

Summer Internship Project Report

“Customer Lifecycle Management”



Submitted in partial fulfilment of the requirement of
Post-Graduation Diploma in Management 2020-22

Under the Supervision of:

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ACKNOWLEDGEMENT

It was a delight to receive training at Gradeup, Noida, and the opportunity to work there was quite beneficial. My online communications with corporate employees supplied me with useful information about how the organisation operates.

I want to express my gratitude for the opportunity to work in the organization and heartfelt thanks to Mr. Lovneesh Tanwar and Ms. Devshree Pareek for their invaluable assistance during my training. I owe them a huge debt of gratitude for their meticulous attention and considerable time they put into my training and learning.

I am extremely grateful to Prof. Ritika Gugnani for mentoring me through this tenure by and guiding me in the right direction and helping me through this process. The acknowledgement will not be completed without my gratitude to the entire team of Gradeup and my college Jaipuria Institute of Management for their unconditional support at all times. Finally, I want to thank my parents and all my friends with for their helping attitude and co-operation during the course of my Summer Internship.

DECLARATION

I, the undersigned Dr Shivangi Tiwari, student of PGDM, hereby declare that the project work presented in this report is my own work and has been carried out under the supervision of Prof. Ritika Gugnani of Jaipuria Institute of Management, Noida This work has not been previously submitted to any other university for any examination.

Date: 25.05.2021

Place: Noida

Student Signature

A handwritten signature in blue ink, reading "Shivangi", with a horizontal line underneath it.

CERTIFICATE OF APPROVAL

This is to certify that **Shivangi Tiwari** roll no. PGFA2046 student of Jaipuria Institute of Management, Noida has completed and presented her report in a satisfactory manner which is a prerequisite for the award of Post Graduate Diploma in Management academic year 2020-22, under my guidance,

Institute Mentor Signature

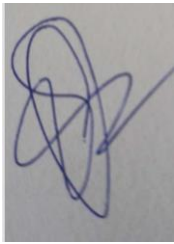
A handwritten signature in blue ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

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1.1 EXECUTIVE SUMMARY

The summary is based on the three-month-long internship that I had completed in Gradeup (Times Group) under the Growth & Retention (CRM) team as a requirement of my PGDM programme at Jaipuria Institute of Management, Noida.

The mobile-marketing comprises of two types of campaigns, onboarding or journey campaigns & engagement campaigns. I worked on CRM Software "CleverTap" in which my broad role was to manage the customer lifecycle management on the Gradeup App & its Website. I was expected to create Omnichannel Marketing Campaigns such as Push Notifications, Web Push, In-App, App Banners, Emails, Bottom Sticky & Web Pop-Ups, which included making the content, notification copies, creatives on Canva, deep links & UTM tracking links. Apart from manually creating campaigns, I was responsible for regularly sending the automated retention notification through the application programming interface. I had also undergone basic training in HTML Language for a better understanding of Email Templates.

With the help of the software, I was expected to pre define and segment users according to their lifecycle stage. RFM (Recency, Frequency, Monetary) Analysis, a user segmentation model that segments our users based on how recently and frequently they performed a specific event. The output of RFM Analysis is a segmentation of your users into ten RFM user types, ranging from Champion users, who are our best customers, to hibernating users who are likely to churn . It aided us in running engagement efforts to target certain user segments in need of development and persuade them to go to the next level of the funnel. To optimise the lifecycle, I used to run engagement tests, measure their impact, and apply the winning variation to all users in a stage.

The following are the components of Lifecycle Optimiser:

1. Understand the complete user base by mapping users to lifecycle stages based on qualifying actions.
2. Experiment with multiple ways and repeat until you find the winning Journey.

3. To bring consumers to the next step, engage them with relevant, timely messages. After creating the engagement, I was expected to assess the impact of my campaigns.\

Following the creation of the engagement, I was expected to evaluate the effectiveness of my campaigns. The following were the primary criteria I used to assess the present level of retention in my category:

1. App Usage Rate: This is the number of times the app has been used. The proportion of frequent returning users is displayed.
2. Current Conversion Pace: This is the rate at which we are now converting. The percentage of current users who converted is shown.
3. Repeat Conversion Rate: This is the percentage of people who convert again. It's the proportion of active users who converted once more. Another strategy to boost engagement was to develop a defined pipeline of advertisements that would run on a New User to assist them with a seamless onboarding experience on our platform. Onboarding Journeys is a visual campaign builder that allows us to provide our users with omnichannel messaging experiences.

As a result, journeys are perfect for keeping users engaged throughout the app's lifecycle.

- Create user onboarding journeys that engage consumers over several days or weeks and across multiple channels while you train them about your service using Onboarding Journey.
 - Long-term re-engagement initiatives to draw users back if they start to slack off
 - Promotional journeys to entice your users to transact at different points in time
- I was a part of three projects. The first was to assess the retention rate of users when the generic emails were sent across all categories compared to customised emails, which were sent to specific categories. The experiment with Emails Openers was done for 2 weeks, post which I analysed the data and concluded that emails, when sent with customisation to specific user sets, bore better retention rates.

My second project was to do A/B testing for Push Notifications & Email. Again, the variance in tone, content, creatives, language, timings and theme was undertaken. After testing it over a month on various types of content like articles, quizzes, live classes & important announcements, it was concluded that different types of content bring better results depending on the region and exam category.

Lastly, I was asked to do a competition analysis on BYJU's and Unacademy in which I collected data through primary research in which I observed and documented the user onboarding journey of Unacademy to gain valuable insights.

1.2 INDUSTRY OVERVIEW

Gradeup is an EdTech company, which broadly falls under the Education Sector. However, with the rise in technological advancements, the conventional education system is evolving with technology integration.

1.2.1 EDUCATION INDUSTRY

Introduction

In the global education system, India is a major player. India has one of the most extensive networks of academic institutions in the world. On the other hand, there is still a lot of opportunity for development in the educational system.

Market Size

India has the world's biggest population of people aged 5 to 24, with around 500 million people in this age group, providing a significant potential for the education industry. In FY18, India's education system was valued at US\$ 91.7 billion, and it is predicted to grow to US\$ 101.1 billion in FY19.

In FY19, there were 39,931 colleges in India. In FY21, India has a total of 967 colleges . In the fiscal year 2019, India has 37.4 million students enrolled in college. In FY19, the Gross Enrolment Ratio in higher education was 26.3 percent.

After the United States, the country became the second-largest market for e-learning. By 2021, the industry is estimated to be worth \$1.96 billion, with 9.5 million consumers. By 2026, the virtual learning market in India is expected to reach US\$ 11.6 billion.

Investments/ Recent Developments

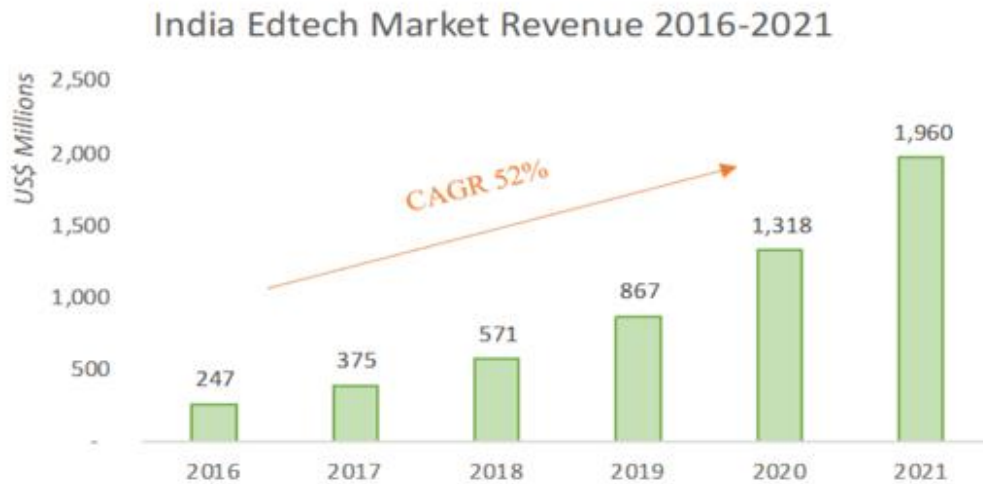
In recent years, India's training and education sector has seen major investments and advances.

- According to the Union Budget 2021-22, roughly 5.6 million educators would be trained under the NISHTHA education program in 2020-21.
- On April 1, 2021, Union Education Minister unveiled the NCTE Web Portal's 'MyNEP2020' Platform. The platform aims to gather feedback, suggestions, and registrations from key stakeholders to write models for training programmes.

