Digital LEARNING
& SKILLS ENRICHMENT INITIATIVE

Coursera for Pakistan

Presentation for Focal Persons

Prime Minister's Youth Programme

Higher Education Commition of Pakistan

coursera

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What is DLSEI?

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- The Digital Learning & Skills Enrichment Initiative (DLSEI) is an initiative under Prime Minister's Laptop Scheme executed through the Higher Education Commission of Pakistan. DLSEI intends to enhance online learning and skills development among passionate students. They will be able to access courses and certifications from top universities of the world and get an opportunity to enrol themselves into the highest ranked and most expensive online courses absolutely **FREE OF COST**.

- This program will enhance students' skills & abilities, and further equip them in a better way for practical life challenges, self-development etc. Moreover this program is initially focused on the students who have already received laptops through the Prime Minister's Laptop Scheme.

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About COURSERA

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- **Coursera** is the World's largest online learning platform founded by Stanford professors Andrew Ng and Daphne Koller that offers courses, specializations, and degrees.

- Coursera works with universities and other organizations to offer online courses, specializations, and degrees in a variety of subjects, such as engineering, humanities, medicine, biology, social sciences, mathematics, business, computer science, digital marketing, data science, and others.

- As of June 2018, Coursera had more than 33 million registered users and more than 2,400 courses.

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Contract

Coursera & HEC

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- HEC Pakistan and Coursera International signed an agreement on 12th of April, 2018.

- Coursera is the World's largest online education provider, partnering with best universities & institutions around the World. There is a special emphasis on Technology & Engineering courses which equip students with most in-demand skills around the World.

- Initially 8000 students will able to avail these courses on first come first serve basis. Only one course per student will be allowed. Credit renewal is dependent upon the success of this project.

- Noon Consulting in collaboration with Coursera International & Higher Education Commission is committed, to ensure that this initiative under Prime Minister's Youth Support Programme to provide Free Online Courses to the Prime Minister Laptop Scheme students is executed in a successful manner. Our prime focus is to;

  - Create awareness on how the eligible students can benefit from Coursera online courses of their Interest / domain free of cost.
  - Educate them on choosing the right courses to enhance their respective knowledge areas.

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Marketing

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The marketing campaign includes the following;

- SMS Marketing Campaign
- Email Marketing Campaign
- Roadshows
- Marketing Material

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SMS Marketing Campaign

A pre-launch SMS will be sent to the students to inform them about the initiative taken by HEC and PMLS and to avail this opportunity by taking courses from top-ranked universities around the world.

Email Marketing Campaign

A pre-launch Email will be sent to the students to inform them about the Digital Learning and Skills Enrichment Initiative taken by HEC and PMLS and to avail this opportunity by taking courses from top-ranked universities around the world.

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Roadshows

Roadshows are a part of the marketing campaign. The Noon Consulting team will visit different universities on the instructions of HEC Pakistan. The roadshows will be conducted in order to aware the masses about the Digital Learning & Skills Enrichment Initiative (DLSEI) of HEC & PMLS.

Marketing Material

The marketing material includes posters, standees, flyers, banners, web banners. It will be distributed in the universities specifically targeting the awardees of Prime Minister's Laptop Scheme.

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Flyers

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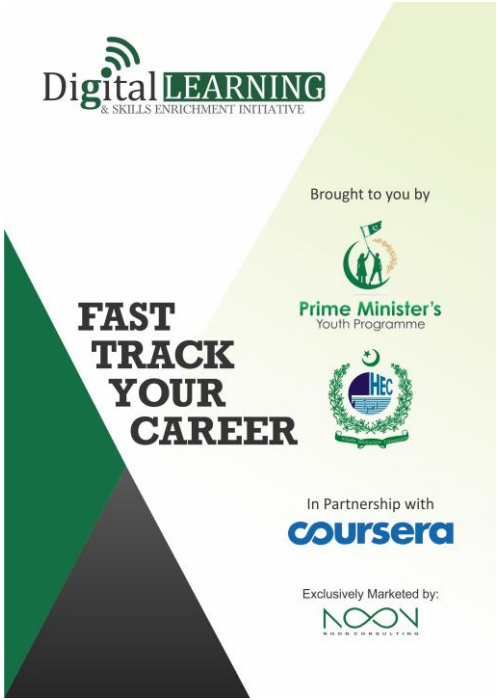

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Banners

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Posters

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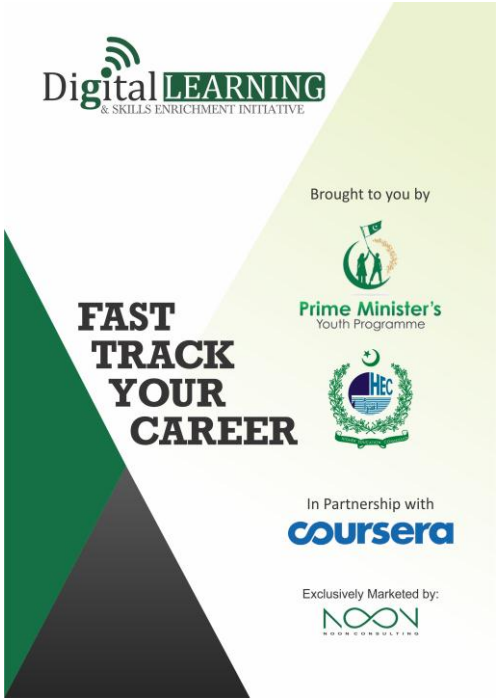

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Standees

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Student Journey

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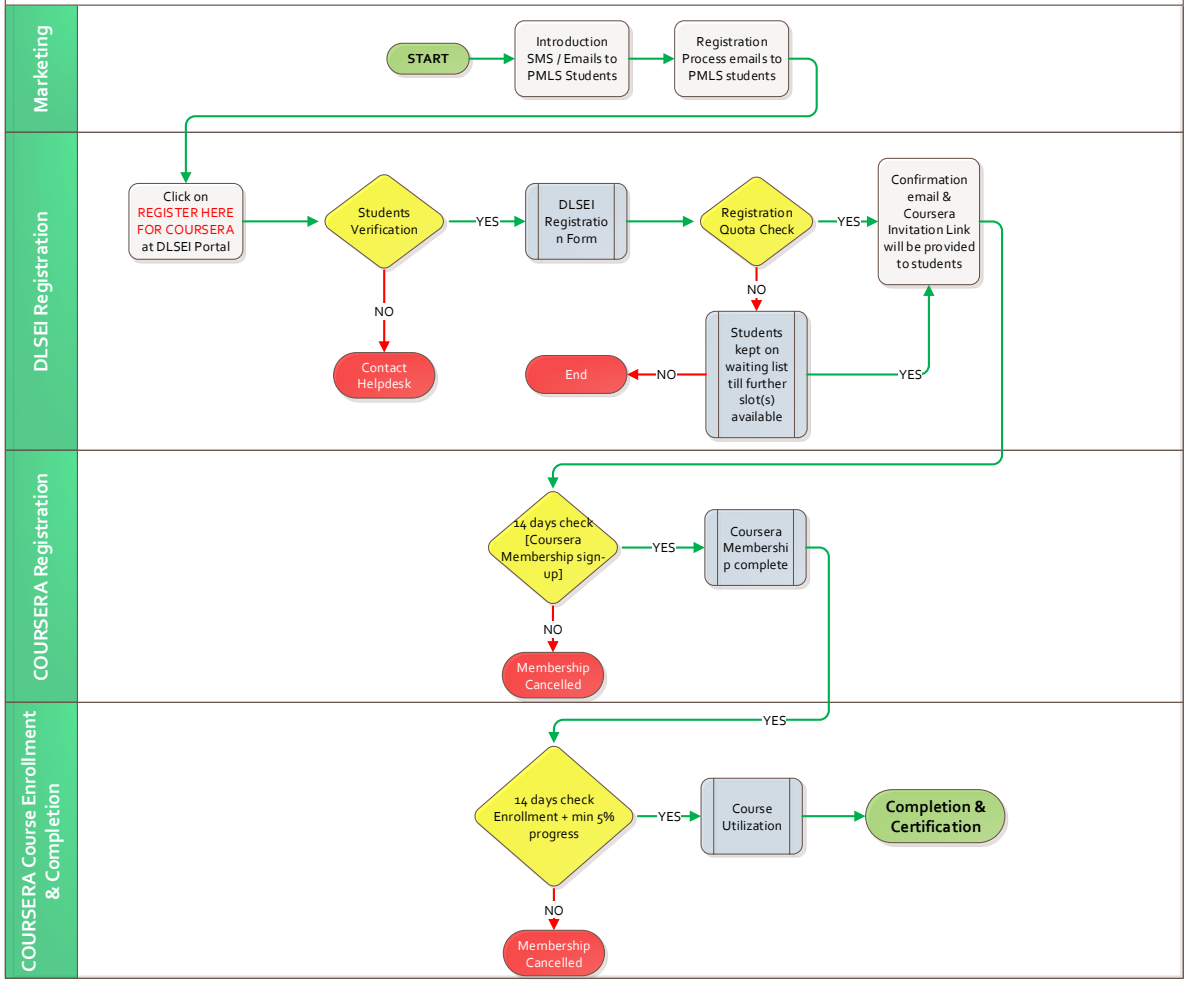
STUDENT JOURNEY



