REDMARKER
SYSTEMS

Transforming Education
Through Meaningful Assessments

REDMARKER

SYSTEMS

WHO WE ARE

Leading the way to digital transformation of assessment processes and evaluation as well as self-assessment for students. Our products are focused on redefining the assessment lifecycle and examination system. Our solutions are designed to fulfill the requirements of various corporate sector entities as well. In addition, we are also fully equipped to provide end-to-end services related to assessments. Our products have been developed with the aim to cater to the entire assessment lifecycle as follows:

- Question bank development
- Online marking
- Paper generation & test assembly
- Computer-based examination
- Students' self-assessment
- Automated result compilation
- Analytical report generation for summative and formative assessments

With a collective experience of many years in the education sector of Pakistan in various capacities, the RedMarker System's team became cognizant of the pain points of the existing education system and methods. This led to taking up this venture of developing technological solutions to help solve real-life issues in the existing education system specifically the assessments.

RedMarker System indigenously developed innovative EdTech assessment solutions, featuring robustness, agility, security, user-friendliness, and efficiency, while attaining the best international standards of quality in all its products.

Our development team, well equipped with the necessary skillset, developed outstanding digital solutions which serve as online assessment tools, exam software, and digital assessment tools for variuos clients in both public and corporate sector.

The current education system lacks standardized assessment processes, including public exams that do not ensure uniformity across all examination in the country. This stipulates that all students are not being assessed against similar benchmarks, hence there is a great opportunity to bridge this gap and standardize our assessments across the board to make them more meaningful.

OUR VISION AND MISSION

Our Vision

RedMarker Systems envisions to drive innovation that solves current and future educational advancements to enhance the overall learning experience.

Our Mission

"Transforming Assessment Lifecycle Through Innovation & Digitilization."

Did You Know?

rMarker facilitates teachers tograde
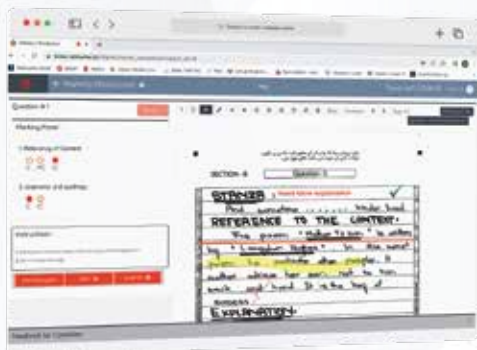student responses through rubric marking
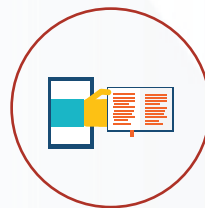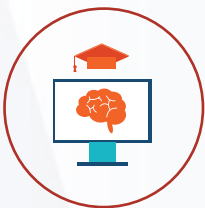
🌐 www.redmarker.io

OUR PRODUCTS

Our products are designed with a single sign-on feature and work in tandem with all the connected modules. Our solutions are web-based and specifically developed to work on all major web browsers using desktops and handheld machines such as laptops and tablets.

rMarker

The online on-screen marking solution "rMarker" is an innovative off-the-shelf solution designed to evaluate descriptive & objective answer booklets in a reliable, secure, and efficient manner. "**rMarker**" ensures a higher level of anonymity, secrecy, and learning curve development, as compared to the existing system of marking exams manually.

"rMarker" has a multi-level security framework that prevents misuse and mismanagement of data by unauthorized personnel.

Scan for Demo

Key Features

▶ **Online Onscreen E-Marking:**
Say goodbye to the manual marking of assessments. Our onscreen e-marking solution digitizes the grading process of paper-based and computer-based assessments ensuring accuracy, efficiency, and reduced administrative burden.

▶ **Hybrid and Rubric-based Marking:**
Moderation or double marking to ensure fairness and consistency and a systematic approach that uses predefined criteria or rubrics to assess student work to promote objectivity and transparency.