Initiatives by Indian Government

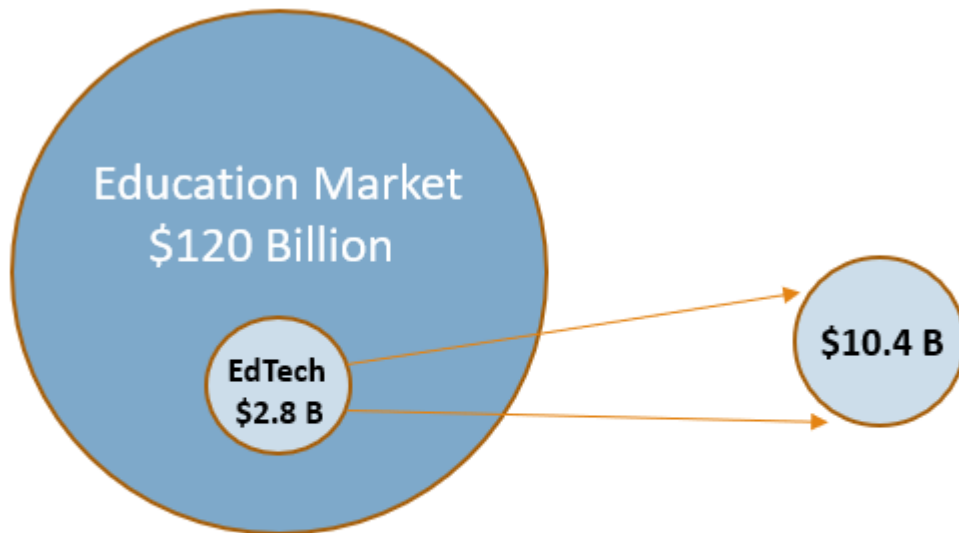
- The E9 programme is the first of three phases aimed at co-creating digital learning and skills for underprivileged children and young people, particularly girls. By pushing quick reform in educational standards, linked with achieving the fourth sustainable goal agenda. According to Union Budget 2021-22, the government allocated Rs. 54,873.66 crore (US\$ 7.53 billion) for the Department of School Education and Literacy, compared with Rs. 59,845 crore (US\$ 8.56 billion) in Union Budget 2020-21.
- The Department of School Education and Literacy received Rs. 54,873.66 crore in the Union Budget 2021-22
- For university education, the government has set aside Rs. 38 crore and for primary literacy and education, Rs. 54 crores. Under the Rashtriya Uchchatar Shiksha Abhiyan, the government set out Rs. 3,000 crore.
- The government has prioritised upgrading the country's digital infrastructure for education in the Union Budget 2021-22 by establishing the National Digital Educational Architecture (NDEAR).
- In January 2021, the Ministry of Education released criteria for migrant children's identification, admission, and ongoing education in order to alleviate the effects of the COVID-19 epidemic.

Future Vision



The government has prioritised upgrading the country's digital infrastructure for education in the Union Budget 2021-22 by establishing the National Digital Educational Architecture. In January 2021, the Ministry of Education released criteria for migrant children's identification, admission, and ongoing education in order to alleviate the effects of the COVID-19 epidemic. Educational technology draws on theoretical knowledge from a variety of fields, including communication, education, psychology, sociology, artificial intelligence, and computer science, in addition to practical educational experience. It includes learning theory, computer-based training, online learning, and m-learning, which makes use of mobile technologies.

The market is currently worth between \$700 and 800 million dollars. In the next ten years, India's edtech market is expected to grow to \$30 billion.



*Current Market
FY2020-21*

*Obtainable Market by
FY2025*

The Education Industry's Major Trends

Learn From Home

Online academies are getting more popular as a result of the real-time and dynamic environment they provide. Students can now finish their assignments totally online, taking use of multimedia learning tools like live-streaming and video-conferencing. Students and educators interact and discuss problems in a classroom-like setting over the internet. Universities aren't falling behind, and there are a growing number of online courses and remote transfer learning opportunities.

Concept-Based Learning

The shift to digital supports notion learning, which enables learners build important abilities and plan for future employment. It also shifts the focus from teacher-centered learning to student-centered learning. The learning trend is shifting away from machines and toward smart phones. More cell phone usage globally, particularly in India, as well as a rapid development in digitalisation in both urban and rural areas, all feed the education pattern.

Student Assessment using Artificial Intelligence (AI)

Students who use AI-powered online testing systems receive personalised feedback. For each

topic/subject, AI-based systems provide vital data into the success of learners and the group. There is a risk of biases seeping in during the typical manual examination of tests. The usage of online resources and procedures to assess the learner will eliminate the biases that come with manual analysis.

Gamification and Self Analysis

Learning attitudes have shifted as a result of gamification. It aids students in understanding how to employ online games designing and interactive elements in their educational process. It improves attendance by grabbing students' attention and encouraging them to participate. Diverse data analysis techniques reduce the potential of prejudice and make participants to validate their conclusions with intuition. Training through games not only allows students to improve their skills, but it also makes the active learning fun and effective.

1.3 COMPANY OVERVIEW

Gradeup is a competitive exam tutoring programme available online. Shobhit Bhatnagar, Vibhu Bhushan, and Sanjeev Kumar created it in 2015. The platform gathers resources for competitive tests and distributes it via a websites, mobile app & YouTube channels. The information is interactive and updated on a regular basis. It offers study guides, practise tests, and live classes for exams like as SSC, JEE, NEET, Banking, and others. Gradeup has a footprint in over 2500 cities throughout the world. Hyderabad, Patna, Lucknow, Delhi, and Pune are the platform's top five markets. He claims that out of the company's 3 million users, around 60 lakh are engaged on a monthly basis.

Type of business	Private
Founded	2015
Headquarters	Noida, India
Area served	India
Founder(s)	Vibhu Bhushan Sanjeev Kumar Shobhit Bhatnagar
Industry	Education
Parent	Times Internet
Website	www.gradeup.co

Services

Students can use the app to interact, clarify their doubts, obtain study materials, and seek professional guidance. The platform's study materials are available for free. Gradeup

introduced value-added services such as paid test series across exam categories in 2017. Additionally, the platform now contains premium features such as Classroom live courses. Service The following items are available:

- 1) Gradeup Green Card- Online Test Series
- 2) Gradeup Super- All Study Material + Live Classes + Online Mock Series
- 3) Free Live Classes & Study Material
- 4) NewsEd- News Portal of Gradeup

Channels



Gradeup App



Gradeup Website



YouTube Channel

Corporate Social Responsibility

Gradeup partnered with Smile Foundation, a humanitarian group that provides and empowers female children, in March 2019. This relationship was launched in honour of International Women's Day, and Gradeup will be financing the learning of eight girls for the next year through the programme She Can Fly..

Branding

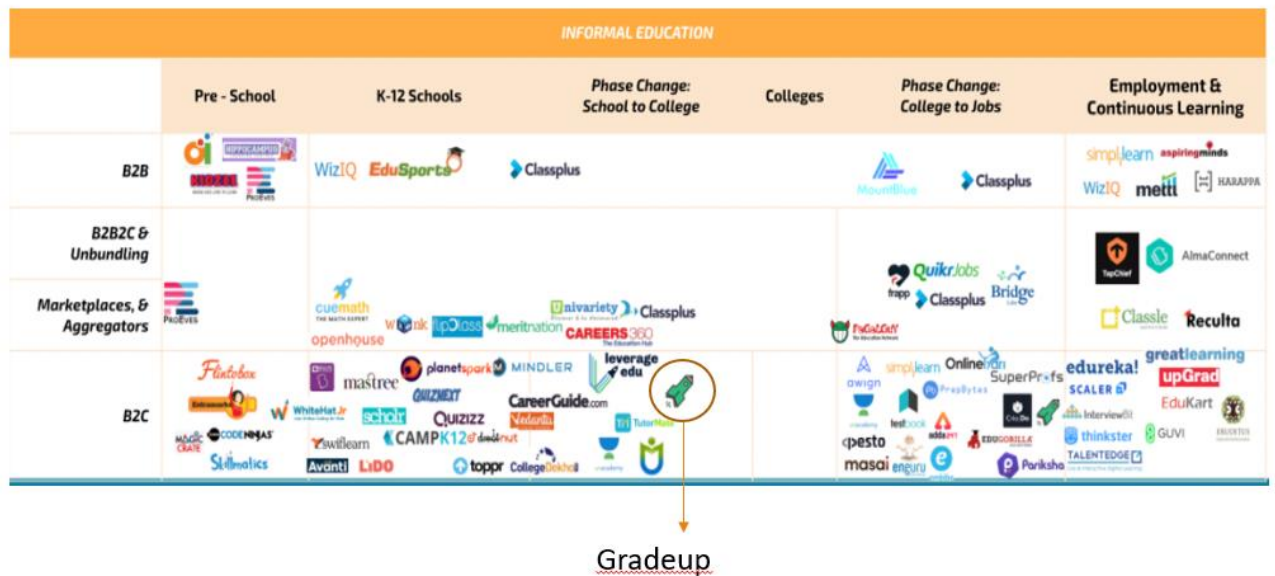
Mr. Kartik Aaryan, an actor, has been named as Gradeup's brand ambassador. The actor introduced the brand's "Gradeup Super" premium plan, which gives children unrestricted

access to comprehensive live classes and practise tests for exam preparation.

Annexure – Figure 1

Positioning Map

Indian Startup Ecosystem



In the ecosystem of EdTech Startups, Gradeup positions itself as a startup which provides educational services for users transitioning from high school to higher studies.

