learning
- The school eschews traditional textbooks in favor of tailored lesson plans and materials, creating a student-centric learning environment.

#### Ei ASSET: A Strategic Integration

Ei ASSET has been seamlessly incorporated to augment TGES Wadi's existing pedagogical methods. The tool specializes in:

- Identifying learning gaps through scientifically designed questions
- Offering real-time data for immediate instructional adjustments

#### Outcomes

- The implementation of Ei ASSET has empowered teachers with actionable insights, enabling targeted interventions and enhancing student learning outcomes.
- TGES Wadi's adoption of Ei ASSET has not only aligned with its existing educational philosophies but has also significantly elevated the quality of instruction and learning.

#### Key Takeaways

- Synergistic integration of Ei ASSET with existing pedagogical approaches
- Amplified focus on assessment-driven instruction
- Enhanced personalized learning experiences
- Data-driven insights facilitating immediate interventions
- Ei ASSET has become an invaluable asset in TGES Wadi's educational toolkit, contributing to the school's ongoing commitment to excellence.



SCHOOL **02**

**Case Study 2**

"I know where my rural child stands and I know where my urban child stands and are they close to or below the international benchmark. It is very important for me to know that my child is ready for the world."

*-Preeti Dodwad, KLE Society*

**KLE Society**, operating in both rural and urban locations wanted to measure the impact of multiple interventions and investments in learning outcomes of their children coming from varied backgrounds and socio-economic strata. This chain of schools decided to implement Ei ASSET as the baseline test for checking the current learning levels of their children.

**Ei ASSET Advantage:**

The results revealed that Grade 6 students from urban areas performed better than their peers from rural areas. The learning disparities uncovered by Ei ASSET helped the school create lesson plans tailored to the needs of both urban and rural students to ensure students across all their branches were learning with understanding.

Through authentic data and an implementable action plan generated by suggestions from Ei ASSET, the school was able to close the learning gaps and improve learning outcomes.

**Don't believe us. Hear it from our teachers!**



**Gunmeet Bindra**

Principal, Daly College Indore  
(Ex- Principal : Welham's Boys School)

"Ei ASSET gives us a sense of competition without making it a competition, so we get a report that tells us if we are above the national average which motivates us to do better or if we are below the national average which gives us a reason to pull up our socks."



**Suprabha Menon**

Principal  
Navrachana School Sama

"Ei ASSET has played a great role in our journey. We have used the solution for many years. The diagnostic feature of Ei ASSET helps us identify learning gaps and remediate them. Ei is doing a great job and I hope more schools come on board to use Ei ASSET to help learners at their school."



**Chandrakala K**

Principal  
Sri Kumaran's  
Children Academy

"Ei ASSET's ability to diagnose learning gaps is of great help to us. The precision of the diagnostic report leads to a very high quality of feedback that helps both teachers and students. In this aspect, Ei is doing a fantastic job."

**Introducing  
Ei ASSET**

It is a skill based assessment that evaluates students' conceptual understanding, benchmarks school performance and provides actionable insights through easy-to-understand reports.



**How Ei ASSET Diagnoses Learning Gaps and Improves Learning Outcomes?**



**Asks questions that diagnose understanding**

Good questions that challenge students and evaluate how well they have understood core concepts.



**Get detailed analytics to understand gaps**

The responses provided by students, especially when incorrect, generate valuable data points that offer insights into their learning progress. Each question and its options are associated with a rich historical dataset, which allows for a comprehensive understanding of learning gaps and the underlying reasons behind students' mistakes. By analysing student responses in relation to the data on common misconceptions, Ei ASSET accurately pinpoints the specific areas that need additional support.



**Actionable insights to help with interventions**

Based on the information gathered, we take specific actions to help students with their learning gaps. We provide tailored practice questions for each student. Teachers and the management receive detailed reports on the academic health of each class and the entire school.

# What is a Good Question?

So, what is a good question?

