EXTRA MARKS

The Schools' AI Blueprint

7 Strategies

That Will Transform Schools by 2026

AI is no longer tomorrow's promise. It is today's blueprint for schools that want stronger results, happier teachers, and a reputation parents trust.

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Introduction:

Why Schools Need an AI Blueprint

Indian schools are entering a defining decade. Parents are asking tougher questions, teachers are stretched thinner than ever, and policy is demanding deeper reforms. NEP 2020 sets out a clear vision for experiential, multilingual, and inclusive learning, but most schools are struggling to bridge the gap between aspiration and execution.

The demand for AI in classrooms isn't just a global conversation; it's already reshaping education in India. According to the CBSE, the number of schools offering AI as a subject in Class 9 increased from 235 in 2019–20 to 4,543 in 2024–25 (SchoolServ, 2025). Across states like Andhra Pradesh and Tamil Nadu, AI-powered adaptive learning pilots have shown striking gains. In Andhra Pradesh, students using personalised adaptive learning (PAL) software doubled their learning speed compared to peers in control groups (Indian Express, 2024). In Tonk, Rajasthan, an AI-driven program in government schools helped improve exam performance in mathematics and language learning (The Better India, 2024).

The case for personalisation is particularly urgent. A Frontiers in Education (2025) study found that students exposed to AI-based personalised interventions scored significantly higher than control groups and logged 41.5% more self-directed learning time. UNESCO further reports that tailoring instruction to student pace improves retention by nearly 30%. These aren't abstract numbers — they represent outcomes that directly affect a school's reputation, board exam results, and admissions appeal.

At the same time, teacher workload is at breaking point. Globally, teachers spend up to 40% of their time on non-teaching tasks, and AI has been shown to automate nearly half of this(McKinsey, 2023). In India, classroom teachers echo this reality: routine work like grading, attendance, and preparing multiple lesson variations eats into valuable teaching time. Without support, burnout rises, attrition grows, and schools struggle to deliver consistency.

Parents, meanwhile, are voting with their choices. Surveys show that 68% of Indian parents consider a school's use of modern technology as a key factor in admissions(EdTechReview, 2024). In Delhi-based pilots, bilingual AI-enabled learning improved engagement by 30%, directly boosting comprehension(India Today, 2023). For parents, innovation and inclusivity are now as important as exam results.

In short, the pressure on schools is threefold:

- **Policy compliance** (NEP 2020's call for inclusivity, multilingualism, and experiential learning).
- **Actmic credibility** (ensuring fair assessments, better results, stronger outcomes).
- **Market competitiveness** (winning the trust of parents and attracting admissions).

AI isn't a luxury add-on anymore. It is the enabler that allows schools to meet all three pressures simultaneously. The challenge is how to adopt it responsibly, sustainably, and in ways that benefit both leadership and teachers. This e-book lays out a practical blueprint: seven strategies every school can use to unlock the benefits of AI, strengthen outcomes, and build a reputation that stands apart.



Who This Guide Is For

- **Principals and Academic Leaders:** to see how AI can raise academic standards, deliver measurable results, and build trust with parents and boards.
- **School Owners and Management:** to understand how AI adoption strengthens brand reputation, drives admissions, and provides ROI on digital investment.
- **Teachers and Coordinators:** to learn how AI reduces routine burdens, improves classroom impact, and supports them as professionals rather than replacing them.

This is a guide for decision-makers who want to act now. Use the 7 strategies outlined next to adopt AI in your school thoughtfully and eliminate the risk of falling behind in both reputation and results.

Strategy 1:
Deliver Personalised Learning at Scale

Why It Matters

Most classrooms in India still run on a one-size-fits-all model: the same lesson plan, the same pace, the same assessments. This works for some, but not all. Students who grasp concepts quickly become disengaged, while those who struggle are often left behind. Over time, this leads to learning gaps, uneven board exam performance, and frustrated parents who feel their child isn't receiving the attention they deserve.

Personalisation is proven to make a difference. A 2025 study published in Frontiers in Education found that students exposed to AI-based personalised interventions scored significantly higher than control groups and spent 41.5% more time in self-directed learning. UNESCO also notes that adapting instruction to student pace can improve retention by nearly 30%. For school leaders, the stakes are clear: personalised learning isn't just a pedagogical benefit; it directly impacts academic outcomes, parent satisfaction, and therefore, admissions and reputation.