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Students Enrollment

Students Verification / Registration

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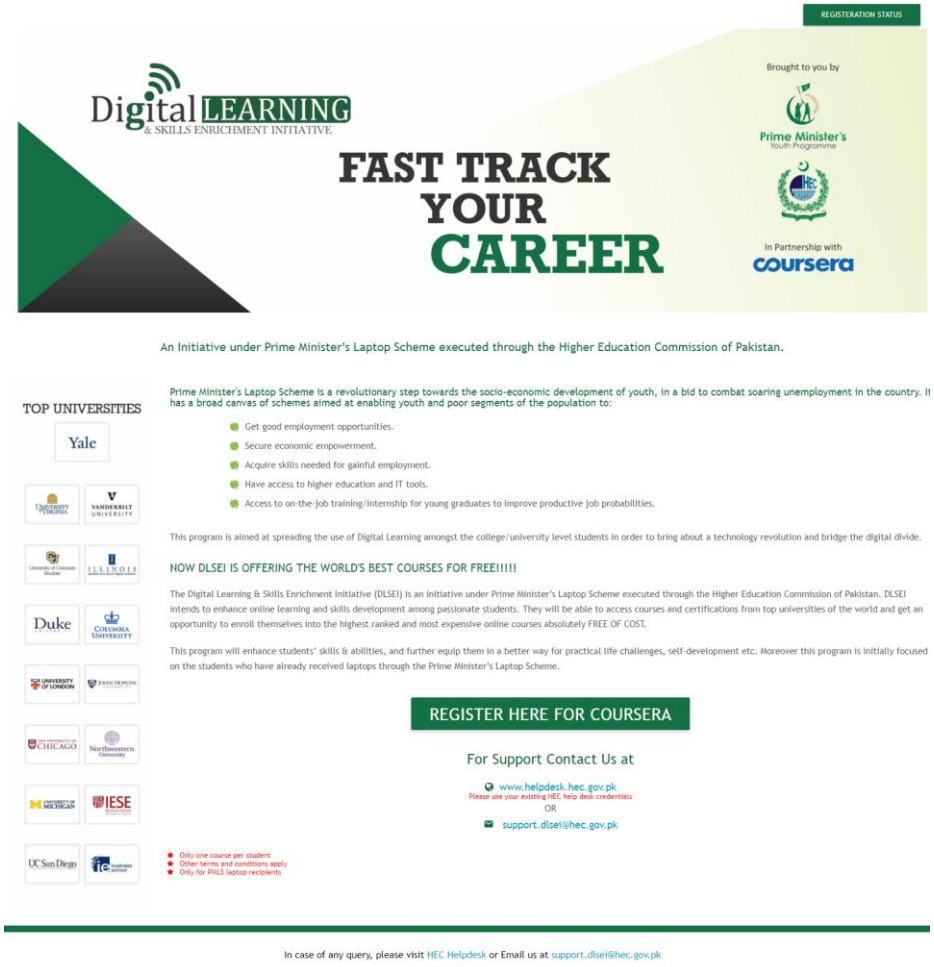
1. Initial Landing Page



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2. Student Verification Page – Pre- Registration

The Digital Learning & Skills Enrichment Initiative

Please provide below information !

CNIC eg:(3010110011221)

HEC registered email eg:(email@xyz.com)

HEC registered mobile No. eg:(03001234567)

Send Code to new Mobile Number

SUBMIT

Verify yourself to get access to the best Massive Open Online Courses (MOOCs) from around the world.

In case of any query, please visit HEC Helpdesk or Email us at support.dlsei@hec.gov.pk

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3. Student Registration Page (Option Selected: NO)

Digital LEARNING & SKILLS ENRICHMENT INITIATIVE

In case of any query, please visit HEC Helpdesk or Email us at support.dlsei@hec.gov.pk

PLEASE FILL THIS FORM TO REGISTER FOR COURSERA!

FULL NAME* | FATHER NAME* | CNIC eg:(3010110011221)*

PLEASE ENTER YOUR ACADEMIC DETAILS:

1 - Are you currently enrolled into any Degree/Program? YES/NO — NO / Yes

ENROLLMENT NO* | Select City

Please Select the University* — Select Univeristy

Please Select the Campus* — Select Campus

Please Select the Department* — Select the Department

Please Select the Degree Level* — Select Degree Level

What was your degree program?* | What was your CGPA?*

2 - Are you currently employed? Yes / No — NO / Yes

3 - Have you heard about Coursera prior to this Government Initiative? Yes / No — NO / Yes

4 - Which field do you intend to study from the following categories?

- [ ] Arts and Humanities
- [ ] Business
- [ ] Computer Science
- [ ] Data Science
- [ ] Information Technology
- [ ] Life Sciences
- [ ] Math and Logic
- [ ] Personal Development
- [ ] Physical Science and Engineering
- [ ] Social Sciences
- [ ] Language Learning

5- Why do you want to take these courses?

- ○ Improve Your Resume
- ○ Improve Chances of Employment
- ○ Improve Self Knowledge & Academics
- ○ Because it is for free
- ○ Other

6 - Will you take these courses if they are not free but offered at subsidized rates? Yes/No — NO / Yes

7 - Please tell us how you can benefit from this course? (Minimum 250 Characters required)*

Note: Please write meaningful sentences in the box. All applications will be reviewed. Strict actions will be taken against those who violates this rule, which may include expulsion from the course!

AGREE or DISAGREE

Solemn Declaration:

I, _____ S/o, D/o _____, solemnly declare that

- I do hereby confirm that I am the awardee of PMLS
- I acknowledge that this opportunity is given to me on a first come first serve basis after verifying the eligibility of the student.
- I do hereby confirm that I will provide the correct information while for online course registration.
- I would be responsible to complete the course within specified time.
- If I failed to complete the course within specified time then Higher Education Commission may cancel my registration at any time
- If I failed to comply with the rules of registration or drop the course any time before the completion, Higher Education Commission reserves a right that it may exclude me from future programs offered by HEC or Prime Ministers Youth Program
- I understand and accept all terms & conditions for registration of online courses

☐ I Accept*

SUBMIT

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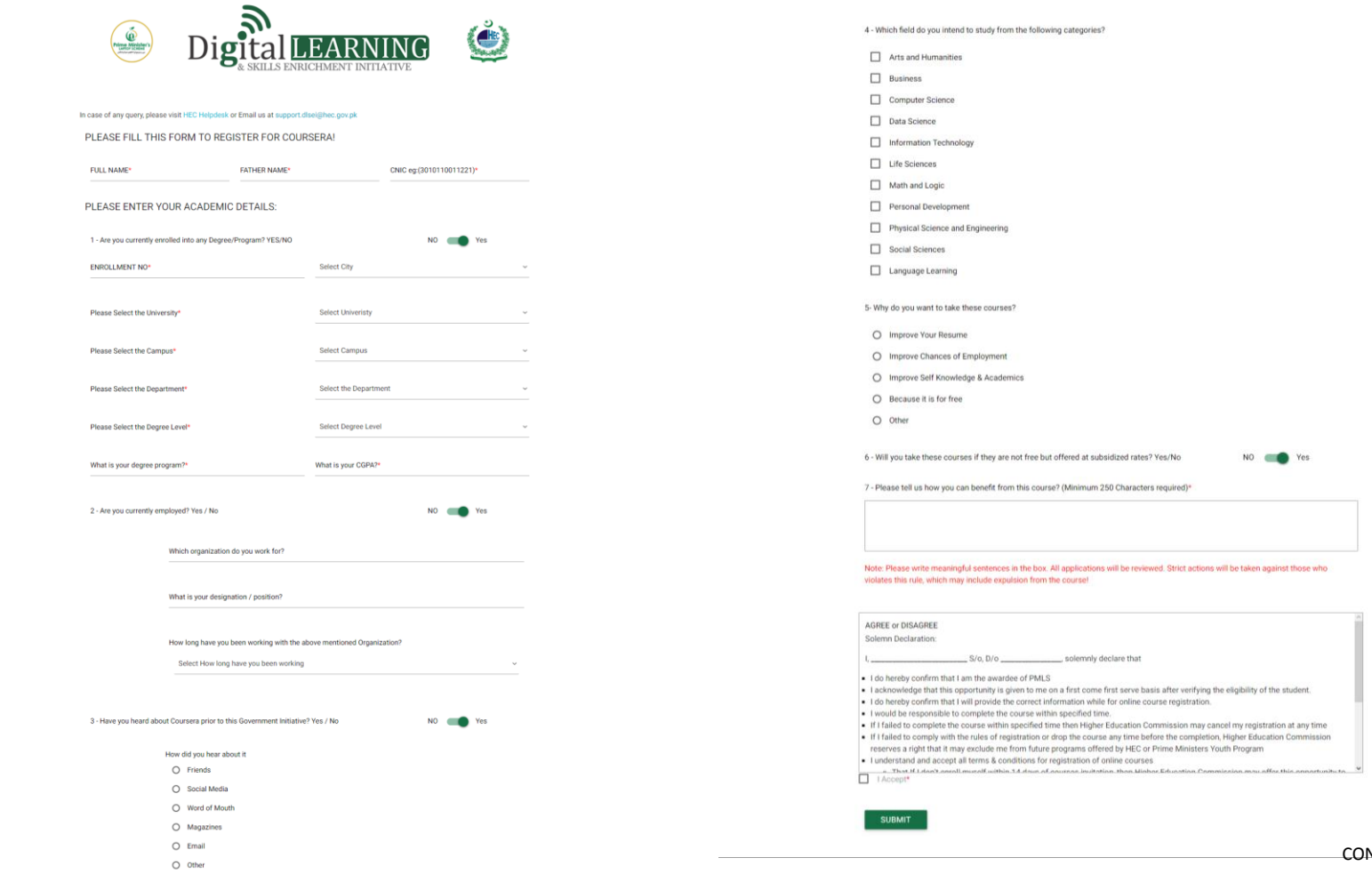
4. Student Registration Page (Option Selected: YES)