▶ **Quality Checks:**
Provides Real-time pre, post, and live marking checks, aggregate marking difference, and seeding-based quality checks as well as blind rechecking to enhance the reliability and credibility of the assessment outcomes.

▶ **Automated Random Question Allocation:**
Minimizes biases, supports quality assurance, and enhances the overall integrity of assessment outcomes.

▶ **Authentication through Facial Recognition:**
Captures pictures at regular intervals and incorporates anti-spoofing measures to prevent fraudulent attempts.

▶ **Result Generation and Analysis:**
Automated result generation and advanced analytics to gain valuable insights into student performance and assessment data through our powerful analytics dashboard.

▶ **One-Click Payment Solution:**
Financial integration streamlines administrative tasks, reduces manual efforts, and improves overall efficiency in financial management.

Benefits of rMarker

▶ **Secure and Reliable:**
We prioritize the security and confidentiality of data. Our platform adheres to strict data protection standards, ensuring a safe environment for assessment management.

▶ **Customization and Flexibility:**
We understand that every educational institution has unique requirements. Our platform is highly customizable, allowing you to tailor assessments to your specific curriculum, objectives, and grading criteria.

▶ **Anonymity and Secrecy:**
Safeguard the integrity of the assessment process, protect student identities, and ensure fair evaluations.

▶ **Enhanced Efficiency:**
Save time and effort with automated grading processes, reducing the burden on educators and administrators. Focus on personalized instruction and student support.

▶ **Improved Accuracy:**
Eliminate errors and inconsistencies associated with manual marking. Ensure fairness and standardization in assessments, promoting equity and transparency.

▶ **Real-time Feedback:**
Provide timely and constructive feedback to students, fostering continuous improvement and engagement. Encourage self-reflection and targeted learning interventions.

▶ **Optimizing Productivity:**
Marking papers any time anywhere offers flexibility, increased focus, and reduced time constraints to provide valuable feedback to students fostering their growth and success

▶ **Cost Effective:**
Transitioning to digital assessments can lead to significant cost savings by reducing printing, stationary, storage, shipping, administrative work, and potential errors. Invest resources more efficiently while maintaining the integrity and quality of the assessment process in educational initiatives.
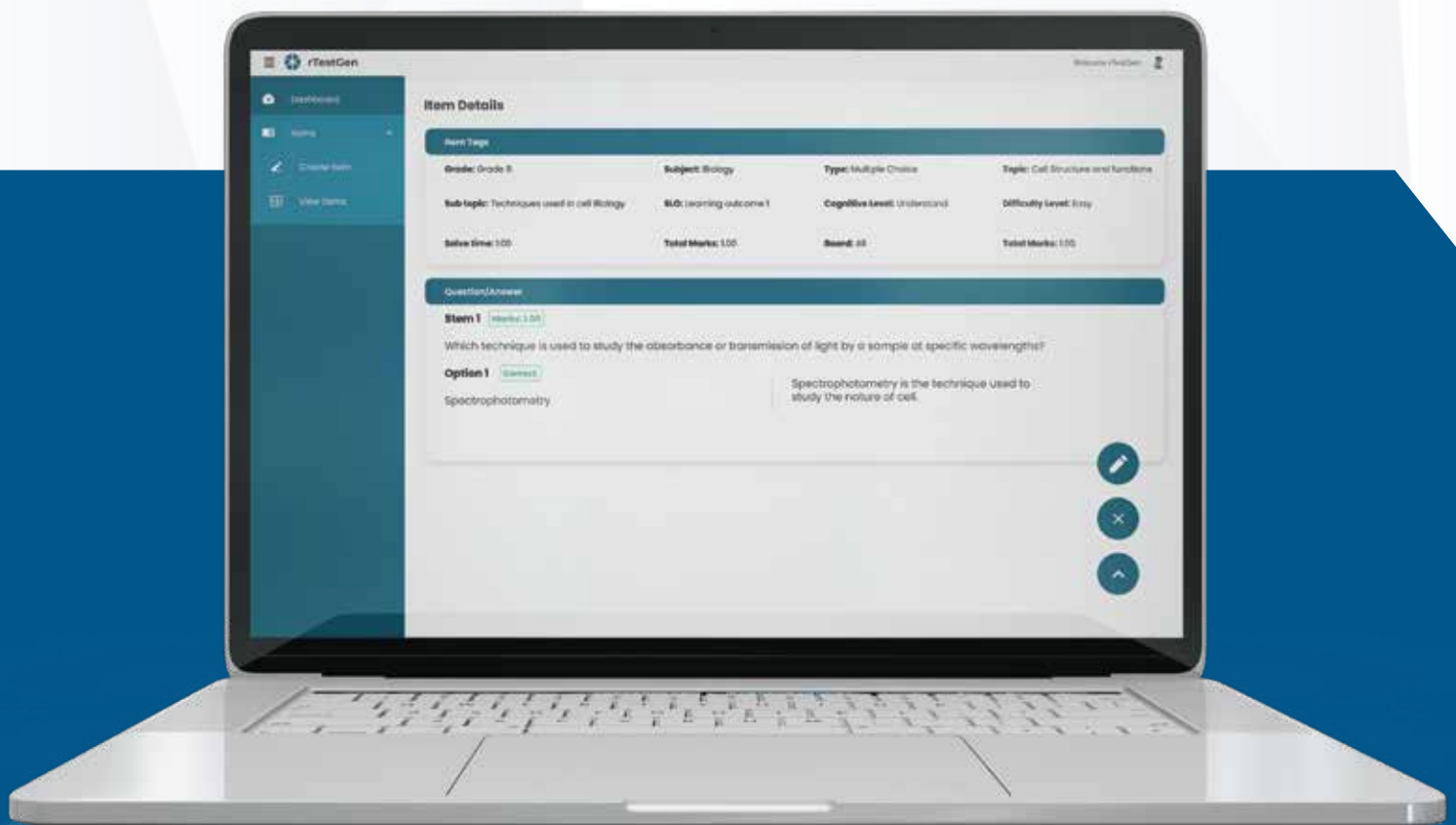
rTestGen