AI makes this level of personalization possible at scale. Where one teacher cannot tailor lessons for 40 students at once, AI can identify gaps in real time, provide step-by-step guided problem solving, and support continuous learning outside of school hours. This ensures no student is left unsupported, and the school can credibly market itself as a place where "every child's success is nurtured."

What Success Looks Like

Personalised learning in practice means:

Students receive immediate support when stuck, whether through in-class doubt resolution or at home.	Difficult concepts are broken into manageable steps, reducing frustration and dropout risk.	Struggling learners catch up faster, while advanced learners are challenged appropriately.	Teachers don't spend extra hours on individual lesson plans; the process is sustainable.

When personalisation works, schools see fewer remedial gaps, more consistent board performance across cohorts, and higher parent confidence in the school's academic ecosystem.

The First 90-Day Plan

Days 1–30: Diagnose and Set Up

- Audit recent exam results to identify where the widest performance gaps exist.
- Collect teacher feedback on where students most frequently struggle.
- Define pilot subjects or grade levels where personalisation can be introduced first.

Days 31–60: Pilot and Embed

- Introduce structured "personalised practice blocks" 2–3 times per week, focused on priority topics.
- Create a system for students to log doubts (text/image/voice) and track response times.
- Train teachers on how to use analytics from these tools to regroup learners or adjust pace.

Days 61–90: Monitor and Refine

- Review analytics weekly: which students are closing gaps, which continue to struggle.
- Share results with staff and leadership to refine strategies.
- Communicate early wins to parents to build trust and buy-in.

KPIs to Track

% of Students Closing Gaps Within 2–3 Weeks

- Why it matters: Shows whether personalisation is actually accelerating learning.
- What to look for: Steady movement from “below benchmark” to “at benchmark” within one unit cycle.

Reduction in Repeat Doubts on the Same Concept

- Why it matters: Indicates that explanations and guided steps are sticking.
- What to look for: Fewer duplicate queries logged over time.

Growth on Re-tests or Low-Stakes Quizzes

- Why it matters: Tracks whether interventions translate into measurable performance gains.
- What to look for: Improvements of 10–15% on re-tests signal effective personalisation.

Parent Feedback on Individual Attention

- Why it matters: Parents use perception of attention as a proxy for school quality.
- What to look for: Increase in satisfaction scores or fewer complaints about lack of support.

Pitfalls to Avoid

- **Overloading teachers with manual work:** If personalisation feels like extra prep, adoption will fail.
- **Focusing only on struggling students:** Personalisation must also stretch advanced learners to keep them motivated.
- **Using poor-quality or literal translations:** If personalisation includes language support, ensure translations are pedagogically sound.
- **Ignoring follow-through:** Collecting data without acting on it defeats the purpose; leadership must enforce a cadence of review.

Quick Win

Launch a “Doubt Hour” three times a week where students can submit questions anonymously. Teachers can address the most common queries in class, while step-by-step guided tools handle the simpler or repeated ones. This creates visible value for students immediately, reduces the backlog of doubts, and gives parents confidence that their child is receiving individual support.



Strategy 2:
Guarantee Smarter, Fairer Assessments

Why It Matters

Assessments are the backbone of academic credibility. Yet in many schools, tests still overemphasise rote recall and are vulnerable to cheating or inconsistent marking. This not only impacts student preparedness for higher education but also erodes parent trust. In India, parent complaints around evaluation are one of the top triggers for school dissatisfaction, especially when board exam preparation is at stake.

Research shows that personalised and adaptive assessments can significantly improve fairness and learning outcomes. In Andhra Pradesh, a state-wide personalised adaptive learning (PAL) initiative reported that students using adaptive question sets learned twice as fast compared to control groups (Indian Express, 2024). Similarly, CBSE's rapid adoption of AI-linked tools reflects the demand for secure, varied question banks and bias-free grading (SchoolServ, 2025).

What Success Looks Like

Fair assessments create confidence in results and reinforce a school's credibility. Success means:

- Question sets that prevent cheating by varying items while holding concepts constant.
- Balanced exams that test reasoning, application, and higher-order skills—not just memory.
- Transparent grading through clear rubrics, reducing disputes with parents.
- Fast turnaround of evaluated papers, allowing immediate feedback and re-teaching.

When assessments meet these standards, parents view results as trustworthy, students prepare better for board expectations, and the school's academic reputation grows.