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& SKILLS ENRICHMENT INITIATIVE

In case of any query, please visit HEC Helpdesk or Email us at support.dlsei@hec.gov.pk

PLEASE FILL THIS FORM TO REGISTER FOR COURSERA!

FULL NAME* FATHER NAME* CNIC eg:(3010110011221)*

PLEASE ENTER YOUR ACADEMIC DETAILS:

1 - Are you currently enrolled into any Degree/Program? YES/NO NO Yes

ENROLLMENT NO* Select City

Please Select the University* Select Univeristy

Please Select the Campus* Select Campus

Please Select the Department* Select the Department

Please Select the Degree Level* Select Degree Level

What is your degree program?* What is your CGPA?*

2 - Are you currently employed? Yes / No NO Yes

Which organization do you work for?

What is your designation / position?

How long have you been working with the above mentioned Organization?

Select How long have you been working

3 - Have you heard about Coursera prior to this Government Initiative? Yes / No NO Yes

How did you hear about it

- Friends
- Social Media
- Word of Mouth
- Magazines
- Email
- Other

4 - Which field do you intend to study from the following categories?

- Arts and Humanities
- Business
- Computer Science
- Data Science
- Information Technology
- Life Sciences
- Math and Logic
- Personal Development
- Physical Science and Engineering
- Social Sciences
- Language Learning

5- Why do you want to take these courses?

- Improve Your Resume
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- I understand and accept all terms & conditions for registration of online courses

I Accept*

SUBMIT

5. Student Registration Confirmation Page

In case of any query, please visit HEC Helpdesk or Email us at support.dlsei@hec.gov.pk

Congratulations!!!

START LEARING AT COURSERA

Congratulations you are now registered with Coursera's massively open online courses absolutely free of cost. Click on the link above to Start Learning at Coursera.

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Students Enrollment

Coursera Membership / Course Enrolment

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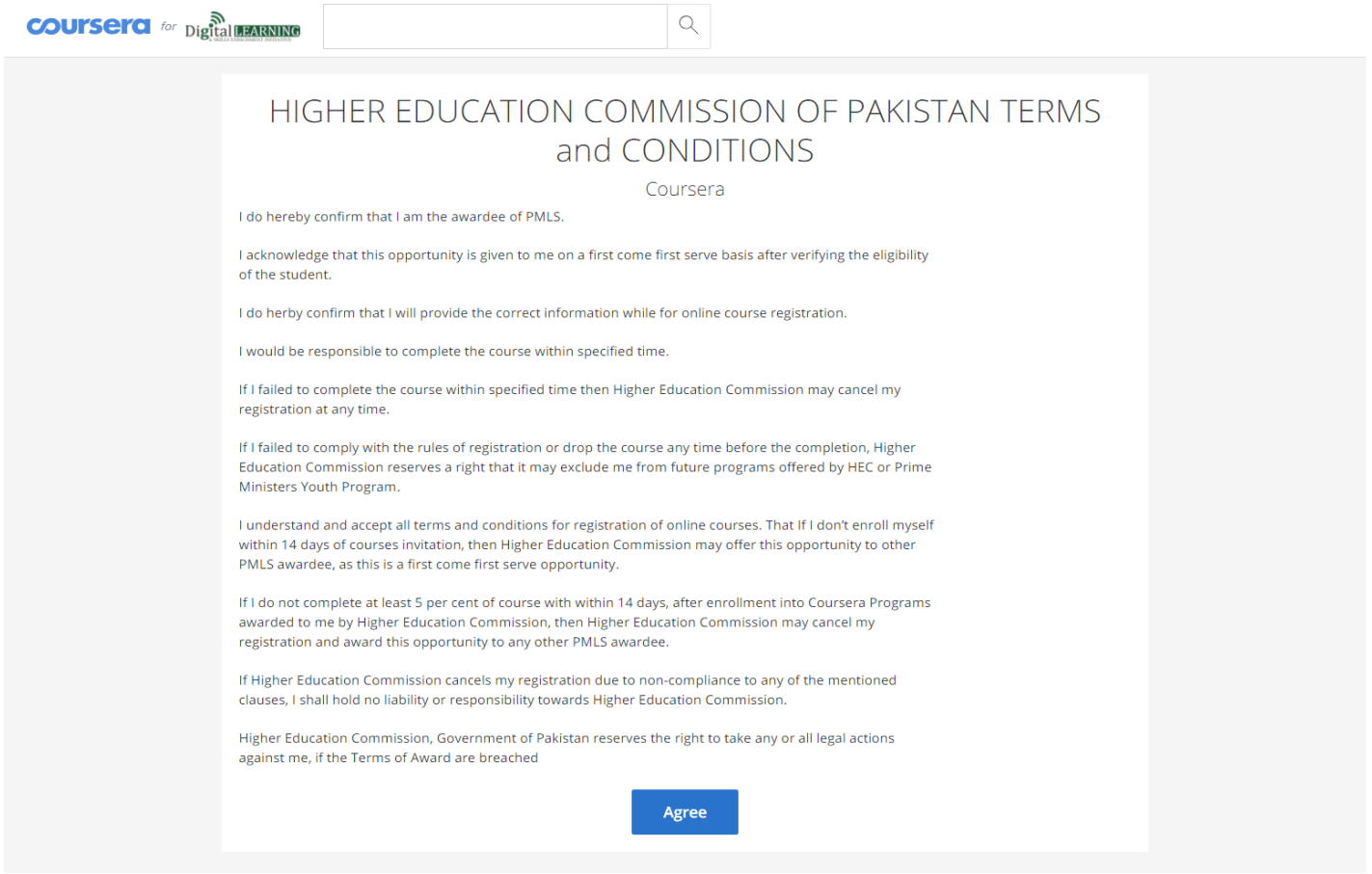
6. Coursera Terms & Conditions Pop-up Page



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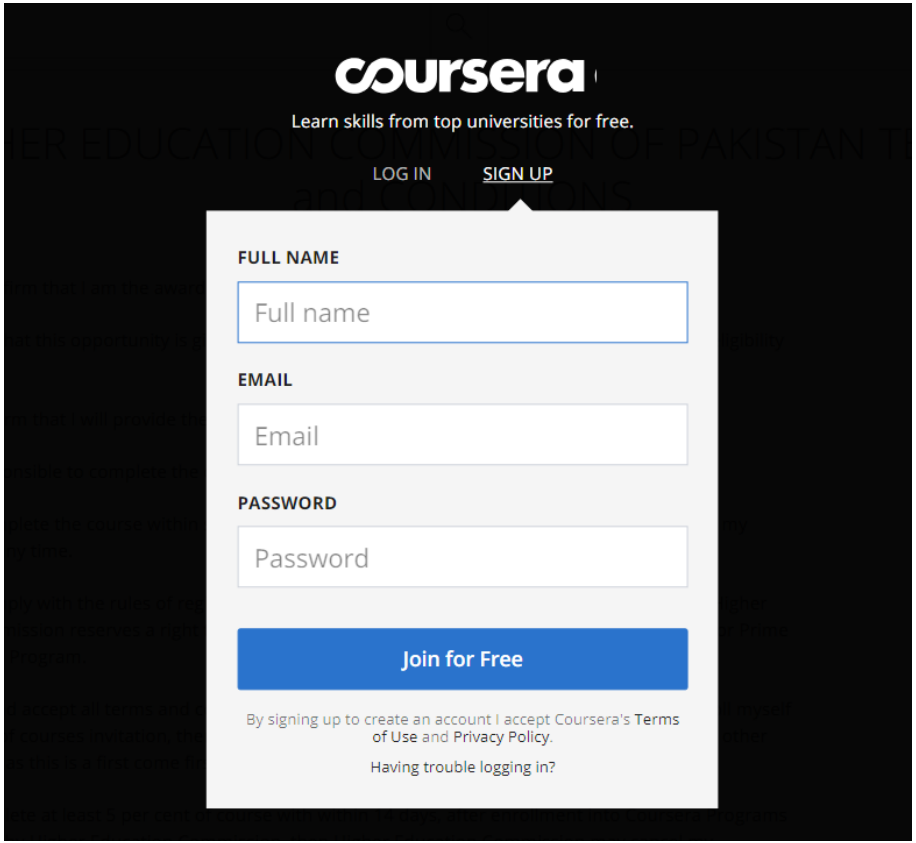
7. Coursera Membership Sign-up Page