"**rTestGen**" is a state-of-the-art question development software that is designed considering the functionalities and necessities of a modern question bank. It allows for an in-application question tagging system and canvas to write questions. The system design enables the generation of multilingual questions in English, Urdu, Arabic, and Sindhi, etc.

One of the promising features of our product is the ability to incorporate any other international language into the software solution.

Question Types:

- Multiple Choice Questions

- Restricted Response Questions

- True/ False and oral questions/items

- Match the columns

- Extended Response Questions

- Constructed Response Questions

Key Features

Intuitive Test Authoring: Create tests with ease using our user-friendly item creation interface. Build questions for various formats, including multiple-choice, true/false, fill-in-the-blank, and more. Customize test settings, such as time limits and scoring methods, to align with your assessment goals.

Question Bank Management: Organize and manage your question bank efficiently. Categorize questions by subject, topic, difficulty level, Student Learning Outcomes, Competency and more. Reuse questions across multiple assessments to save time and maintain consistency.

Randomization and Variations: Enhance test security and fairness by randomizing question order and answer options. Generate multiple versions of a test to discourage cheating and ensure a unique experience for each learner.

Multimedia Integration: Engage learners by incorporating multimedia elements, such as images, shapes, etc. into your test questions.

Customizable Feedback: Provide immediate feedback to item writers on their items. Customize feedback messages for item improvement, guiding item writers in the development of quality items.

Integration and Compatibility: Seamlessly integrate rTestGen with your learning management system (LMS) or other educational platforms with the help of APIs.

Key Benefits

Time and Resource Savings: Streamline the test creation process, from question authoring to assessment deployment. Eliminate manual tasks, saving valuable time and resources.

Increased Test Quality: Create well-structured and standardized assessments that align with learning objectives. Ensure fairness, reliability, and validity in evaluating learner knowledge and skills.