Over the last two decades, we at Ei have created tens of thousands of assessments and have also studied the assessments used in our schools as well as the school-leaving exams. Based on our collective experience over this period, we have identified certain key principles of making good questions that, if adhered to, can improve the quality of assessments and by extension also improve students' learning outcomes.

## 1. Testing core knowledge instead of peripheral facts

Assessments should primarily check for a student's understanding of key concepts. It is also okay if they test for certain facts if those facts are core to the subject.

## 2. Questions should be asked in an unfamiliar/atypical way

Traditional questions rarely use unusual or unfamiliar contexts or forms. As a result, students develop the techniques and confidence to answer those standard questions (often by reproducing the solutions in the textbooks).

They learn to 'pattern-match' questions in exams to check which question they have seen in the textbook or another source which is a closest match and apply the same procedure. Unfamiliar questions refer to those that deviate from the traditional textbook-based approach and introduce students to novel, relatable, real-life contexts.

## 3. Using authentic contexts and data in questions

Questions in exams should, as far as possible, contain authentic contexts and data from the real world, even in situations where the use of fictitious examples or data would otherwise suffice.

## Ei ASSET: Leveraging the Power of Scientifically Designed Questions

What makes Ei ASSET questions truly unique?

- Exposes students to questions with unfamiliar framing/context
- Assesses key concepts and core knowledge
- Uses authentic data in questions
- Analyses past student performance data while designing questions
- Uses technology in a pedagogically rich way
- Uses stimulus or case-based solutions

# How is an Ei ASSET Question made?

Robust Question Making Process

Misconception Research

= Superlative Questions

- Uncover Misconceptions
- Check Application



# Ei ASSET Questions:

## Let's take a Deeper Look

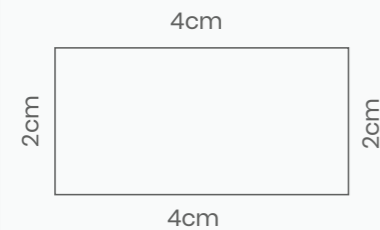
### Question 1

Standard Question

vs

Ei ASSET version

What is the perimeter of this rectangle?



Answer:

Ei

Which of these shape(s) has/have a perimeter?



Shape 1



Shape 2



Shape 3

- A. only shape 1
- B. only shape 3
- C. only shapes 1 and 2
- D. only shapes 1 and 3



#### Inference:

The regular question tests if given a rectangle with its sides marked, can students calculate its perimeter. Whereas the Ei ASSET question on the same concept of perimeter checks if students identify the shapes that will have a perimeter. While the first question is perfectly fine, it tests just the procedural aspect of the concept and it is possible that students who do not understand what a perimeter is are also able to answer it correctly just because they have memorised the formula or are simply adding the side lengths. The Ei ASSET question on the other hand can be answered only if students have understood that any closed shape, irrespective of the type of side it has—straight or curved, will have a perimeter. As seen by data, only around 40% of the students could answer the Ei ASSET question correctly and they harbour misconceptions like 'only closed shapes with straight sides can have a perimeter' or 'any shape, closed or open, with straight sides can have a perimeter'.

### Question 2

Standard Question

vs

Ei ASSET version

The gravitational pull on the Moon is \_\_\_\_\_ of that of Earth.

- A.  $\frac{1}{2}$
- B.  $\frac{1}{3}$
- C.  $\frac{1}{4}$
- D.  $\frac{1}{6}$

Answer:

Ei

If you're standing on the moon holding a pen, and you let it go, it will

- A. float away.
- B. float where it is.
- C. fall to the ground.
- D. float towards the Earth.



#### Inference:

The regular question tests if students know the fact that the gravitational pull on the Moon is  $\frac{1}{6}$  of that on the Earth. Whereas the Ei ASSET questions on the same concept of gravity checks if students understand what gravity is and can apply that understanding in the given context. The first question can be answered if students know the fact, which most of them do because of its familiarity from the textbooks/other sources. However, the same students when asked the Ei ASSET question are unable to answer it. While they would know that the gravity on the Moon is  $\frac{1}{6}$  of that on the Earth, they are unable to apply the underlying understanding that there is gravity on the Moon which will make any object dropped on its surface, fall. Only around 15% of the students were able to answer the Ei ASSET question correctly while 42% students thought that the pen dropped on the Moon would float away.