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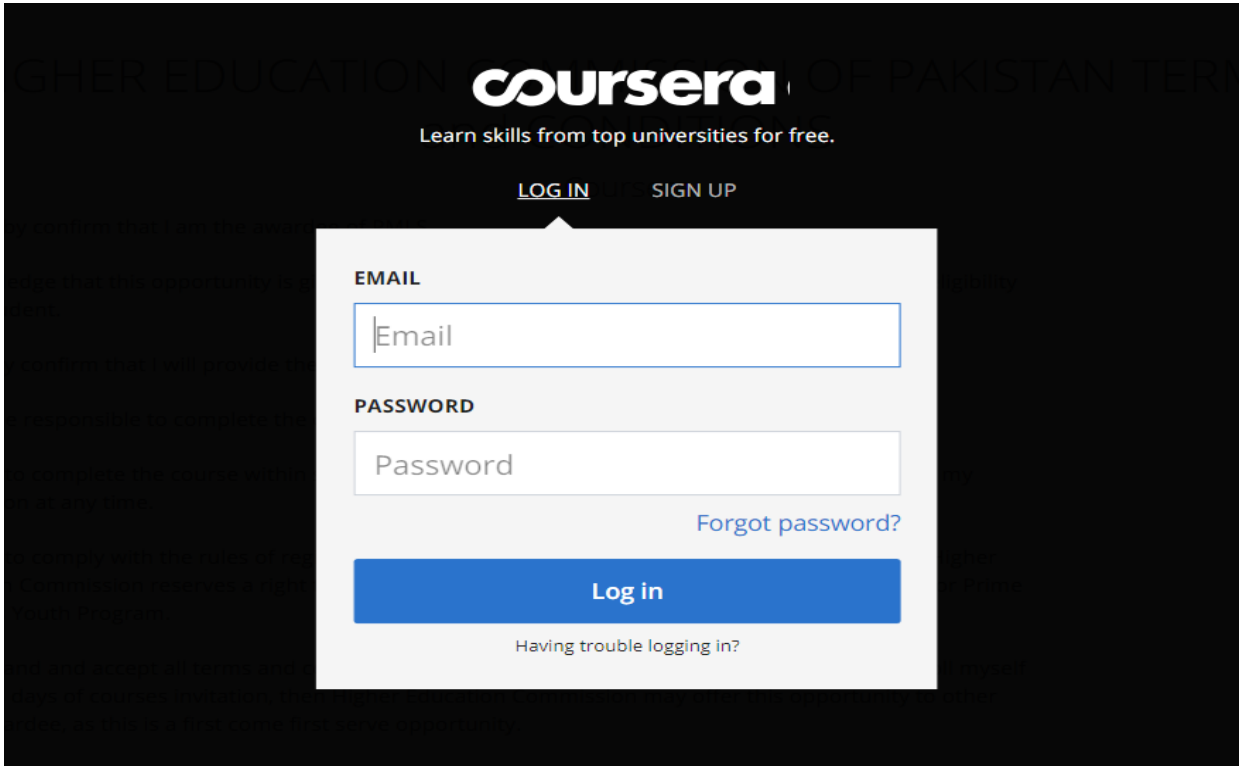
8. Coursera Membership Login Page



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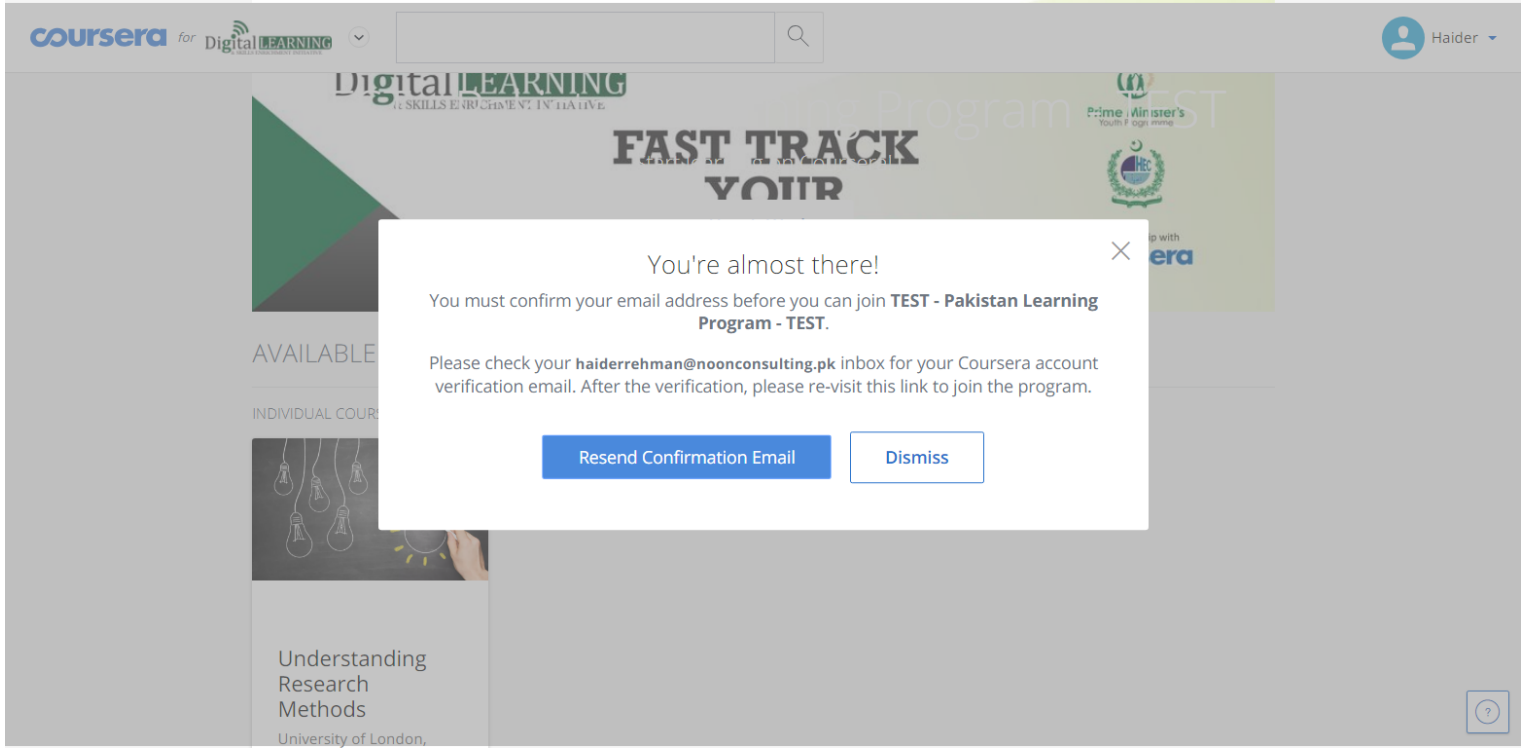
9. Coursera Program Joining Page