Collaboration and Sharing: Foster collaboration among educators by sharing test templates and question banks. Collaboratively build and refine assessments, ensuring a consistent and comprehensive approach to evaluation.

Scan for Demo

rCBT

rCBT is an online examination platform that allows institutions to create, administer,conduct, and grade computer-based online exams securely. It has a number of features, including home-based assessments and on-premises exams.

Institutions can conduct examinations for examinees using this platform from any remote location, including specified designated locations with the necessary authentication mechanisms to maintain integrity and fairness.

rCBT includes a scheduling feature that enables examiners to organize exams for a group of examinees and notify them of the schedule via emails or text messages. In addition, confidential data related to examinations can also be monitored through special screens designed for authorised personnel. Similarly, examinees will have access to all of the toolsnecessary to take a variety of exams in a secure and fair manner.

Key Features of rCBT

Secure Test Delivery: Ensure the integrity of assessments with robust security measures, including question randomization, time limits, and candidate authentication. Protect against cheating and maintain the confidentiality of test content.

Flexible Test Design: Create customized assessments that align with your specific requirements. Easily configure test settings, such as question types, formats, and scoring methods, to meet your assessment goals.

Multimedia Support: Enhance the test-taking experience by incorporating multi-media elements, such as images. Engage candidates and assess their comprehension in a dynamic and interactive manner.

Adaptive Testing: Personalize assessments based on candidates' abilities and performance. Utilize adaptive algorithms to dynamically adjust the difficulty level of questions, ensuring a tailored and fair testing experience.

Comprehensive Analytics: Access detailed reports and analytics to gain insights into test performance, item analysis, and candidate proficiency. Make data-driven decisions for curriculum development, instructional improvements, and candidate evaluations.

Streamlined Administration: Simplify the assessment process with automated test administration features, including candidate registration, scheduling, and result management. Reduce administrative burdens and optimize resource allocation.

Authenticity and Transparency: Our AI/ML integrated Proctoring Control Module ensures that organizations conduct exams transparently and that no unfair means have been used by the exam taker. The authenticity of the exam taker is also verified through the facial recognition module
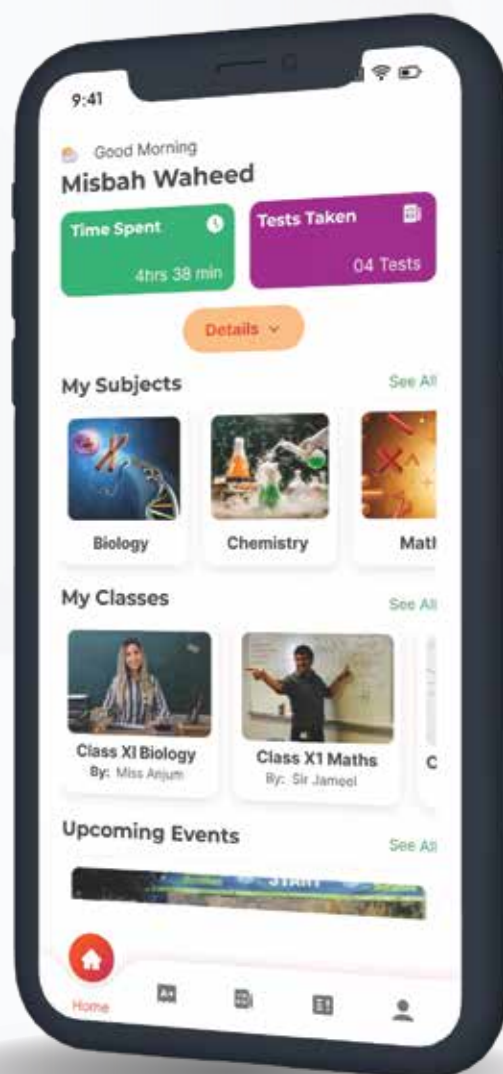
Scan for Demo

Farda

Farda is a self-assessment app that is developed with the purpose to ensure deep and effective learning. This app is designed to encourage learners to engage in self-learning in order to improve their knowledge and understanding of areas of their interests.