1.4 SWOT ANALYSIS

Strengths

- Good quality services: A combination of video lessons and interactive tools to customise learning for students
- Freemium Business Model attracts new users
- Convenience & Accessibility – Ease of studying anywhere anytime, since the devices are mobile. Accessible across all geographical areas
- Good technological infrastructure – Uses CRM software which helps with process automation, mechanisation and timely delivery of notifications, ease of creating onboarding journey and helps with data driven decisions. It helps with time and cost reduction and also aids predictive modelling for strategic implementations
- Rise in digital technology across India – Just like Tier 1 cities, Tier 2 and 3 cities have also shown a massive increase in use of smartphones, tablets and computer technology, especially during the pandemic
- Lockdown due to the pandemic has shown two folds increase in user base in the year FY 2020-21
- Communication that is more organised, uniform, and efficient.
- Communication is faster, more organised, more standardised. • Collaboration is easier: peer-to-peer knowledge sharing, asking questions, and receiving instant responses
- Diversified Product Portfolio– The company's products and brand enable it to simultaneously target different segments of the domestic market. It provides assistance for all Indian competitive exams, from UPSC to overseas tests like GMAT and GATE. Content comes in a variety of formats, including live seminars, quizzes, and articles. For some courses, they also provide classes in the local tongue. Company specialises in providing a personalised learning experience for each of its users. The company employs original content and interactive creatives for exclusive learning style
- Recent Acquisition by BYJU's – IT has expanded the budget and scope of the company to reach out to a larger audience now
- Lower operating cost as compared to traditional education model
- Popular and quality faculty

Weakness

- Technology failure and breakdowns – The internet is inconsistent because of lack of bandwidth. Bad weather conditions may also cause disruption in the learning
- Students are not exposed to technology as often as possible in their environment
- Technology for teaching is emerging, but not proficient in engaging students in higher order thinking skills
- Teachers are uncomfortable with the use of new technologies until they have been properly trained
- Noise during communication
- Poor monitoring mechanisms, this allows students to cheat in assessment
- Largely dependent on online branding and reputation
- Lack of availability of courses in all regional languages
- Less expenditure on advertising and marketing

Opportunities

- Growing digitalisation
- Growing demands of professional courses and certifications
- New Education Policy which will be implemented by 2023, will cause a rise in demand of online learning
- Growing Interest in Virtual Learning — As e-commerce has grown in India in recent years, so has interest in online education. Everyone wants the convenience of being able to study wherever.
- Education as a result of Covid-19 — Covid-19 has had a negative impact on the education sector. As more individuals rely on online education, it has provided Gradeup with a fantastic opportunity to expand its market. Most of the target audience of Gradeup are working class people who are preparing for competitive exams along with their jobs. It difficult to manage traditional classes with the job. Gradeup has an opportunity to target such users
- Untapped Semi-Urban and Rural India – Gradeup still has opportunities for targeting major segment of India i.e., Rural and Semi- Urban. These people are also adapting the new trend
- Emerging market Semi-Urban and Rural India — Gradeup still has potential to reach rural and semi-urban populations. • Potential in Adjacent Markets – Academic Learning can investigate adjacent sectors such as knowledge creation,

communication, strategy, and technology to help increase the market, particularly by expanding the features of current products and services.

- Changing Technology Ecosystem - The rise of machine learning and AI is redefining the technology landscape in which Gradeup operates.

Threats

- Data Privacy – Tight data security is required to operate in a technological environment
- Risk of Imitation - Business model can be imitated easily
- High lead time to create one course, meanwhile competitors with larger workforce may be able to streamline more courses in the same time
- Existing competition in the market - Competitive pressure is high. Other e-learning platforms such as Unacademy and Vedantu offer discount prices quite often
- Buyers' bargaining power is growing — Gradeup consumers' bargaining power has grown dramatically over the years, putting downward pressure on pricing
- Threats of New Entrants when Costs are Reduced and Efficiencies are Improved – Competition – both local and foreign competitors – may benefit from the low cost of reaching clients through social media and e-commerce, just as Education Learning can

1.5 PESTLE ANALYSIS

Political

- Internet access is restricted

The Internet is not available in all parts of India. As a result, delivering an online service is easier. The Internet is not accessible in every corner of India. This makes providing a virtual education experience more difficult because training modules must be stored on appropriate technology.

Economical

- Online education is cost-effective.

Though it's more cost-effective in longer run when compared to traditional teaching system, e-learning has a rather hefty overhead investment. Its because, in order to absorb digital content, students will require appropriate technological support. The high price of workstations and cellphones in countries like india may be unaffordable.

Sociocultural

Inadequate interpersonal interaction

Despite its effectiveness as a learning tool, internet training has the drawback of removing social connection from the equation. Every day, students in a traditional school interact one-on-one with their classmates, professors, and a variety of other people, including those they meet while travelling.

Technological

- Internet connection

Another significant technological barrier to online education is access to the internet. Students must be able to receive digital instructional materials via the internet, even if they have strong enough computer equipment to do so. The deployment of online education in

underprivileged communities and rural areas with limited digital infrastructure might be hampered by a lack of data access.

- Use of electronic devices

As highlighted in the Economic section of this PESTLE research, access to electronic devices is a major obstacle in online courses. Because not all students have access to computers, the online educational materials were unavailable to them. In other cases, electronic gadgets may be available, but they are of insufficient quality (e.g., too slow) to provide a beneficial educational experience.

Legal

Collaboration with publishers

Academic publishers, who frequently face restrictions on how their training materials may be delivered, must collaborate in order for effective online learning to be viable. For example, almost all traditional textbooks may not be allowed to share through digital medium.

Environmental

- Changes in energy use

In terms of the environment, substantial online education requires the use of energy to charge millions and millions of devices for prolonged times of time all over the world. It's also important to remember that operating physical schools uses energy, especially in terms of electricity. It's unclear what long-term effects a shift to online education might have.

JOB DESCRIPTION

Job Title: CRM Intern

Department: Growth & Retention, Marketing

Project: Customer Lifecycle Management

Reporting to: Mr. Lovneesh Tanwar (Associate Director, Growth & Marketing)

Ms. Devshree Pareek (Associate Manager, Growth & Retention)

Duration: 3 Months

Type: Paid Internship

JOB RESPONSIBILITIES

On The Job Training

- **Clevertap (CRM Software)**- Maintaining and Increasing Customer Retention by working on CRM Software
- **Campaign marketing** - Using Omnichannel Marketing (Emails, Mobile Push Notifications, Bottom Sticky, Web pop-up, Web Push, In-Apps & App Banners)
- Creating Revenue Campaigns - Building User Intent for purchase via Microsale, Macrosale & Customized Sale
- Using UTM based links to track the effectiveness and traffic of online marketing campaigns across multiple channels
- **Data-driven marketing**- Evaluating the User Action (Consumer Behaviour) backed by substantial data via Funnel movement and Trend Analysis on Clevertap
 - To asses User Intent and Drop Off's
 - Tracking Open Rate & Click Through Rates (CTR) to attribute conversions, measure user engagement, and optimisation opportunities
- Understanding Customer Segments according to their past behaviour to effectively target users for specific requirements

Problem Identification- Sending Generic Email across all categories or Sending dedicated emailers to specific categories (personalised emails) to increase Open Rates & CTR

-Assists in formulating strategy: A/B Testing was done for 2 weeks where in dedicated email were sent to specific categories

-Category Specific Email Optimisation: To measure change in strategy and assess its impact

-*Measure of Success: Measure of Success:* Got 20%+ Open Rates on Emails and overall consistent increase in CTR's as well

- **Creating Onboarding Journey** of User- To acquaint the user to the App, reinforcing the App navigation and providing instructions for smooth sailing of newly acquired customers to provide them with maximum value through the App
- **Creating Digital Dashboards**
- **Content marketing** - Increasing Customer Engagement & Retention by creating interactive and personalised Notification Copies

Problem Identification – Low Open Rates in Madhya Pradesh Category

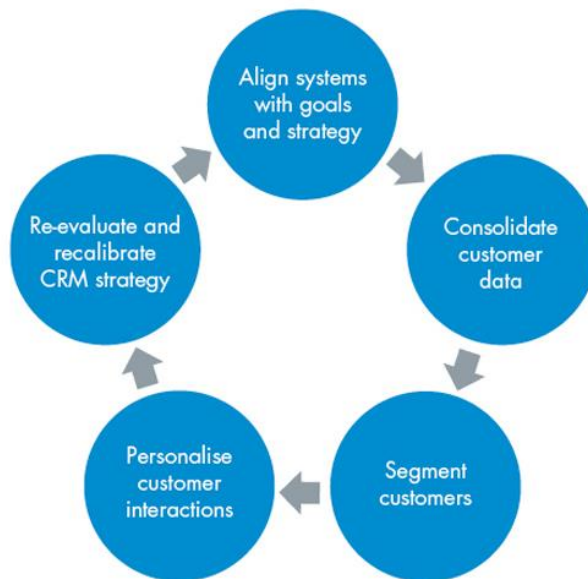
Solution Offered: A/B Testing for Push Notif's by changing the language from English to Hindi

Measure of Success: Got 1%+ CTR on Push Notifications and overall consistent increase in CTR's

- Using Sendy (Amazon SES), which is a self-hosted email application for creating and editing Emails
- Optimising Email Subject Lines to Increase Visibility & Open Rates Understanding the use of keywords and creating relevant content for campaigns
- Carrying out A/B Testing for Push Notifications and Email Marketing experimenting with variation types such as Content (Language), Tone (Formal/Informal), Salve Value (Discount Percentage/Absolute Value)
- **Canva** - To design graphics for Revenue as well as Engagement Campaigns
- **Primary Research-** Creating surveys questions for Customer Feedback
- **Competition Analysis-** Performed Competitor Analysis through Primary Research to observed and documented the user onboarding journey of Unacademy to gain valuable insights
- Maintain quality service by establishing and enforcing organisation standards

JOB ANALYSIS

Evaluating Marketing Campaign Lifecycle Through CLEVERTAP (CRM Software)



CleverTap is a CRM Software used primarily for increasing user growth and retention. It is basically an enabler and helps automate many cumbersome procedures like making manual marketing campaigns and sending them across millions of users everyday.

It is thus very important that we align the goal of the organization with that of an employee. The CRM tool is integrated with the company's data. Customer profile and all the other information is gathered from the software.

New Target Customer Segmentation:

1. Students preparing for competitive exams
2. Age : 18-30
3. Demographics : PAN India
4. Gender : Both Males & Females

Acquired/Existing User Segmentation is done on the basis of :

- User Action
- Past Behaviour

AND

Display common properties such as common

User Properties	currentlyLogged...	= (equals)	true	X
User Properties	Email	≠ (does not cont...)	@gradeup.co	X
User Properties	paidSuperMem...	≠ (does not cont...)	a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p	X
User Properties	activeGreenCards	∄ (does not exist)		X
User Properties	currentCategory	≥ (contains)	980fe8a0-b9b5-11ea-bb6f	X

+ Property

Logics are entered to segment user broadly for

- When - Time to schedule the campaign
- Where - Web or Mobile
- Who – Which customers, based on certain logic
- What – Content to be sent
- How – Which channel to use for sending campaigns

Campaign reach

Current segment size Calculate

OS	Devices	Users
iOS	0	0
Android	26459	26459
Total	26459	26459

Finally, the total segment size is calculated for Web or Mobile Marketing.