# Benefits

## of Incorporating Ei ASSET in your School:

### Diagnose Learning Gaps

What concepts are students struggling to grasp and how can the same concepts be explained better?

- Ask quality questions to diagnose understanding
- Get detailed analytics to understand gaps
- Actionable insights to help with interventions

### Benchmarking

How your school compares with others and what needs to be improved? Get an in-depth view of:

- Individual student performance
- Overall school performance

### Teacher Effectiveness

How can your teachers improve classroom instruction?

- Post Ei ASSET Workshop
- Ei ASSET A Question A Day
- Practice Questions
- Teacher Sheets



### Identify Misconceptions

Good assessment requires quality questions that prompt deep thinking and application of learned concepts. Here are the key characteristics of effective questions:

- Tests core knowledge instead of peripheral facts.
- Poses questions in unfamiliar or atypical ways.
- Uses authentic contexts and data in questions.

## Why ask a Traditional Question when you can ask an Ei ASSET question?

Some schools rely solely on their own tests and exams, dismissing the need for external assessments. However, both classroom tests and external tests serve distinct and complementary purposes. Classroom tests allow personalised evaluations but may lack objectivity, while external tests offer valuable insights to teachers, aiding them in adjusting their instructional methods. External tests also act as benchmarks, showcasing the school's standing within a broader context. Furthermore, these tests inspire teachers to think creatively and consider essential skills within the curriculum.

## Our Work on Assessment Reforms with School Affiliation Boards of India

The National Education Policy (NEP) 2020 advocates a shift from an assessment system that primarily focuses on testing rote memorisation skills to one that emphasises regular and formative evaluation. Recent notifications from the Central Board of Secondary Education (CBSE) and Indian Certificate of Secondary Education (ICSE) boards indicate that competency-based assessments will gain prominence in board exams. (Please refer to the specific notice for more information.)

At Ei, we work closely with CBSE and ICSE along with other state boards for excellence in assessments and capacity building of the board.

This is the fundamental principle on which we have built Ei over the past 22 years. We firmly believe that rote learning should be replaced by "Learning with understanding." At the core of this approach lies a national assessment system that aims to assess the conceptual clarity of each topic for every student, facilitating their understanding of higher-order skills such as analysis, critical thinking, and conceptual clarity.

As part of the project we have co-created these question booklets for five subjects of Grade 10. These booklets contain competency-based items specifically designed to test conceptual understanding and their application in real world scenarios.

Scan the QR code to access the booklets.



## A test for every school, every class and every year.

Ei ASSET covers:

Grades 3 to 10

**Subjects:**

English, Maths, Science and Computational Thinking

Grades 5 to 10

**Subjects:**

Social Studies

Grades 4 to 8

**Subjects:**

Hindi

**Ei ASSET is available in:**



**Pen & Paper mode**



**Online mode**  
(Ei ASSET Dynamic)

# Ei ASSET Assistance Report

Ei ASSET changes the way teachers teach and students learn. Through extensive research in the field of learning, Ei ASSET has ensured students, educators and parents reap utmost benefits out of the evaluation process through the following assistance reports:

Scan the QR Code to take a look at the sample reports.

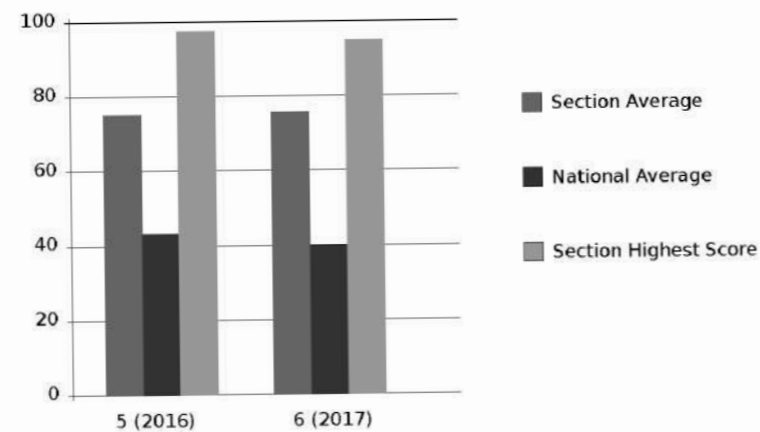
## Teachers' MyBook Assistance Report

Comparison of performance of the same batch of students across different classes:

The graph below shows you how students' performance has changed over a year. The performance of students in class this year is compared to the performance of the same batch of students in their class in the previous year. (Note: The analysis may not be valid if the number of students in the batch has changed significantly in the past two years.)

Class	Average Performance	Performance in comparison to National Average	No. of Students
5	75.1	+31.89%	25
6	75.6	+35.72%	25

6 (2017) vs 5 (2016)  
Performance of the same batch of students



Your students in class 6 have improved in the average performance in Maths from last year.



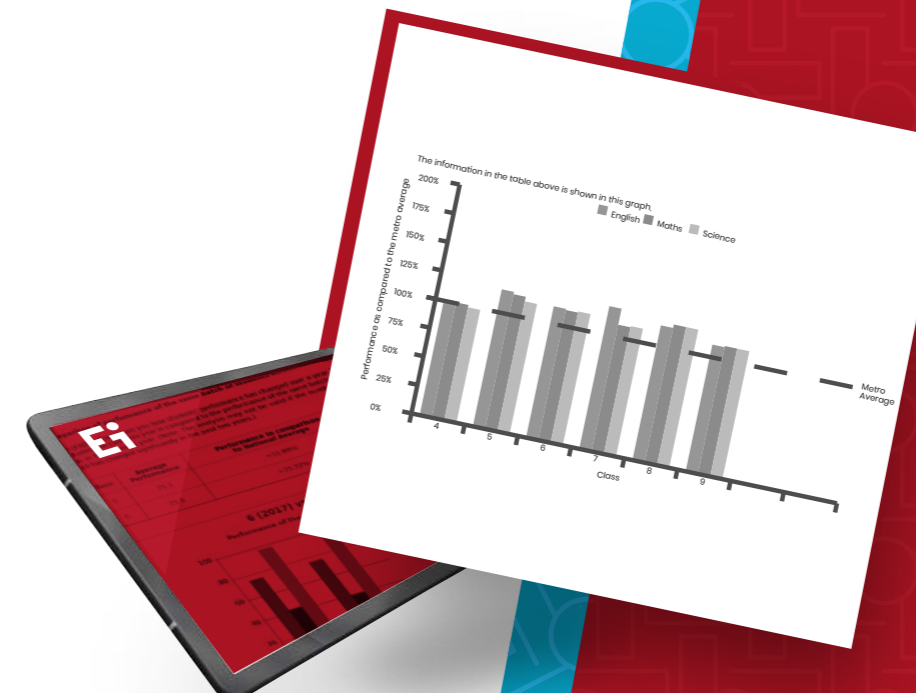
Sample of Teachers' MyBook Assistance Report

## Students' MyBook Assistance Report



Sample of Students' MyBook Assistance Report

## Management MyBook Assistance Report



Sample of Management MyBook Assistance Report



## What is New in Ei ASSET?



**Introducing**  
**Ei ASSET**  
Computational  
Thinking

## Preparing Students for the Future

Computational Thinking holds immense significance in today's world due to the rapid pace of change, the proliferation of AI, and the democratisation of technology. It is a universal skill applicable to various fields.

Four key Computational Thinking skills:

- |                     |   |
|---------------------|---|
| Decomposition       | Breaking down complex problems into manageable parts.                   |
| Algorithm           | Creating step-by-step solutions or rules to solve problems.             |
| Abstraction         | Focusing on relevant information while disregarding irrelevant details. |
| Pattern Recognition | Identifying similarities among and within problems.                     |

## Beyond Ei ASSET

**Ei ASSET**  
Talent Search

Ei ASSET Talent Search is a scientifically designed, globally acclaimed, gold standard of assessment. It is a skill-based test that evaluates the extent of academic talents in students by asking questions that are two grades above the current level of the student. The questions are crafted in a way that probes students' level of understanding and their ability to apply this understanding to solve complex problems. Ei ATS is available for core subjects of English, Maths and Science.