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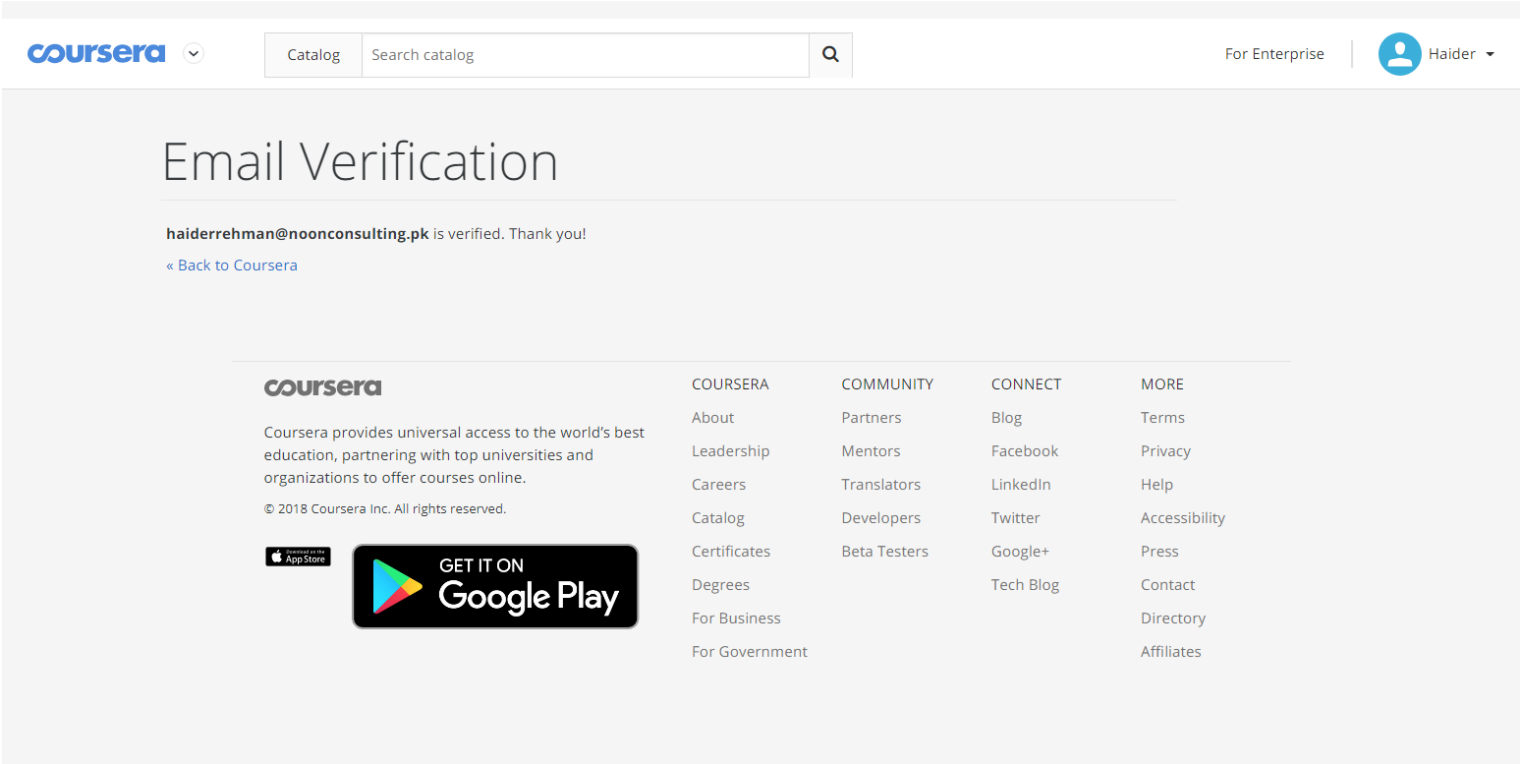
10. Coursera Program Joining Page (contd.)



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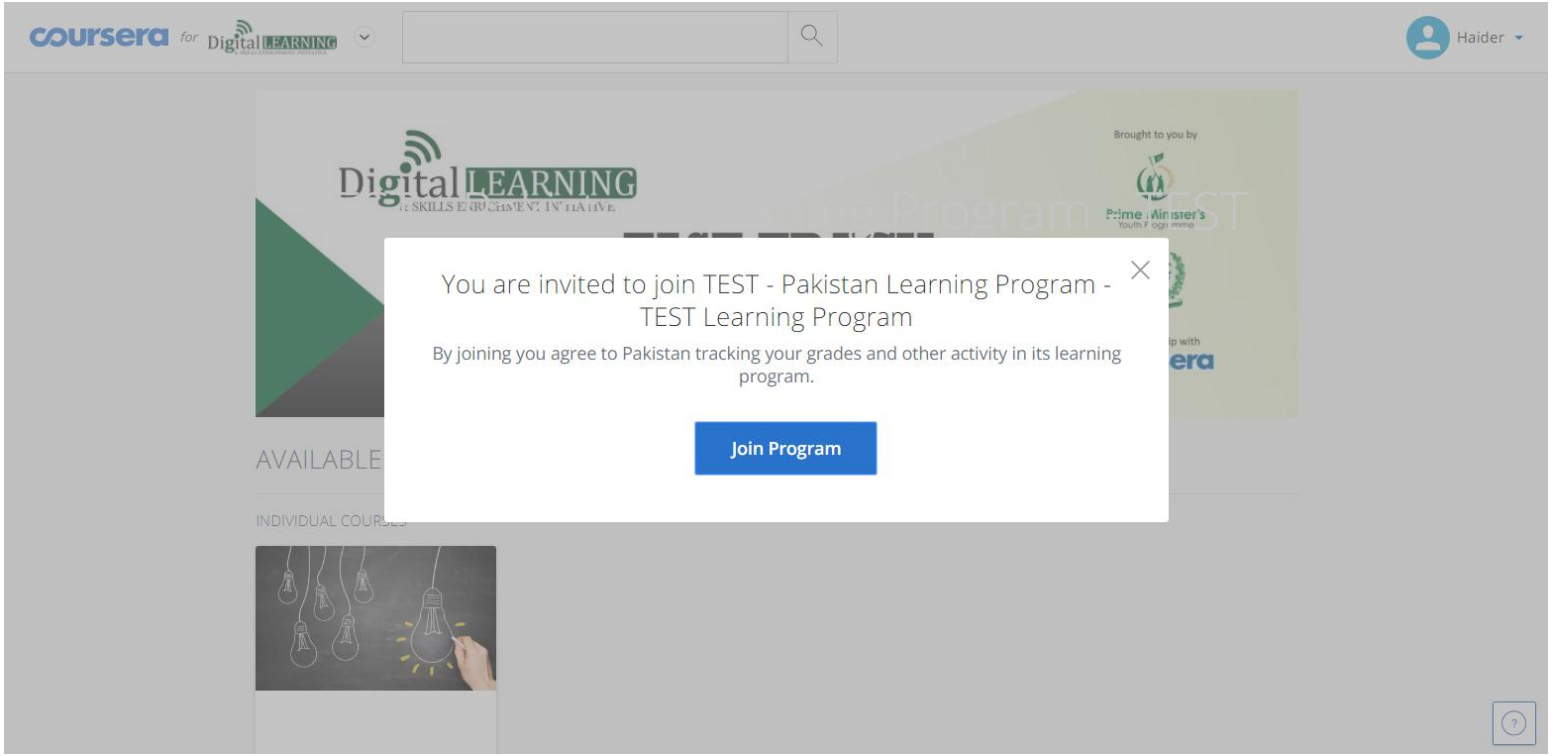
11. Coursera Program Joining Page (contd.)