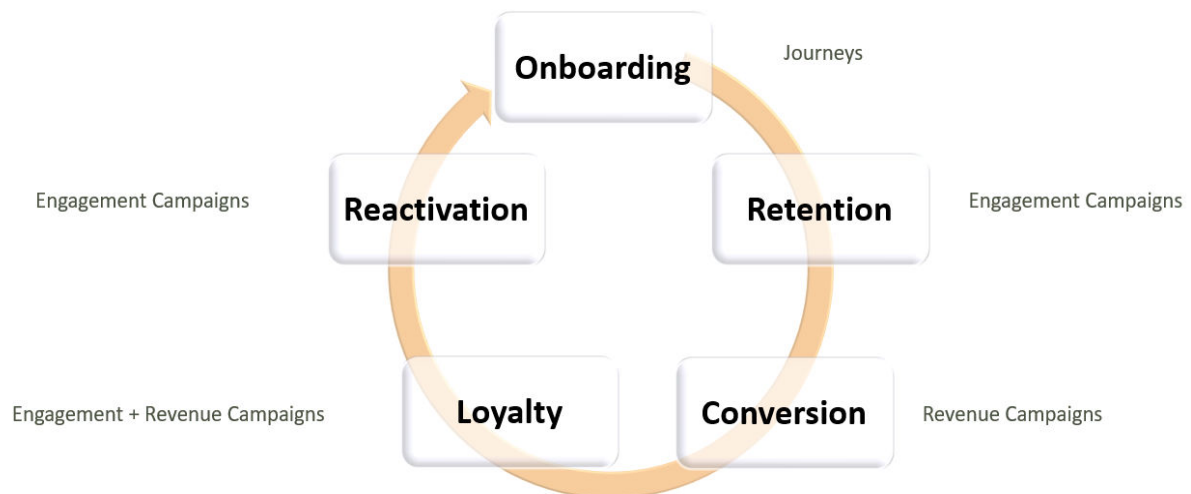
After segmenting the customers and deciding the target user set, marketing campaigns are made and rolled out. Marketing Campaigns are promotional activities with an intent to

- Increase the user base

- Awareness
- Onboarding
- Retention
- Reactivation

Campaigns are made, scheduled and delivered by CleverTap.

User Lifecycle Management

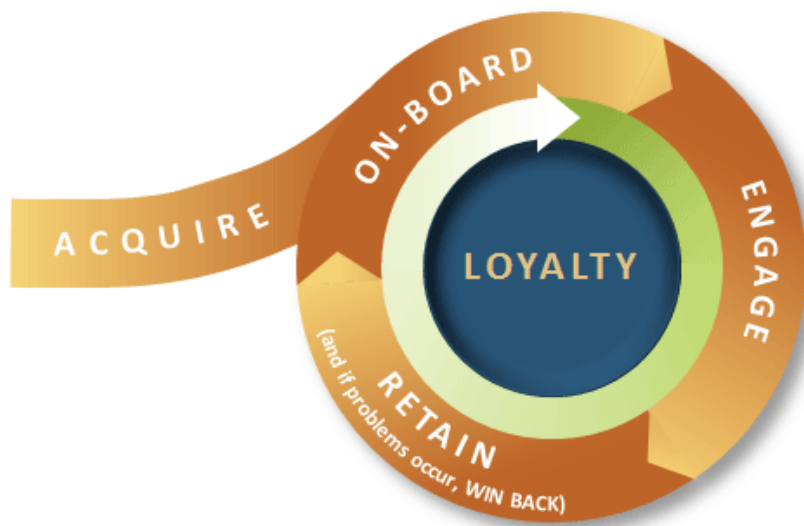


User Lifecycle Management is the process that allows us to keep a track of the value we add to our customers and in return how it affects the performance of the company. It measures many metrics or parameters to assess what a user goes through while making a purchase decision. The data is then analysed to ensure user customer satisfaction and value addition.

With the help of the software, I defined and segmented users based on their lifecycle, who are our best customers to hibernating users and then accordingly target specific user segments based on their action as well as past behaviour for our Revenue as well as Engagement campaigns.

The three major key responsibility areas are :

- Onboard the users
- Engage the users
- Retain users

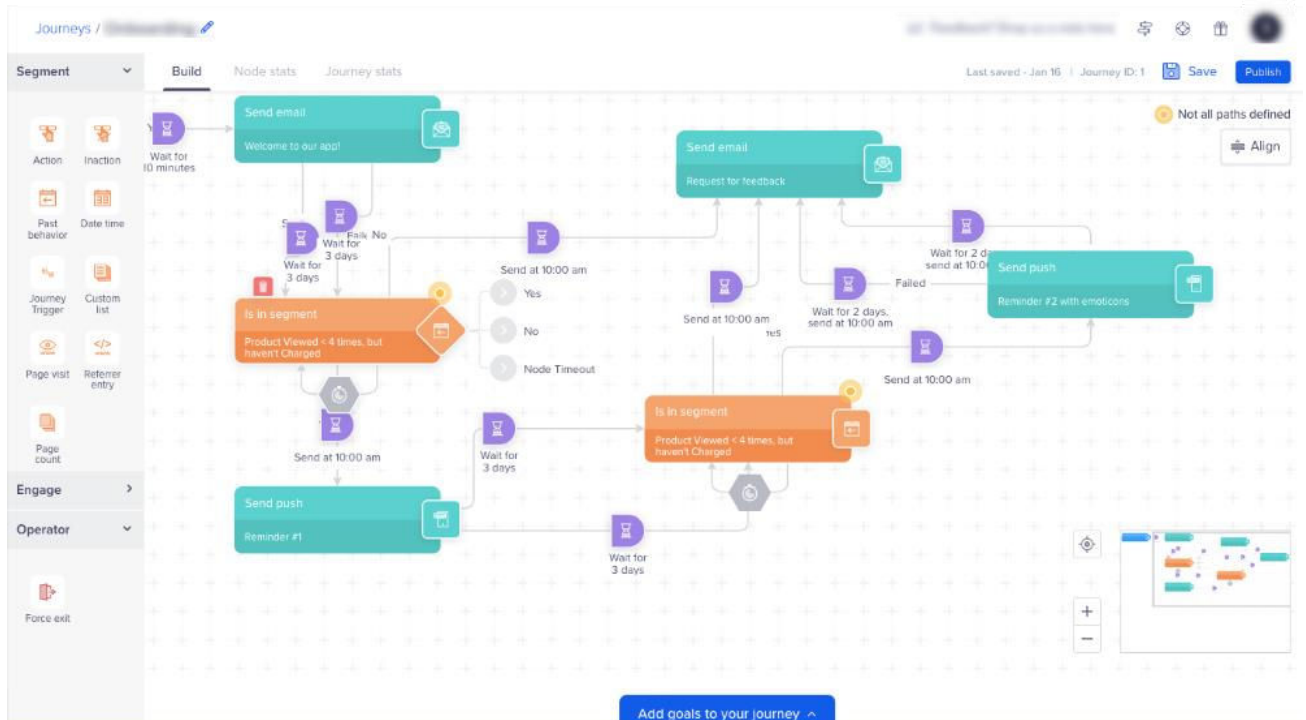


Onboarding :

Onboarding Journey is a mix of multi channel marketing campaigns who have a pre defined path and schedule. They are primarily used to acquaint the user with the Gradeup platform and ensures smooth sailing of users. Onboarding journeys have been extensively used to increase user retention.

Onboarding journeys are:

- First Touch Point with User
- Helps Build & Establish Relations



These set of automated campaigns are based on nodes for segmentation.

Nodes for Segmentation	Descriptions
Action	If the customer has performed certain action, they will enter the given node.
Inaction	Any user who has entered the initial action but has not done the second action in the given period of time
Past Behavior	Users who performed/not performed, the set of actions in the given days
Page Count	Users are segmented on the count of pages visited by them
Page Visit	Users are segmented on the basis of specific page visited
Custom	A custom criteria may be created for a particular user segment

Once the users are segmented, we decided the journey time in/out.

Journey start date and time

Now Later

Journey end date and time

Never end Select date and time

Journey Timeout ?

6 month(s) v

Allow users to re-enter the journey ?