Learning deficiencies can be eliminated by suggesting the relevant topics and components that target the weak areas. Teachers and parents can track individuals learning and the result can be used to gauge teaching practices and optimize learning practices accordingly, specifically on basis of feedback on descriptive questions, which is not available in other apps.

It presently caters to the students in grades 9-12, but it will be expanded toaccommodate more grades and types of exams in the future.

For Students

Enhanced academic performance: Practicing exercises on Farda can help students better understand complex concepts and topics, improving academic performance above 90%.

Easy evaluation of strengths and weaknesses: Farda empowers students to evaluate their current potential and receive personalized teacher feedback to improve their shortcomings.

Increased self-confidence: By continuous practice, students can gain more self-assurance in their abilities as it helps them feel prepared for tests and exams, which can boost their overall performance.

For Parents

Cost-effective solution: With Farda, parents don't need to opt for other expensive alternate solutions, saving a lot of money and time. Providing high-quality content at an optimal price is our top priority.

Performance tracking: Parents can generate reports and performance analytics graphs to evaluate their child's academic strengths and weaknesses, providing valuable insights for decision-making.

Quality-assured content: Farda guarantees accurate and up-to-date content, developed and delivered by specialists across various academic fields.

For Institutes & Teachers

Assign pre-made tests: Farda's assessment tool enables teachers to create and assign pre-made tests and assignments for homework, reducing the time and effort required for preparation.

Automated grading: Farda's built-in grading and assessment tools automatically check and grade tests and exams, streamlining the grading process for maximum efficiency.

Student Reporting: With its tracking and monitoring tools, Farda can automatically record and track each student's performance, providing teachers with vital insights for academic success.

OUR ACCOMPLISHMENTS

▶ The first private company in Pakistan to introduce electronic marking of the descriptive answer scripts in a Board of Intermediate and Secondary Education.

▶ We are the pioneer in Pakistan who have developed solutions for online marking and digital assessments.

OUR ACHIEVEMENTS

18.1 Mn

MCQs E-Marked

21.2 Mn

CRQs E-Marked

39.4 Mn

Total Questions **E-Marked**

42.3 Mn

Total Images E-Marked

6,531

Field Staff

6,200

Registered **E-Markers**

MAJOR CLIENTS & KEY PARTNERS

Examination & Govt. Boards

PEC

IBCC

HEC

PIEMA

BISE Lahore

Civil Services Acadedmy

BISE BANNU

BISE AJK

BISE Peshawar

Foundations

Alight Foundation

Kuchlak welfare society

Moawin Foundation

Karandaaz

Ghazali Education Trust

School Systems & Higher Education Institutions

Mansehra Public School

Islamia university bahawalpur

Ibadat International university

International Partners

USAID FROM THE AMERICAN PEOPLE

Telenoc Yes! We've a Solution

MOTT MACDONALD

zero Gravity

Others

Jazz Business

P@SHA PAKISTAN IT INDUSTRY ASSOCIATION

ptcl

PSEB PAKISTAN SOFTWARE EXPORT BOARD

EDWIZ

WHY US?

▶ Customer-centric approach enables us to design & deliver products and services as per client needs, creating large scale organizational impact.

▶ ISO 9001: 2015 QMS Certified: demonstrating our capabilities and ability to consistently provide products and services that meets key needs of our clients in domain of education and assessments.

▶ State-of-the-art & innovative technological products & allied IT infrastructure.

▶ Well equipped to provide end-to-end assessment services including e-marking software, assessment processes and instrument designing.

▶ High speed, accurate & secure scanning facility, vast network of experts & logistics & operational capabilities, trained & skilled human resources with vast experience in assessments etc.

▶ Driving the modernization & digitalization of assessments in Pakistan, in collaboration with both pubic & private sector organizations, including educational & assessment boards, schools, colleges, & universities etc.