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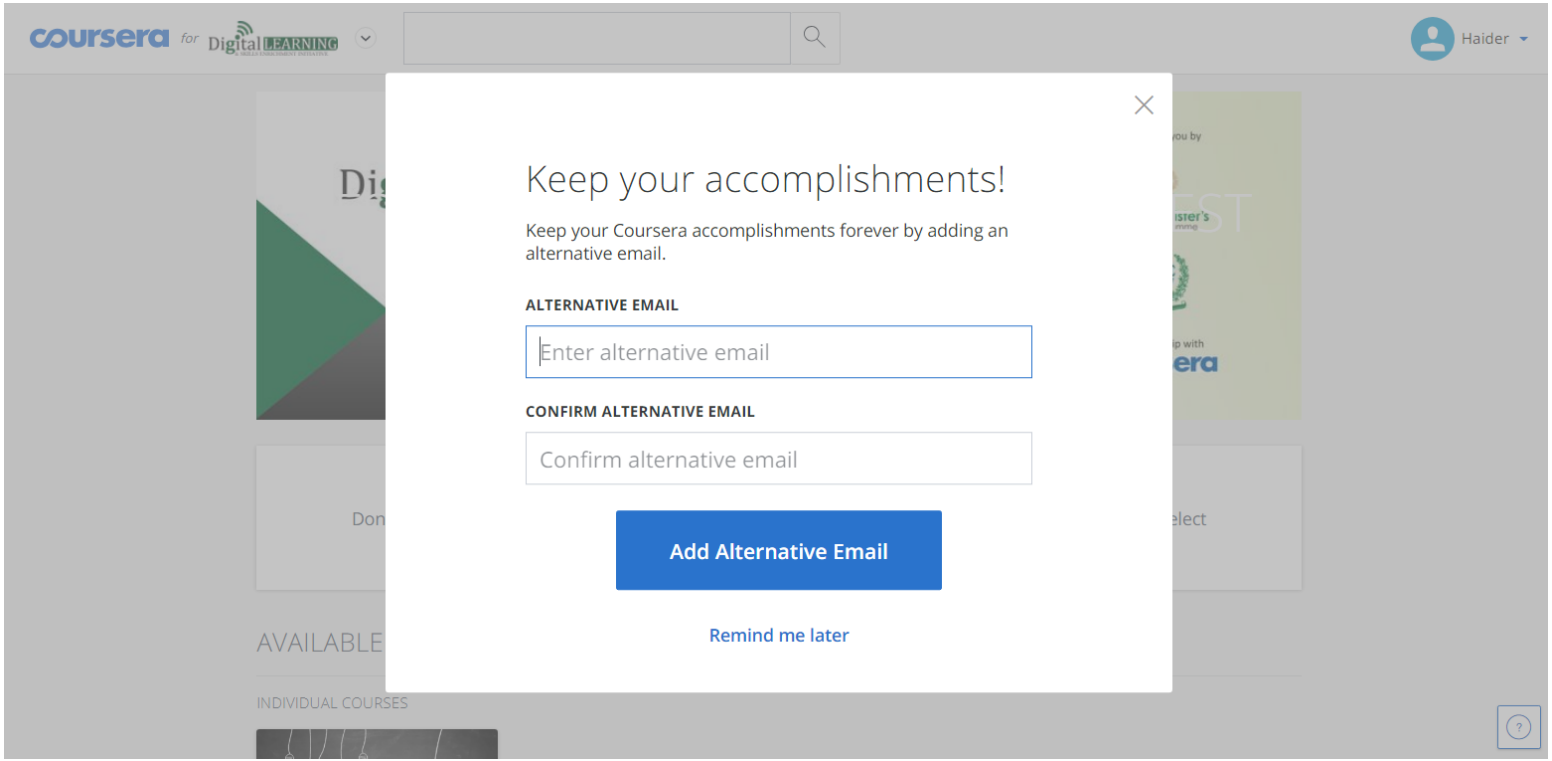
12. Coursera Program Joining Page (contd.)



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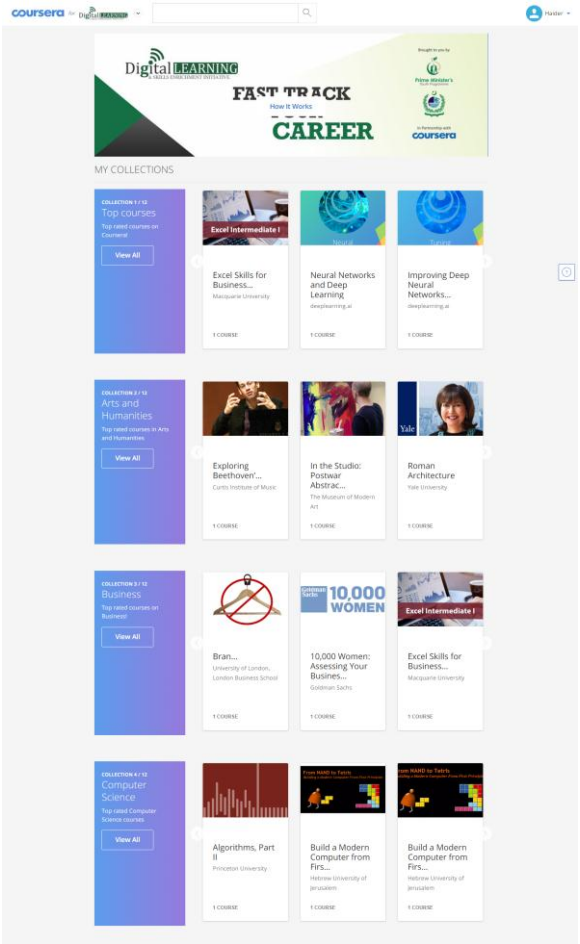
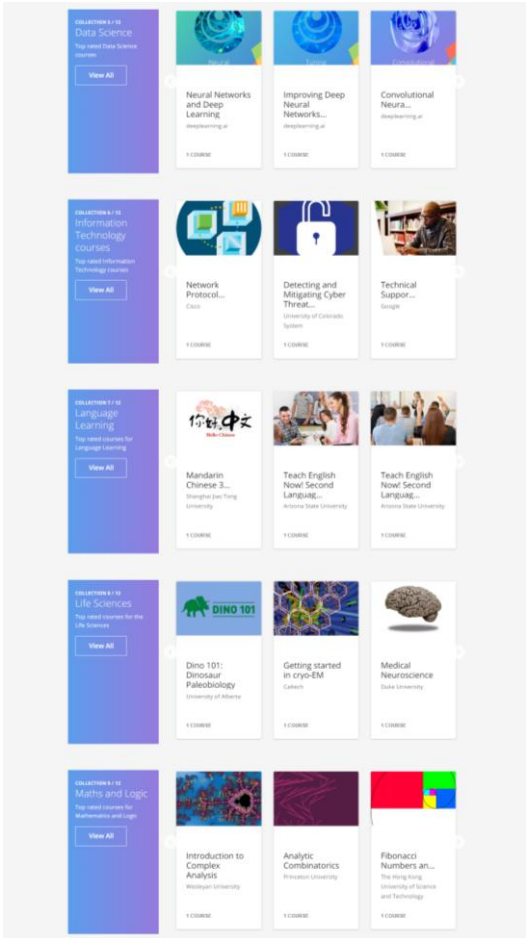
Coursera Course Selection Page





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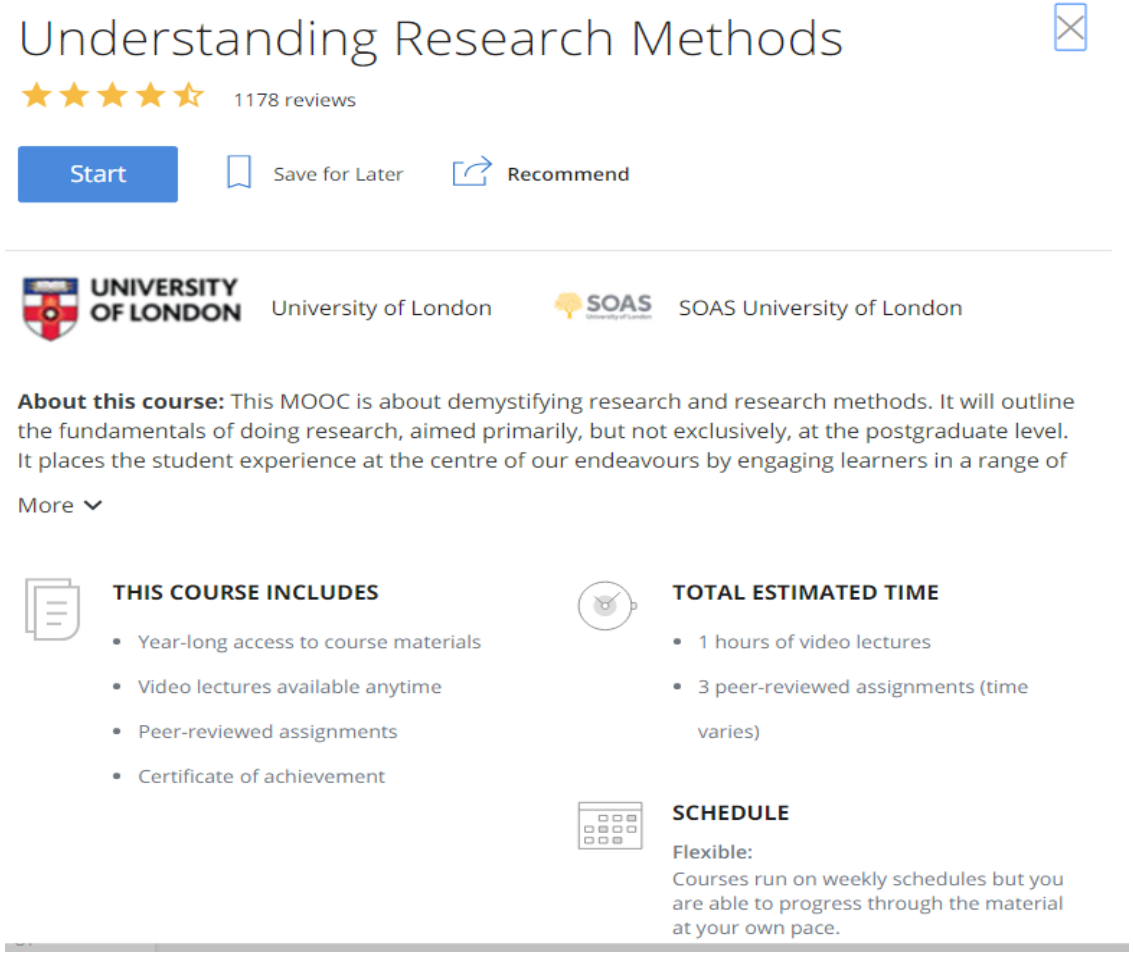
Selected Course Details Page