Marketing Campaigns

CleverTap allows you to create omnichannel marketing channels such as :

- Push Notifications
- In Apps
- Emails
- Web Push
- Web Pop ups
- App Banners
- Native Display
- Bottom Sticky
- SMS

Three requirements to create a campaign are :

- Creating Notification Copies
- Creating Graphics
- Creating UTM based links to track the campaign

Steps to create a campaign:

1. Click on campaigns

Campaigns

Between Feb 22, 2021 and Mar 24, 2021 Create Clever campaigns + Campaign

Search by Name or ID Channel Delivery Status + Filter

181 matching campaigns [Subscribe to Reports](#)

Campaign name	Channel	Start time	Created time	Sent	Engaged	Rate	Status	Delivery	Conversion event
Cover InApp	Mobile In-app	Mar 8, 7:29 PM	Mar 8, 7:29 PM	1	0	0	Running	Action	Charged
Linked Content test	Mobile Push	Mar 8, 4:54 PM	Mar 8, 4:54 PM	1	0	0	Completed	One Time	Charged
testing recommendation-2	Mobile Push	Mar 5, 12:54 AM	Mar 5, 12:54 AM	0	0	0	Completed	One Time	Charged
test_launch	Mobile Push	Mar 4, 6:36 AM	Mar 4, 6:36 AM	17	1	5.88%	Running	Inaction	Charged

2. Choose your engagement channel type

Channel > Type

Select a channel for this campaign

Mobile channels

- Mobile Push
- Mobile In-app
- SMS
- App Inbox
- Native Display

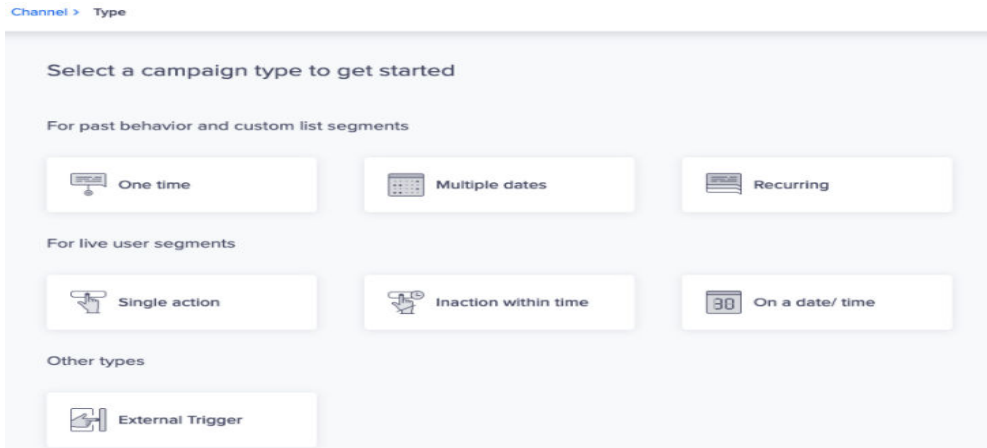
Email channels

- Email

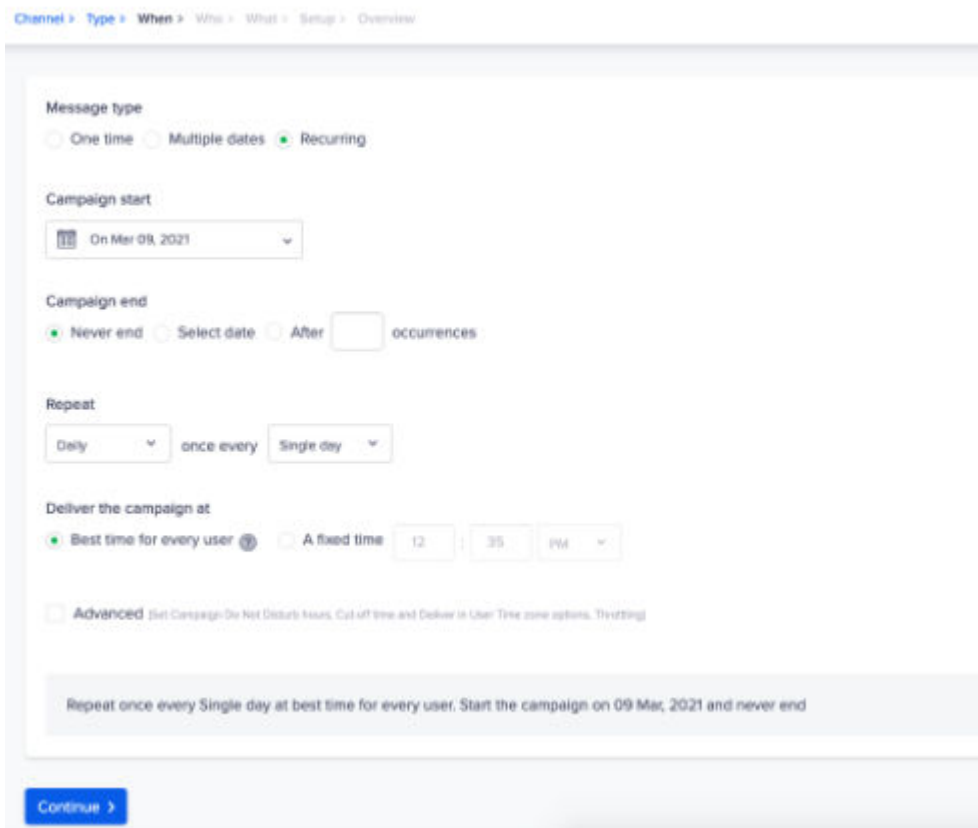
Desktop / Mobile web channels

- Web Push
- Web Pop-up
- Web Exit Intent

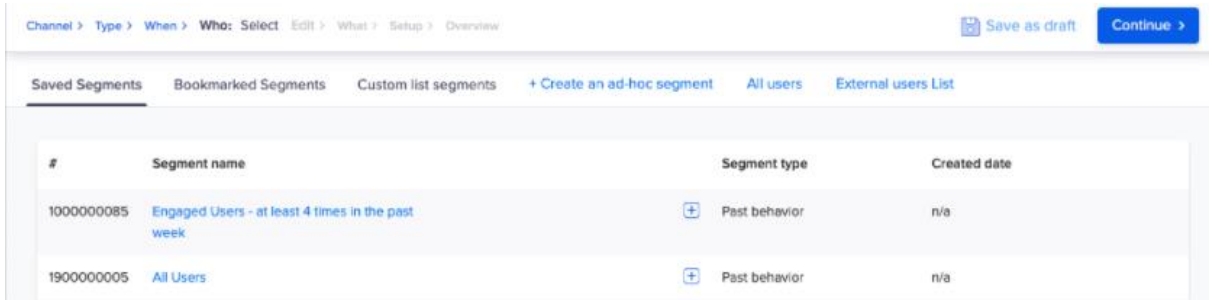
3. Choosing a type for the campaigns



4. Choosing when and how many times a campaign has to be sent



5. Defining the “Who” segment and selecting a user base



By interest (e.g. Users who the carted items or like purchasing or the website)

Users who like (optional)

+ Interest

AND By behavior (e.g. Users who added an item to their cart but did not buy in the last 30 days)

Users who did (optional)

+ Event

AND

Did not do (optional)

+ Event

AND

Display common properties such as (optional)

+ Property

Restrict delivery to

OS

iOS Android

Device

Mobile Tablet TV

Reach

Last active device All active devices

Campaign reach

Current segment size Calculate

OS	Devices	Users
iOS	8571	8571
Android	160437	160437
Total	168287	168287

The segment size may vary at the time of campaign run. Users with multiple devices are counted per OS. But they are considered only once in total users, hence the count may be lower.

6. Creating the “What” part, where you put your copies, graphics and links to send to the user.

Personalization Setup

Create message for "Single Message"

OS: iOS Android

Title

Friend, don't forget your goodies!

Message

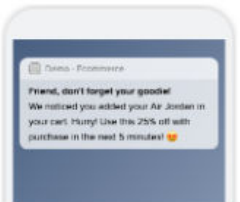
We noticed you added your **RECOMMENDATION - BRAND** in your cart. Hurry! Use this 25% off with purchase in the next 5 minutes!