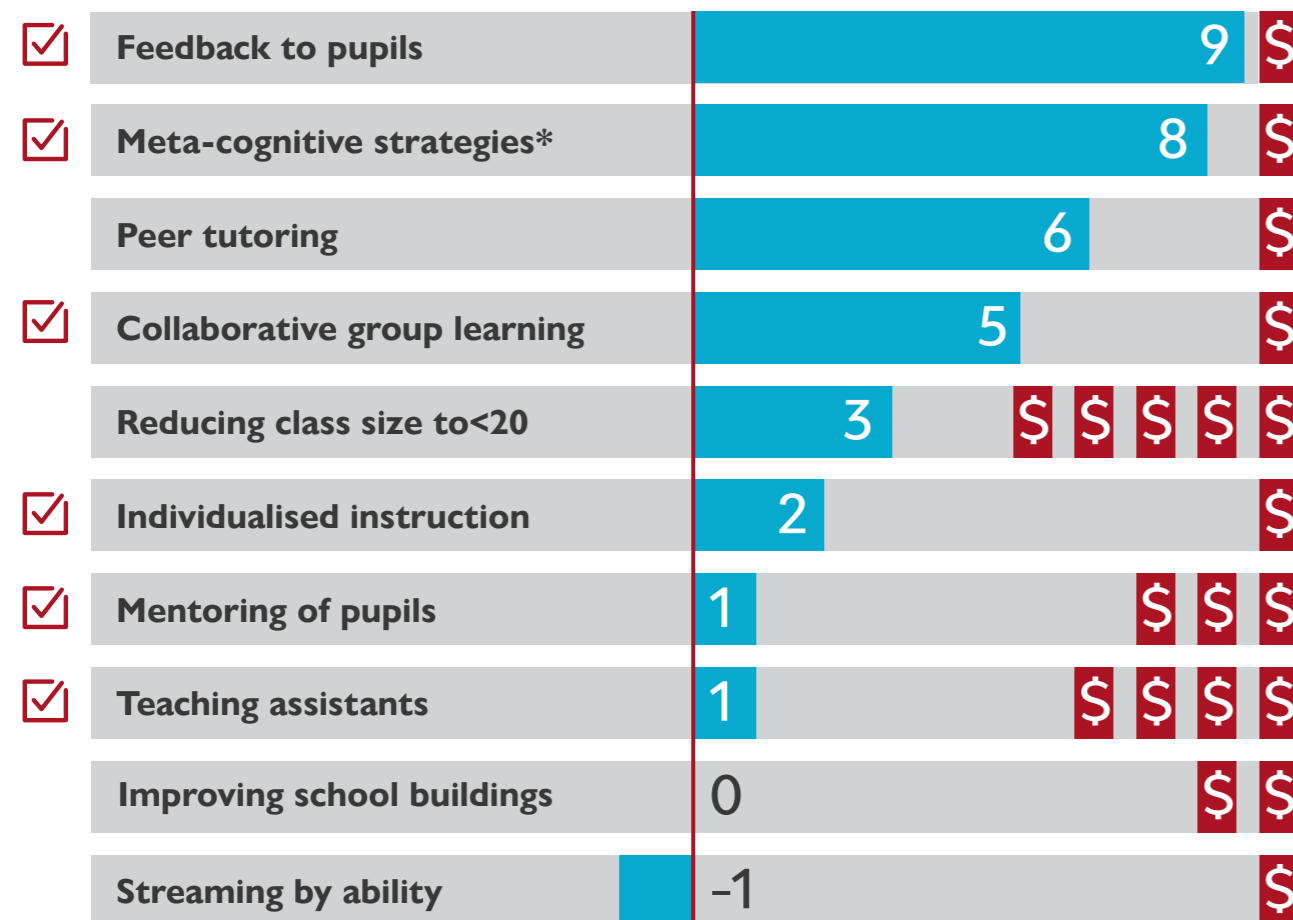


## What Interventions in a Classroom work and at What Cost?

This report published by The Economist clearly illustrates that interventions and providing constant feedback to pupils, is the most effective and least expensive learning strategy.