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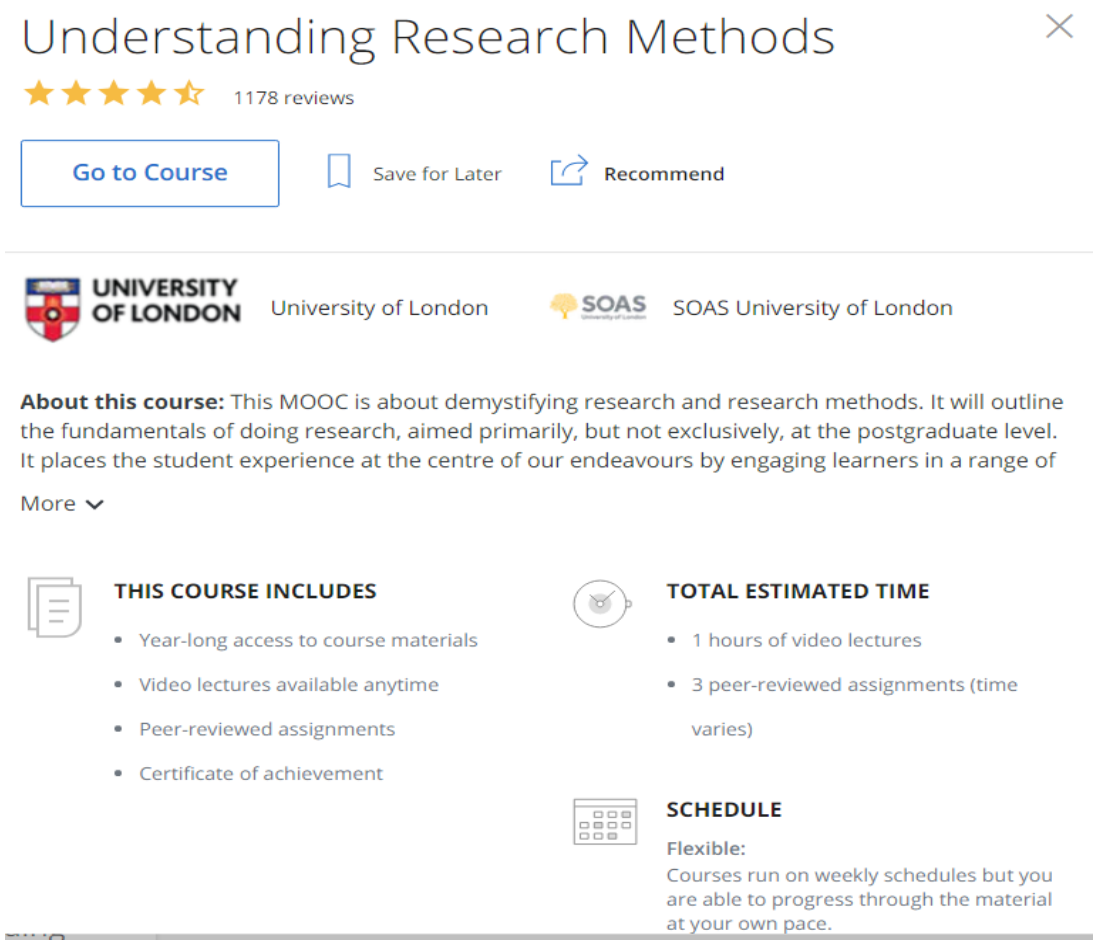
Selected Course Details Page (contd.)



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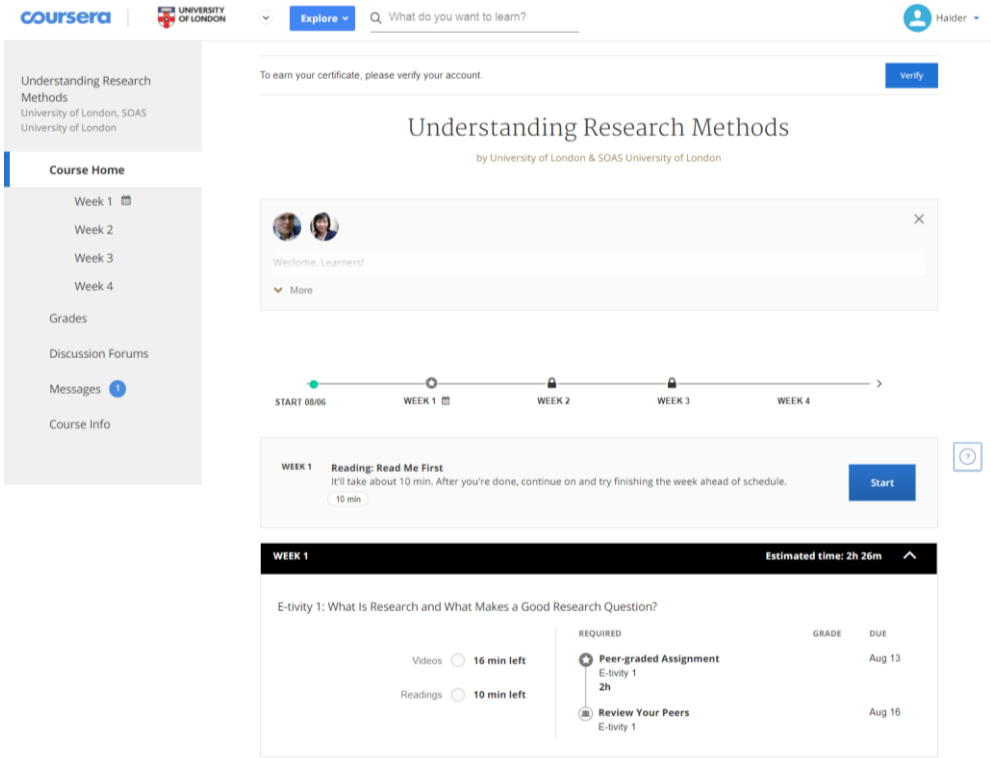
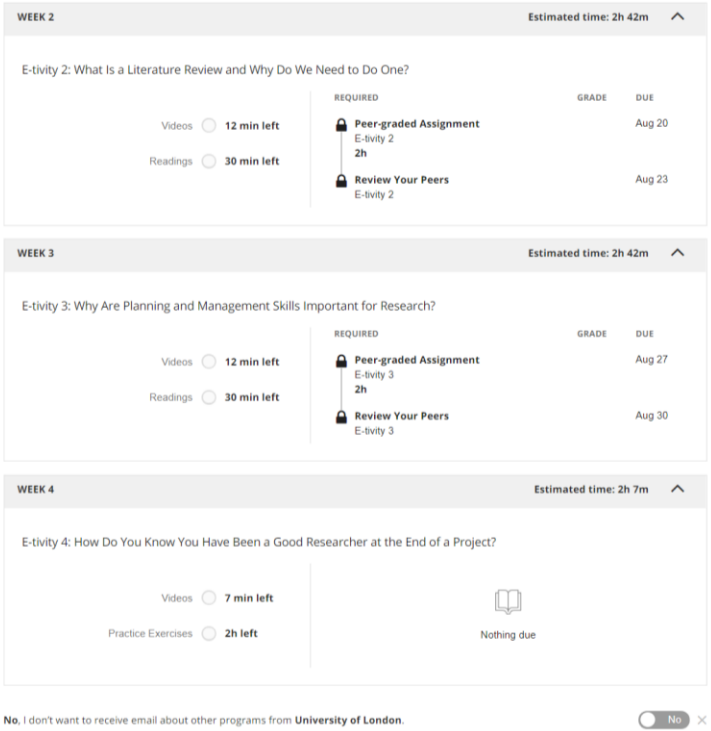
Coursera Learning Page





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HEC Helpdesk

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HEC Helpdesk – Student Interface for generating tickets