Advanced

Settings for Android 8.0 and above

Notification channels

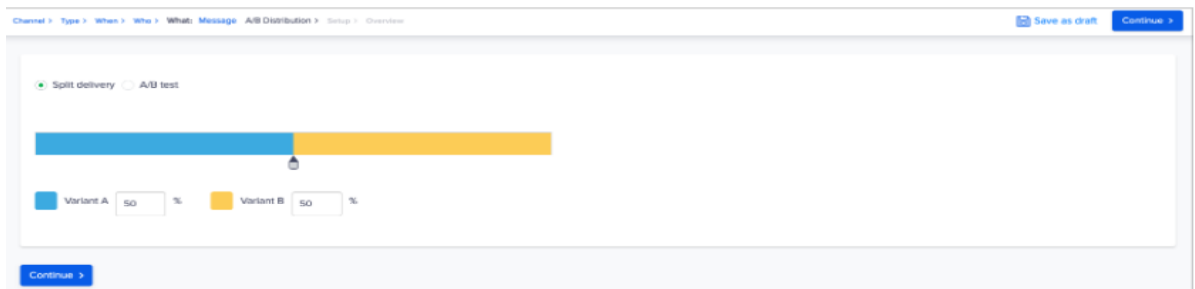
Select Channel



7. Then we create UTM Links

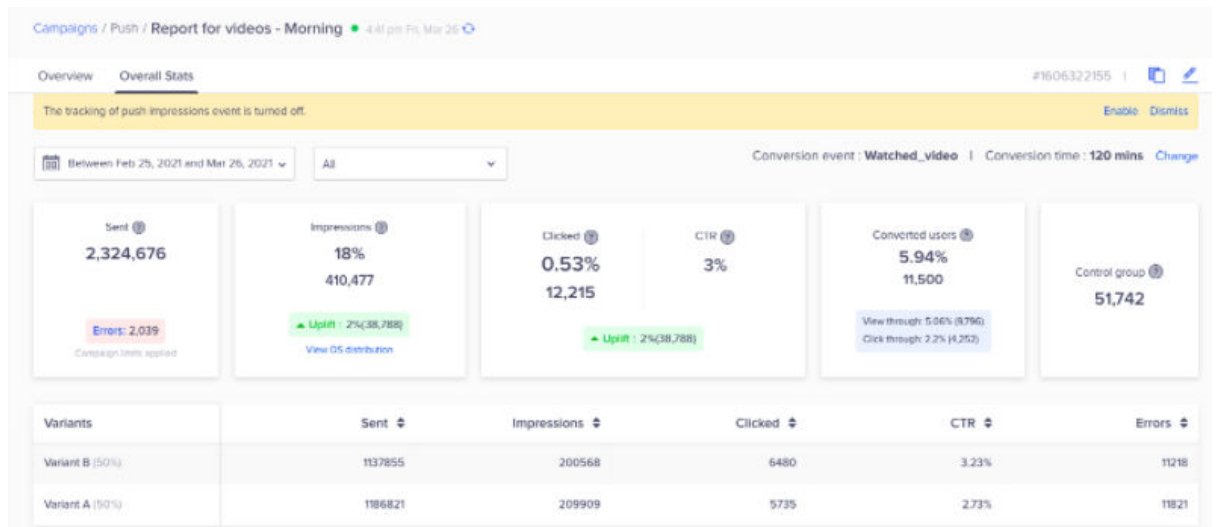
UTM Tracking Links for Social Media Icons						
UPSC	Links					
UPSC YT	https://www.youtube.com/channel/UCY1_iKV4NmlvB2NSwFCf9pQ?sub_confirmation=1&utm_source=gradeup&utm_medium=emailupsc&utm_campaign=yt					
UPSC Insta	https://www.instagram.com/gradeup_app?utm_source=gradeup&utm_medium=emailupsc&utm_campaign=instagram					
UPSC FB	https://www.facebook.com/upscexamprep/?utm_source=gradeup&utm_medium=emailupsc&utm_campaign=fb					
Playstore	https://gradeup.onelink.me/KXqE/cb6d1c49?utm_source=gradeup&utm_medium=emailupsc&utm_campaign=playstore					
Telegram	t.me/gradeuppscivservices?utm_source=gradeup&utm_medium=emailupsc&utm_campaign=telegram					
Twitter	https://twitter.com/gradeupapp?utm_source=gradeup&utm_medium=emailupsc&utm_campaign=twitter					
State PSC	Links					
State PSC YT	https://www.youtube.com/channel/UCC7iRN7h1QbmqIMZEWctiLA?sub_confirmation=1&utm_source=gradeup&utm_medium=statepsc&utm_campaign=yt					
UPSC Insta	https://www.instagram.com/gradeup_app?utm_source=gradeup&utm_medium=statepsc&utm_campaign=instagram					
UPSC FB	https://www.facebook.com/upscexamprep/?utm_source=gradeup&utm_medium=statepsc&utm_campaign=fb					
Playstore	https://gradeup.onelink.me/KXqE/cb6d1c49?utm_source=gradeup&utm_medium=statepsc&utm_campaign=playstore					
Telegram	t.me/gradeuppscivservices?utm_source=gradeup&utm_medium=statepsc&utm_campaign=telegram					
Twitter	https://twitter.com/gradeupapp?utm_source=gradeup&utm_medium=statepsc&utm_campaign=twitter					
EMAIL UTM TRACKING						
S.No.	Card Name	Source	Medium	Campaign	May	June
1	Monday Mail	gradeup	newsletteremail	dapril	dmay	djune
2	Tuesday Mail	gradeup	-free-video-lectu	email		CTA
		gradeup	-free-video-lectu	email		CTA
		gradeup	-free-video-lectu	email		CTA
		gradeup	-free-video-lectu	email		CTA
		gradeup	-free-video-lectu	email		CTA
		gradeup	-free-video-lectu	email		CTA
3	Wednesday Mail	gradeup	seoemail1	dapril	dmay	djune
		gradeup	seoemail2	dapril	dmay	djune
4	Thursday Mail	gradeup	-all-india-live-mo	mmcmp_april	mmcmp_may	statemmc
		gradeup	-all-india-live-mo	mmcupsc_april	mmcupsc_may	upscmmc
		gradeup	-all-india-live-mo	mmcbihar_april	mmcbihar_may	statemmc
		gradeup	-all-india-live-mo	mmcupstate_april	mmcupstate_may	statemmc
		gradeup	-all-india-live-mo	mmcother_april	mmcother_may	statemmc
		gradeup	-all-india-live-mo	mmcrajan_april	mmcrajan_may	statemmc
5	Friday Mail	gradeup	fridayemail	dapril	dmay	djune
6	Saturday Mail	gradeup	saturdayemail	dapril	dmay	djune

8. This section also allows you to do A/B Testing



9. After creating the campaign, we can send the campaign

10. After the campaign has been sent, we can analyse the report for the normal campaign or A/B testing



11. After analysing the report we can use the judgment to strategise for the next campaign.

Marketing Campaign Lifecycle



1. Determining the campaign target users and jot down the goal of the campaign
2. Creating Notification Copies, Creatives, Deep Links and Graphics
3. Determining the tools to measure outcomes like Open Rate or Click Through Rate
4. Scheduling the campaign
5. Sending the campaign
6. Measure the impact, assess the metrics and re-evaluate campaign strategy

PUSH NOTIFICATIONS

- Target Customer Segment– Put logic on CleverTap
- Creating Copies
- Creating Graphics
- Embedding UTM based deep links

EMAIL

- Target Customer Segment – Put logic on CleverTap
- Creating Subject Lines & Pre-header
- Creating Graphics
- Embedding UTM based deep links
- Creating unsubscribe links
- Optimizing Email Templates

APP BANNER / NATIVE DISPLAY

- Target Customer Segment – Put logic on CleverTap
- Creating Copies
- Embedding UTM based deep links
- Prioritize slides on App banner

IN-APP

- Target Customer Segment – Put logic on CleverTap
- Creating Graphics
- Embedding UTM based deep links

Some of the copies, creatives and campaign designed by me during my tenure.

Annexure – Fig – 3 (Push Notifications)

Annexure – Fig – 4 (Email)

Annexure – Fig – 5 (In App)

Annexure-Fig- 6 (App Banners)

A/B TESTING

PUSH NOTIFICATIONS TESTING

A/B testing was done on Push Notifications for the Maharashtra State Exam category. In this I created a planning for A/B testing, on the basis of which we experimented with the campaigns to increase the Click Through Rates and Open Rates for this category.

S.No.	Variation Type	Variant A	Variant B	Campaign	Comment
1	Content	English	Hindi/Hinglish (Keeping the category in mind)		
2	Design	Dark	Light	HOPE50 Sale	1) No Major Differences were found for the creatives as the CTRs for both creatives were similar. 2) Last time (Monsoon sale), when this test was done the creative with a Dark theme(dark blue) got more clicks than the one with light theme(Background was shade of white)
3	Design	Infographic type with more details in brief manner	Less text & image heavy		If images are heavy in Emails, it will go to Spam
4	Size	CTA - Big in size for more visibility	CTA - Average size		Catchy CTA got 1% + Rates
5	Content	Informal tone well within Branding guidelines	Formal tone		
6	Sale Value	Discount %	Absolute Discount		Got better CTR
7	Design	Non-image	Image	HOPE50 Sale	Tested Image & Non-Image Push Notifications, Non-Image notifications had a higher response rate.
8	Theme	Normal creative as per campaign theme	Creative theme should be as per the category For Ex: Defence category should have some image related to Army/Airforce/etc. UPSC category should have some image related to IAS, such as a Red Siren Light or something on similar lines		
9	Colour	Gradeup Colours/Normal Selection	Colours relevant to the theme		
10	Sale Value	Surprise element	Full disclosure		

After running the new campaigns for over a month, data was analysed and an increase in engagement activity was seen.

Engagement Numbers		UPSC	Bihar	Rajasthan	MP	Maharashtra	Other States	UPSC	Bihar	Rajasthan	MP	Maharashtra	Other States	
Quiz														
Event: quizSubmlServer	April 2021							May 2021						
	Events	130083	48641	18719	35035	4853	66890	Events	160557	22282	15408	38419	7029	60960
	Users	37131	9876	6028	7702	1596	16213	Users	47068	9401	5316	7296	2192	15293
	March 2021							April 2021						
	Events	131798	57163	25106	82812	336	106073	Events	130083	48641	18719	35035	4853	66890
	Users	34245	13448	7273	13756	195	28322	Users	37131	9876	6028	7702	1596	16213
	Change %age							Change %age						
	Events	-0.69%	-14.91%	-25.44%	-57.69%	1344.35%	-36.94%	Events	22.67%	-54.19%	-17.69%	9.66%	44.04%	-8.07%
	Users	8.43%	-26.56%	-17.12%	-44.01%	718.46%	-42.75%	Users	26.76%	-4.81%	-44.99%	-5.27%	37.34%	-5.67%
Post														
Post_open	April 2021	UPSC	Bihar	Rajasthan	MP	Maharashtra	Other States	May 2021						
	Events	409249	131678	34328	66411	7418	91285	Events	467879	42794	24202	66415	14291	105734
	Users	61261	21909	12388	12324	3170	30576	Users	66873	20019	7377	12433	5950	34779
	March 2021							April 2021						
	Events	444536	125032	37794	128953	312	119011	Events	409249	131678	34328	66411	7418	91285
	Users	69044	21761	10009	18106	149	39031	Users	61261	21909	12388	12324	3170	30576
	Change %age							Change %age						
	Events	-7.94%	5.32%	-9.17%	-46.50%	2277.56%	-23.30%	Events	14.33%	-67.50%	-29.50%	0.01%	92.65%	15.83%
	Users	-11.27%	0.68%	23.77%	-31.93%	2027.52%	-21.66%	Users	9.16%	-3.63%	-40.45%	0.88%	87.70%	13.75%
Classes														
Event: entity_engagement	April 2021	UPSC	Bihar	Rajasthan	MP	Maharashtra	Other States	May 2021						
	Events	242237	81623	2053	18769	1335	70652	Events	144281	21673	2017	11087	2068	29901
	Users	35519	12406	1115	4401	653	10193	Users	19133	6593	893	2744	528	4601
	March 2021							April 2021						
	Events	294386	62182	2171	28391	0	88374	Events	242237	81623	2053	18769	1335	70652
	Users	44744	13157	1380	6968	0	18189	Users	35519	12406	1115	4401	653	10193
	Change %age							Change %age						
	Events	-17.71%	31.26%	-5.44%	-33.89%	0.00%	-20.05%	Events	-40.44%	-73.45%	-1.75%	-40.93%	54.91%	-57.68%
	Users	-20.62%	-5.71%	-19.20%	-36.84%	0.00%	-43.96%	Users	-46.13%	-46.86%	-19.91%	-37.65%	-19.14%	-54.86%
Payment														
Event: PYMT SUCCESSFUL	April 2021	UPSC	Bihar	Rajasthan	MP	Maharashtra	Other States	May 2021						
Type: superMembership	Events	142	474	11	53	14	249	Events	459	413	15	56	22	226
	Users	132	460	11	51	14	245	Users	440	407	14	55	22	218
	March 2021							April 2021						
	Events	209	421	2	35	0	580	Events	142	474	11	53	14	249
	Users	194	414	2	35	0	568	Users	132	460	11	51	14	245
	Change %age							Change %age						
	Events	33.02%	19.69%	128.00%	64.19%	0.00%	57.87%	Events	339.34%	47.87%	92.90%	6.02%	69.14%	8.74%
	Users	33.02%	19.69%	128.00%	64.19%	0.00%	57.87%	Users	339.34%	47.87%	92.90%	6.02%	69.14%	8.74%