Benefits Of Our Solutions:

Our robust solutions help optimize the education processes using technology, resultantly benefiting the institutions and organizations in following ways

▶ Zero associated costs for logistics, masking, data entry, and marking centers

▶ Remote access to all users for greater collaboration

▶ Robust review and feedback mechanism

▶ Supporting data-driven and evidence-based policymaking

▶ Enabling complex data analysis with the help of rubric-based marking, item tagging, and SLOs

▶ Random rechecking of questions for quality assurance

▶ Maintaining standardization through rubrics-based marking

Did You Know?

All questions are tagged according to the single national curriculum in rTestGen, for exam creation and question retrieval.

OUR CORE TEAM

GULL ZAIBA, FOUNDER & CEO

Gull Zaiba, the founder and CEO of RedMarker Systems, associated with the education sector in various capacities since 2001, provides strategic direction and leads the vision for the company.

She was Chairperson Education Committee and now is Executive Member of RCCI, and Board Member for various public and private limited companies including Pakistan Horticulture Authority, Humkaar ventures, and Drekkar Kingsway Limited.

JAWAD AZFAR, CO-FOUNDER & CPO

Jawad Azfar, co-founder, and CPO, with his strong analytical and leadership skills and extensive experience, is leading RedMarker Systems Products and Operations.

He possesses 19 years of demonstrable experience in multiple industries including Aviation, Technology Funding, and Education assessment. He was instrumental in leading various strategic programs at IGNITE, including National Incubation Centers (NICs) Program, and other National significance HRD programs.

ATTIQ HASSAN SHAH, HEAD OF BUSINESS SERVICES

Attiq Shah possesses excellent Project Management skills with 11 years of experience of executing large-scale projects for Ministry of Commerce, Ministry of IT & Telecom, Punjab Education Foundation, and FBISE and has 12 years of teaching experience as assistant professor.

MOHAMMAD HAROON TOOR, EVP ENGINEERING & PORTFOLIO LEADER

Haroon handles the development of all key products with sprint planning/scoping, requirements & designs analysis, deployment, testing, and client support. He has 20 years of experience working in various projects as a developer, Team Lead, Project Manager, Group Lead, and Portfolio Lead.

MOHAMMAD ATIF ZAREEF, CHIEF INNOVATION OFFICER

Highly seasoned Chief Innovation Officer with over two decades of expertise in spearheading strategic initiatives, fostering innovation, and driving exponential growth. Proven track record of propelling businesses to new heights through transformative strategies and technological advancements.

MOHSIN MAHMOOD

Senior Manager Strategy
& Analytics

UMAR BIN TAHIR

Business Development &
Strategy Manager

SANAM JALAL

Manager Strategy &
Business Planning

MUHAMMAD NAZIM

Solution Designer &
Technical Architect

IQRA SHAMSHAD

Assistant Manager
Accounts

RUMAN ZAFAR

Software Quality Assurance
Engineer

TESTIMONIALS

Afshan Nasir
Instructor, E-marker

"I am thankful to RedMarker Systems and ALIGHT for the training they arranged. I will try that what I learned during this training session is implemented in my institute. I got this opportunity to learn how to upgrade our assessment process to improve the quality of education in our area."

Asst. Director
Examination Gilgit- Baltistan

"Thanks to RedMarker Systems who introduced us to the concept of digital assessments. We request RedMarker Systems to extend this training session to at least two weeks. We will also submit a proposal to our government for implementation of these solutions in GB as it will surely help improve the standard of education in our area."

Syed Amir Mehmood Jafri
(Tamgha-e-Imtiaz), Director-Ghazali EducationTrust

"With the help of RedMarker Systems' assessment products, we will be able to digitalize assessments for schools in rural areas under the umbrella of GET and bring them at par with model or private school chains, all through improving their overall performance"

Chairman Board of Intermediate & Secondary Education Peshawar

It is extremely encouraging to see that Red Marker Systems; a local organization came up with an indigenous solution that addresses multiple pain points of our paper checking value chain and has immense room for further scalability. Our country is in dire need of accelerating the long-awaited digital transformation.

For demo and further information contact us:

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