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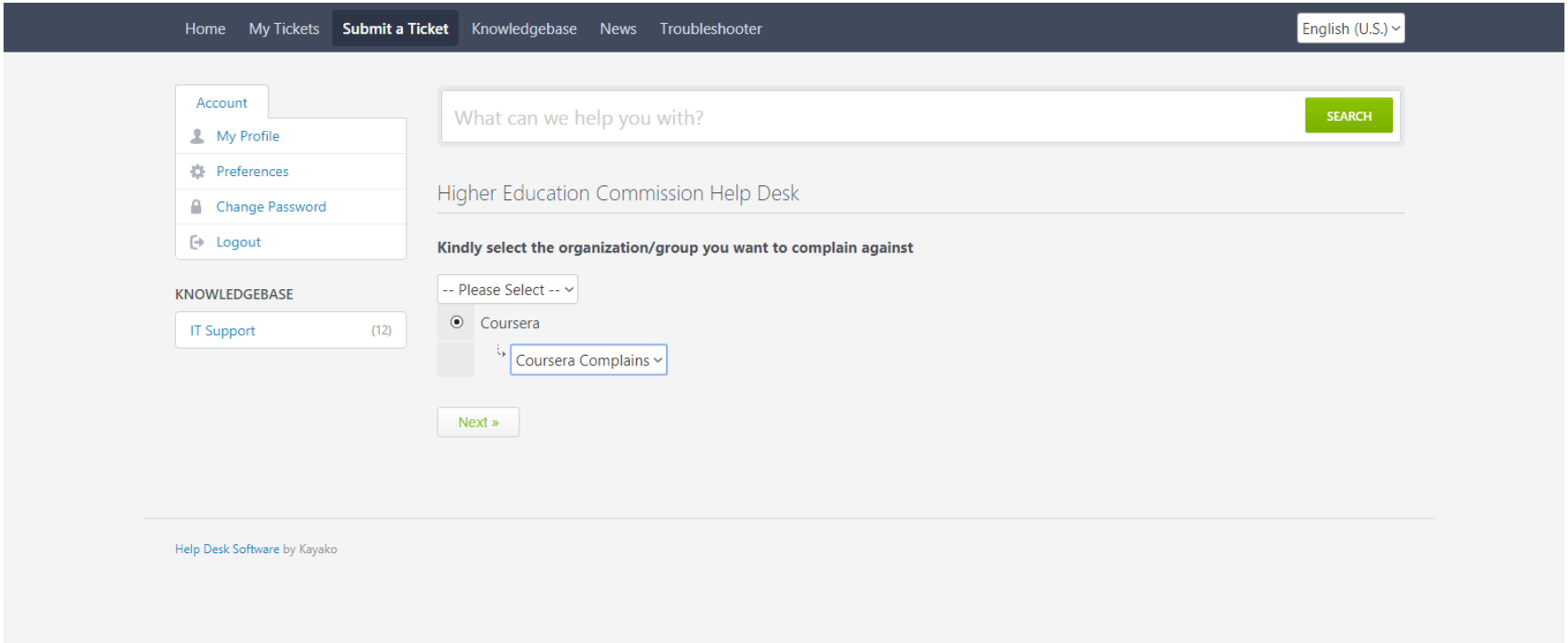

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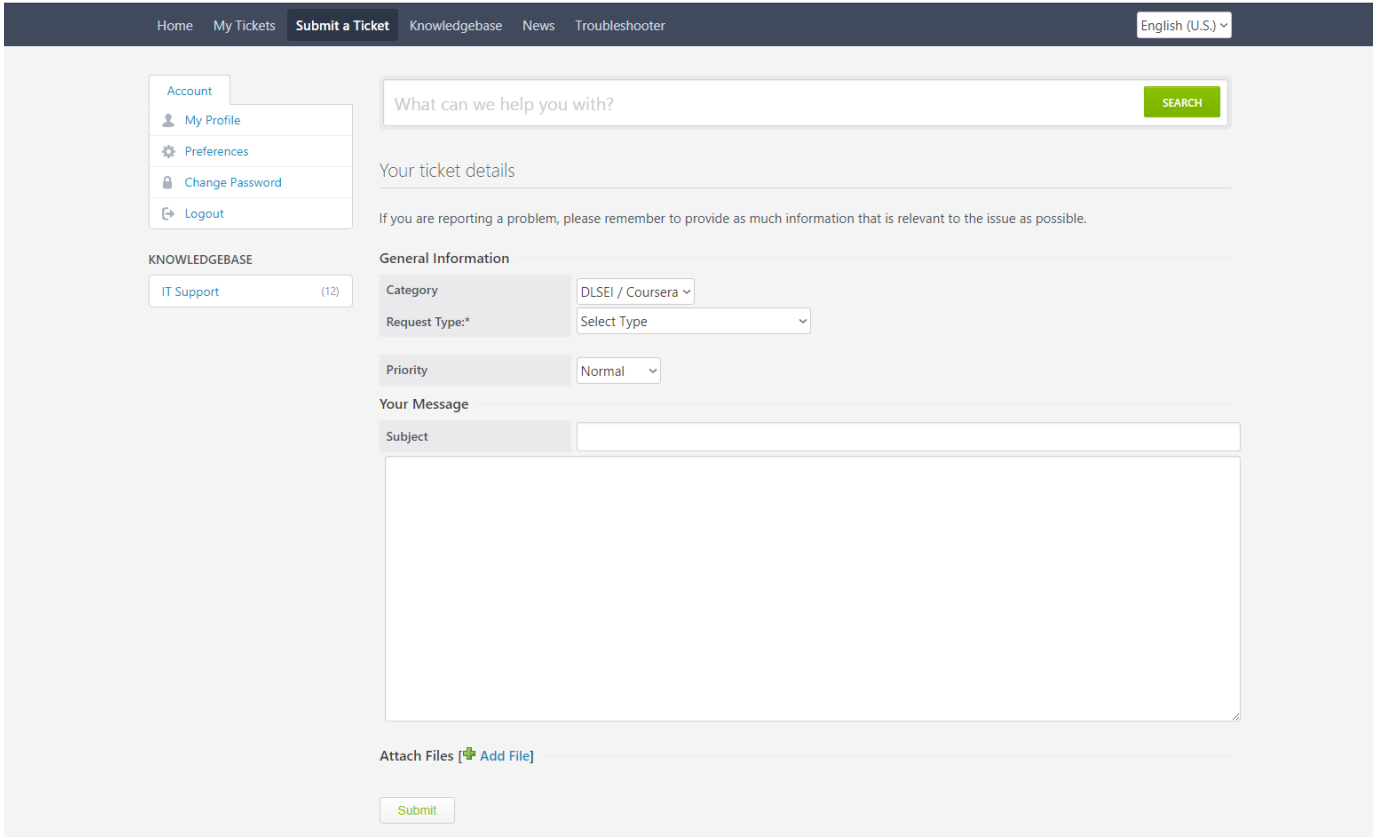
HEC Helpdesk – Student Interface for generating tickets

HIGHER EDUCATION COMMISSION
STUDENTS' SERVICE PORTAL

Digital LEARNING
& SKILLS ENRICHMENT INITIATIVE



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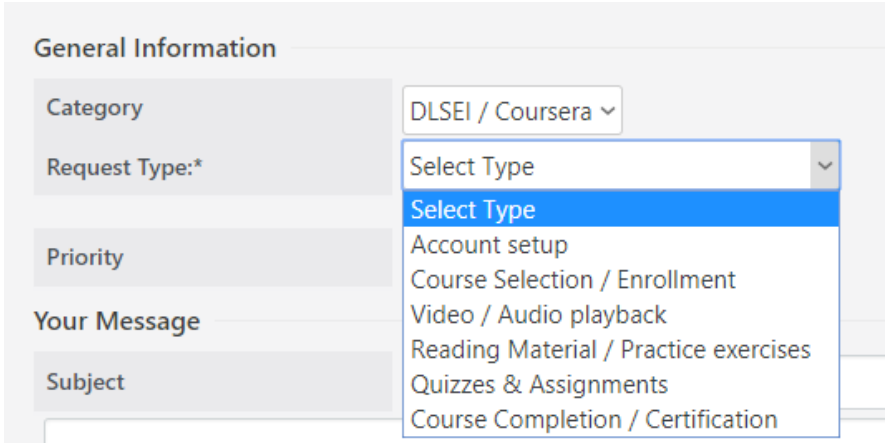
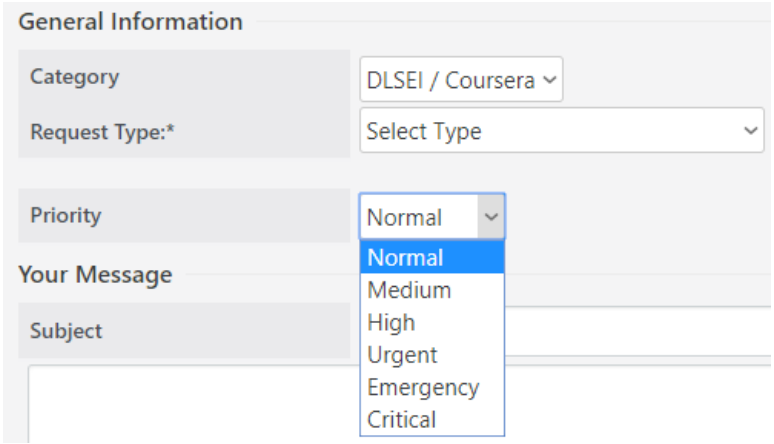
HEC Helpdesk – Student Interface for generating tickets

Request Type



Priority



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Thank You!