SFT & PAYMENT DATA					
Month	Category	SFT		PYMT > Type > Super	
		Users	Events	Users	Events
March	UPSC	35769	35927	203	209
April		31189	31405	136	143
May		24249	24382	154	158
March	Bihar	20010	20174	418	421
April		18809	19011	473	475
May		10128	10258	322	323
March	Other States	23154	23329	578	582
April		11641	11759	248	249
May		6786	6859	176	180
March	MP State	5661	5683	0	0
April		7113	7211	14	14
May		5747	5781	16	16
March	Rajasthan	8	10	2	2
April		755	771	11	11
May		1806	1815	12	12
March	Maharashtra	0	0	35	35
April		222	227	53	53
May		2461	2470	45	45
March	UP State	21744	21871	338	341
April		24523	24774	415	418
May		18750	18898	318	321

*SFT – Start Free Trial

EMAIL TESTING

Problem Identification - Sending Generic Emails & E-newsletters across all categories or Sending dedicated emailers to specific categories (personalised emails) to increase Open Rates & Click Through Rates

Recommendations : Assist in formulating strategy A/B Testing was done for 2 weeks where in dedicated email were sent to specific categories and to do category specific email content optimisation

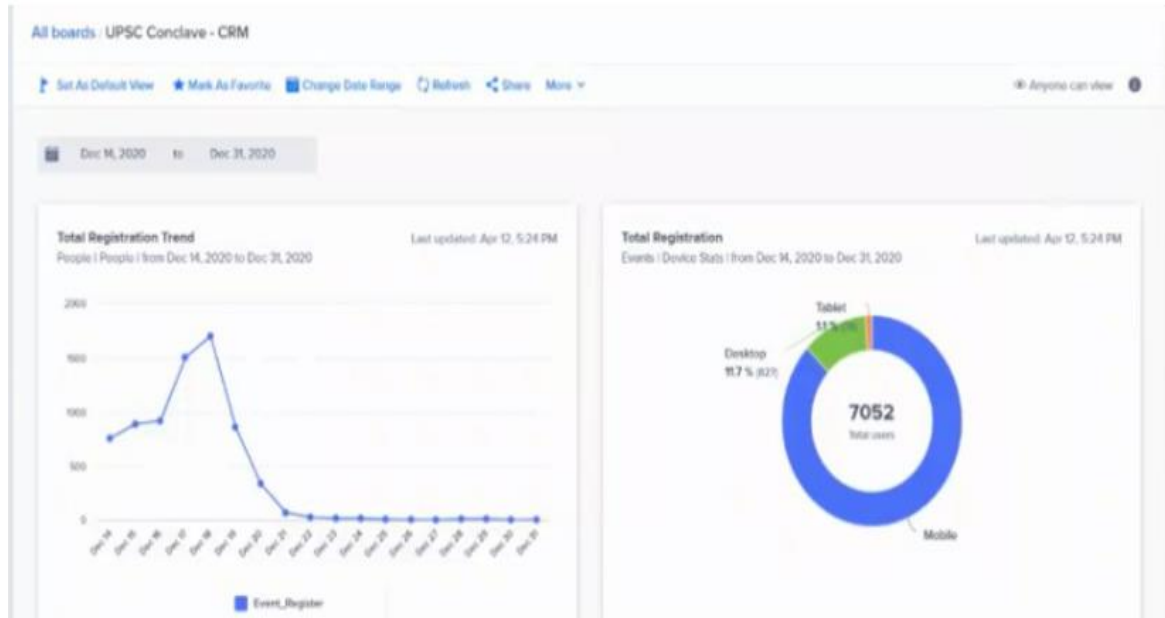
Assesment : Data Analysis to asses the impact of new strategy

Data analysis of Email Sent to Specific Categories/ Generic Email Sent to All Categories Together															
Note: Always Take Users For Type 1, use Analytics > Events Example: Notification Viewed with Campaign ID + Current Category (in the user property) For Type 2, use campaigns but for clicked data use Analytics > Events > Notification clicked > Campaign ID															
Day	Date	Type 1 - Old System				Type 2 - New System				Open %	Clicked %	Comments			
		Sent	Opened	Clicked	Open %	Date	Sent	Opened	Clicked						
UPSC															
Saturday	1 May 2021	41578	5253	194	12.63%	0.47%	8 May 2021	44,087	4,203	221	15.00%	0.50%	19%	7%	High Click Rates on Weekends
Monday	3 May 2021						10 May 2021								High Click Rates on SEO Emails
Openers		41576	5252	209	12.63%	0.50%		44081	4130	147	14.43%	0.33%	14%	-34%	Low Click Rates on Mondays
New Users		2149	199	13	9.25%	0.60%		2205	76	7	14.00%	0.32%	51%	-48%	
Tuesday	4 May 2021	41889	4756	142	11.35%	0.34%	11 May 2021	44,498	3,750	150	8.43%	0.45%	-26%	33%	Though Open Rates have Dec but Click Rates have increased
Wednesday	5 May 2021						12 May 2021								
Openers		41993	5,391	327	12.84%	6.07%		44,513	9,107	599	20.46%	1.35%	59%	-78%	
New Users		1055	162	12	15.36%	1.14%		1381	243	36	17.60%	2.61%	15%	125%	
Thursday	6 May 2021	53748	5532	193	10.29%	0.35%	13 May 2021	44,630	4,776	434	10.70%	0.97%	4%	171%	Thursdays are high in every Category - MMC
Friday	7 May 2021						14 May 2021								
Openers		41135	4801	196	11.67%	0.48%		111,018	9,275	197	8.35%	0.18%	-28%	-53%	
New Users		900	89	5	9.89%	0.56%		2,341	144	10	6.15%	0.43%	-38%	-23%	
Saturday	1 May 2021	41578	5253	194	12.63%	0.47%	15 May 2021	44,936	4,154	274	9.24%	0.61%	-27%	31%	
Bihar						Bihar									

Result : Increase in CTR's and Open Rates were seen in some categories on specific day emailers.

DIGITAL BOARDS

To analyse the data, data visualisation tool on CleverTap was used to create digital dashboards.



TYPEFORM

To understand the users engagement and satisfaction level, I created a questionnaire, which also includes the intent to ask that specific question, along with a tool to measure the responses.

	NEW USER		COMMENTS
NOTE: If any new user scores less marks in First Mock, he/she may not use the service further. Giving relatively easy questions in the first test improves morale and intent to pursue purchase	1) Are you preparing for UPSC?		
	Are you appearing for UPSC for the first time?		If YES- User might already have study material, could be a potential candidate only for GC. If NO- Could be tapped for Super too
	2) UPSC 2021 or Later?		User Intent One reason to not buy right now, preparing for exam next year or later Could use a better alternative for "Later"
NOTE: Minimum Open Ended Questions- User may not complete Survey; Use Max Close Ended Q's	3) Do you need Study material?		
	4) Are you looking to give practice exams?		To clear weather the user is a potential candidate for GC or Super
	5) Are you using any other means for preparation?		Competitor Analysis/ User intent
NOTE: Use Emoticons for Options- Better User response/engagement	6) Were you able to easily navigate through our App?		App Quality Check Is the user able to understand that we have different exam categories, where do we have SFT/Super
NOTE: Could also use a 4-5 pointer Scale of 'Emojis', ranging from Happy faces to Sad instead of using plain numbers	7) Have you Started our Free Trial?	Yes- Show Q's further, if No- "Would you like to Start Our Free Trial?"	
😊 - Super Happy	8) Do you know about Gradeup Super?		User Intent May also give a CTA - SFT
😄 - YES/Happy/Relevant	9) What piece of information is missing to make your process/purchase easier?		Open Ended/ Feedback
😐 - Could be better	10) How did you hear about us?		Campaign effectiveness
😞 - NO/Sad/Irrelevant			
	EXISTING USER		
	1) Do you use GradeUp Green Card or Super?		Segmenting purpose
	2) Do you use Gradeup App or Web?		User Experience
	3) What did you think about the Mock Questions?		Quality Check
		a) Great	
		b) Irrelevant Questions	
	4) Was the study material useful?		Quality Check
	5) Did you get timely notifications about Classes?		To check if there is a Gap Area b/w us and the User
	6) Which service did you like the most?		
	7) Rate on Emoji Scale a) Articles b) Quiz c) Live Sessions		Individually rate all 3 in Emoji Scale
	8) Gradeup's Payment Process was Simple/Painless/Hassle Free		Quality Check
	9) What persuaded you to complete the purchase of the item in your cart today		
	10) Would you suggest Gradeup to a friend?		Strong marker to check user experience
	11) Is there anything you want us to add in our Study Material?		Feedback - Open Ended

COMPETITOR ANALYSIS

To understand the mechanism of Onboarding Journey of one of the main competitors of Gradeup, Unacademy, a competition analysis was done by observing the campaign actions. The App was downloaded and each campaign or touch point was observed and recorded on an MS Excel file.