**Effect in additional months' progress**

**Relative costliness**  
**5X\$=most expensive**



Source: The Economist

\*Helping pupils think about their own learning more explicitly.

■ Impact    \$ School Expense

✓ Existing Ei Interventions

# Ei Impact in Numbers

Partnered with  
**10,000+**  
**Schools**

A treasure house of  
**5 billion**  
 data points

Present in  
**12**  
 Countries

Assisted  
**15,000+**  
**Teachers**  
 for classroom remediation  
 with Ei CARES

Conducted  
**300+**  
**CSR projects**

**15 million**  
 assessments conducted with  
 Ei ASSET

Personalised Maths  
 Learning for  
**5,00,000+**  
 students with  
 Ei Mindspark

**2 million+**  
 questions delivered  
 every day on  
 Ei Mindspark



Scan QR code for  
 Lorem ipsum dolor sit  
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# About Ei

Educational Initiatives (Ei) is a global ed-tech company with a mission to create a world where children everywhere are learning with understanding. Ei leverages large-scale data collected over two decades of success in the education space, deep pedagogical research, and the right technological tools to scale high-quality assessments and learning solutions. Over 10,000 schools globally and multiple governments count us as their partners through various initiatives and projects.

Ei's landmark Personalised Adaptive Learning solution, Ei Mindspark has gone through five independent third-party evaluations and has shown a 7-8x learning gain in students.

Ei's flagship assessment offering, Ei ASSET leveraged scientifically designed questions and real data to identify student learning gaps. Over 15 million assessments have been conducted through Ei ASSET.

Ei's impact spans across several geographies like the Middle East, South Africa, Asia and USA and has been recognised by the likes of Harvard, MIT and the World Bank.

## Some of our Prestigious Customers

### North

- The Shri Ram School, Aravali
- The Doon School
- St. Kabir Public School
- Maharani Gayatri Devi Girl's School
- Seth M.R. Jaipuria School
- Yadavindra Public School
- Mayo College
- Bhavan Vidyalaya, Panchkula
- Sanskriti The Gurukul
- Shiv Nadar School

### West

- S N Kansagra, Rajkot
- Vasant Valley School
- Smt. Sulochanadevi Singhania School
- St. Mary's School (ICSE), Mazagaon
- The Riverside School
- Champion School
- Billabong High International School
- Vidya Valley School
- B K Birla Public School, Kalyan
- The Shishukunj International School
- The Cathedral & John Cannon School (Junior)

### South

- Padma Seshadri Bala Bhavan Group
- BVM Global@Trichy
- Sri Kumaran Children's Academy
- Chinmaya Vidyalaya Srimathi Lingammal Ramaraju Mat. Higher Secondary School

### East/North East

- South Point, Kolkata
- Modern High School for Girls
- Mahadevi Birla World Academy
- St. Xavier's School
- Hollotoli School
- Fernwood School

... and thousands more



For more information on Ei, please visit <https://www.ei.study/>

## Our Vision

Creating a world where children everywhere are learning with understanding.

## Our Mission

Ei leverages the twin levers of cutting-edge educational research and a technology-based solutions approach to revolutionise how children engaged in the K-12 education space learn.

We reach a multitude of children across different strata of society, irrespective of the kind of education they are receiving or the curriculum they are following.

## Our Solutions

**Ei ASSET**

**Ei ASSET**  
Talent Search

**Ei ASSET**  
Computational Thinking

**Ei CARES**

**Ei Mindspark**

**Ei Reading Assessments**

# Ei is Trusted by



THE SHRI RAM SCHOOL



THE DOON SCHOOL