COMPETITOR ANALYSIS							
UNACADEMY							
Day	Date	Channel	Observation	CTA	Gradeup Y/N	Screenshots	Comments
	(3:50 PM)	App Install	200 Credits by Signing up Instead of saying- "Choose Exam Category", they said "Let's Customize your Exam; Choose Year, Mains/Prelims Etc)				Easy Interface; Activation is easy, Colourful and attractive UX; Catchy Phrase
Day 1		Push Notif	Since I stopped the process, got an instant Notif	CTA: Choose Goal			Catchy CTA; No image
02.06.21			Preferred course language options include: Hindi, English & Hinglish				
		In App	As soon as you open an exam page, In App pops up which says "Problem with UPSC? Let's talk to experts"				Call Service as soon as you login in case you want
		Bottom Sticky	Verification for E-mail; Sent OTP on Email				Hassle, two OTP's, one for phone verification & one for Email
	4:00 PM	Push Notif	Immediately after opening Exam page	CTA: Explore Now			ICONIC Plan- Personal Coach for training Like our "Mega Mock" they have "Combat" No image
			Exam page says: Let's explore in 3 ways Watch a live class Take a quick Quiz Attempt a Live Test				
			Structured Courses				Ease of finding a topic
			Upcoming Live Quiz is visible on the page with a timer				Sawal Jawab paratiyogita and Kaun banega GK master
	5:00 PM	Push Notif	Live Class	CTA: Learn Now			No image
	6:00 PM	Push Notif	Live Class	CTA: Learn Now			
							We can make Everyday Learning Goals

INSIGHTS FROM COMPETITON ANALYSIS

- **Onboarding** : App walkthrough is shown via Images

Onboarding discount of 10% to every New User

- **Timing** : No notifications were sent after 9:00 PM
- **Creatives** : Clutter free graphics, which increased text visibility
- **Call to Action Button** : Catchy CTA's
- **Emails** : Using GIF's in Email

Emails sent on Sunday also (All 7 Days)

Learnings

Hard Skills:

- Hands on experience on CRM software, CleverTap
- Tools Used: Sendy (SES) , Airtable, Canva & Tableau
- Creating Omnichannel Marketing Campaigns
- Understanding & Using API for automation

Soft Skills:

- Better understanding of CRM process & User Lifecycle Management
- Understanding consumer behaviour through (Funnel movement) data analysis
- Understanding of Marketing Automation

Soft Skills:

- Adhering to deadlines
- Professional Communication
- Critical Thinking & Problem Solving

Future Scope

Future Scope of EdTech-

According to a 2017 report by KPMG & Google, online education market would reach approximately US\$ 4 billion in 2021, with a subscriber base to about 9.6 million. The new education policy will place a greater emphasis on skill development.

Future Scope of CRM –

In 2014, the CRM market in India was predicted to be worth over INR 18 billion, and it is expected to increase at a CAGR of around 21.9 percent between 2017 and 2021. It's powered by clever data analysis and effective market intelligence, and it's available on social, phone, and cloud platforms. CRM will build successful emotional connections while improving corporate processes with a more mature approach to knowledgeable consumers.

Annexures

Figure 1 – Brand Ambassador – Mr. Kartik Aryan



Figure – Onboarding Journey

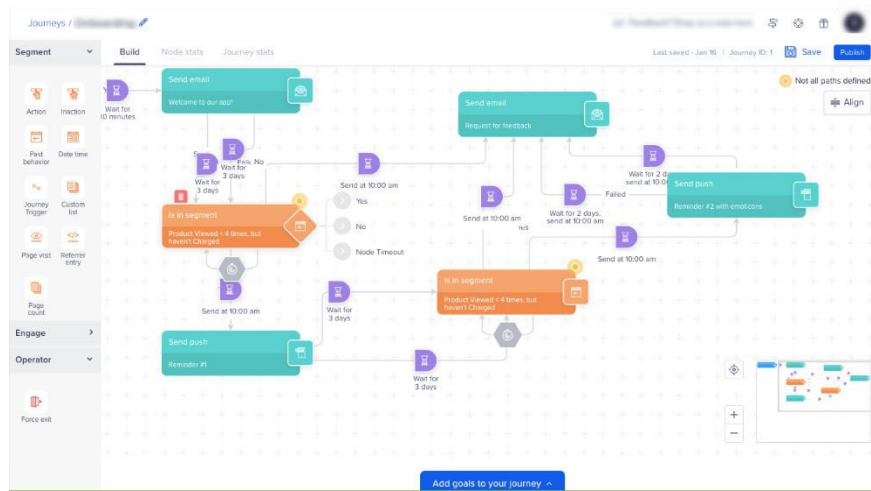


Figure – 3 – Copies & Creatives Designed by me for PUSH NOTIFICATIONS





shivangi.tiwari 7 hours ago

Hello @athena.joseph190, pardon me, I took some time.

I have a few suggestions, though I am not sure if they'll fit in:

1. Padh lo, Warna Dravid Gussa ho jaayega
Get Flat 45% Discount, MANTRA 45
2. Dravid, Keep Calm and Grade up,
Avail Flat 45% discount now, MANTRA 45
3. Gunde aayenge jaayenge, but ye discount nahi
Hurry, Flat 45% Discount, MANTRA 45
4. Leave gundagardi to Dravid, You Grade up!
Grade up Gunda Discount Flat 45%,
MANTRA45



himanshu.garg427 6 hours ago

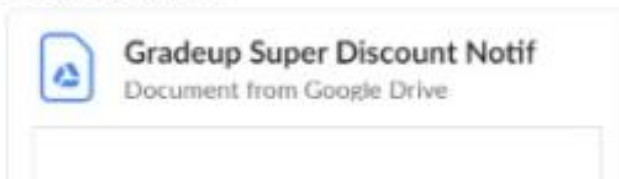
I think we have to use Jammy instead of Dravid



athena.joseph190 6 hours ago

@shivangi.tiwari Great work with the copies. Let's also share the copy with Branding and communications for their approval . Please add all the copies in this doc and replace Dravid with Jammy.

G Suite Document ▾



Quiz Time!

Take this Quiz & Assess your Preparation.

START NOW!



Gradeup UPSC Conclave 2021 14:06 ^


🔔 Meeting with IAS Snoozed! 🤖

📄 Register for UPSC Conclave 2021 Here

Civil Services Day Special

gradeup UPSC
CONCLAVE
2021

[REGISTER NOW](#)



Shri J.P. Singh, IAS
2x Chief Secretary, Meghalaya



Shri B.L. Vohra, IPS
Ex-DGP, Tripura



Shubham Gupta
AIR-6, IAS-2019 Batch



C. A. Rishabh
AIR 23, UPSC CSE 2018

Register Here

Gradeup • Unlock Now 🔒 • 14m ^

Shubh ghadi aayi hai 🕒 Kiski? Discount ki 💰

Prepare with the Best! ✓



Uttar Se Taiyaari
Mein hi Samajhdaari

55% Off

on Gradeup Super
For Competitive Exam
Preparation

USE CODE: **PREP55** [BUY NOW](#)

🔖 USE CODE: PREP55

Gradeup 16:33 ^

💡 Quiz: Environment & Ecology 🌍

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Annexure – Fig 4 (EMAIL)

Women Participation In Indian Freedom Struggle



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Dear Shivangi Tiwari,

Indian national movement was one of the biggest mass movement in the history of the world. It was not only a struggle for independence but also had its roots in the social, cultural and economic struggle. The conditions of women in medieval India was very poor, and in the late 18th century several male-dominated socio-religious movements started taking place, which led to the empowerment of women.

This article is important for State Services and State Subordinate Exams.

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Annexure – Fig – 5 (In App)

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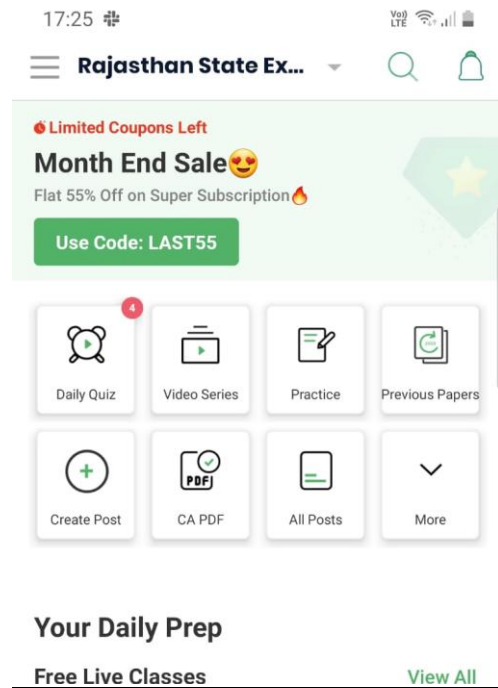
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Annexure – Fig – 6 (App Banners)



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