The First 90-Day Plan

Days 1–30: Redesign Foundations

- Review recent exam papers for balance across Bloom's taxonomy.
- Draft rubrics for subjective answers in core subjects.
- Identify subjects where cheating or copying has been reported.

Days 31–60: Introduce Parallel Forms

- Create parallel test papers with concept-constant questions for at least two subjects.
- Train teachers on rubric-based marking and calibration.
- Pilot post-assessment diagnostics to highlight misconceptions.

Days 61–90: Expand and Evaluate

- Scale parallel forms to more classes; collect parent feedback on perceived fairness.
- Reduce result turnaround to under one week for at least one exam cycle.
- Monitor grade distributions to identify if fairness and reliability are improving.

KPIs to Track

Distribution of performance across parallel papers

- Why it matters: Confirms that different test versions are equal in difficulty and fairness.
- What to look for: Similar average scores and spread across versions.

Re-evaluation requests from parents

- Why it matters: Parent trust hinges on perceived fairness of evaluation.
- What to look for: Decline in requests or disputes after rubric-based grading is introduced.

Turnaround time from exam to feedback

- Why it matters: Faster results help teachers re-teach and students recover quickly.
- What to look for: A steady reduction in turnaround, ideally under 7 days.

Improvement in re-tests on weak concepts

- Why it matters: Shows whether assessments are diagnostic, not just evaluative.
- What to look for: 10–15% average improvement on follow-up tests.

Pitfalls to Avoid

- **Unbalanced question variations:** Parallel papers must be checked for equivalent difficulty or students will lose trust.
- **Inconsistent rubric use:** Teachers need calibration sessions; otherwise, grading bias creeps back in.
- **Focusing only on "cheat-proofing":** True fairness also means testing reasoning, not just recall.
- **Neglecting communication:** Parents must understand how fairness is being implemented, or the impact won't be visible.

Quick Win

Pilot one parallel-form unit test in mathematics with clear rubrics. Showcase to parents how fairness and transparency are ensured, setting a positive precedent.



Strategy 3:
Build Inclusivity with Multilingual Delivery

Why It Matters

India's linguistic diversity can be both a strength and a barrier. NEP 2020 explicitly calls for instruction in mother tongues to the extent possible. Yet most schools, especially in urban India, still default to English, creating comprehension gaps for first-generation learners. Research shows that learning in one's home language significantly improves understanding. For instance, UNESCO notes that children learn concepts faster and retain them longer when taught in their first language (UNESCO, 2023).

A Delhi-based pilot integrating bilingual teaching aids found that schools saw a 30% improvement in student engagement when complex topics were explained in both English and a regional language (India Today, 2023). For school leaders, offering multilingual content is not just inclusive, it's also a competitive differentiator that appeals to diverse parent communities.

What Success Looks Like

Inclusive learning means:



Students can access lessons, assessments, and communication in both English and regional languages.



Parents receive important updates in their preferred language, strengthening trust.



Board-specific curricula are mapped seamlessly without teachers creating extra materials.

Such practices demonstrate compliance with NEP and build a school's reputation as progressive and inclusive.

The First 90-Day Plan

Days 1–30: Audit and Identify Needs

- Survey parents on preferred communication/learning languages.
- Identify subjects where language barriers most hinder comprehension.

Days 31–60: Build Multilingual Assets

- Translate summaries, key lessons, and assessments for one subject.
- Train teachers to use bilingual glossaries and alternate explanations.

Days 61–90: Expand and Evaluate

- Offer bilingual exam guides or pre-exam packets.
- Gather parent feedback and measure comprehension improvements.
- Plan expansion to additional subjects and grades.

KPIs to Track

Student performance improvements in translated units

- Why it matters: Confirms that different test versions are equal in difficulty and fairness.
- What to look for: Similar average scores and spread across versions.

Parent feedback on communication clarity

- Why it matters: Parent trust hinges on perceived fairness of evaluation.
- What to look for: Decline in requests or disputes after rubric-based grading is introduced.

Usage rates of bilingual content

- Why it matters: Faster results help teachers re-teach and students recover quickly.
- What to look for: A steady reduction in turnaround, ideally under 7 days.

Pitfalls to Avoid

- **Literal or machine-like translations:** If explanations feel unnatural, they hurt rather than help.
- **Framing multilingualism as remedial:** Must be positioned as mainstream inclusivity, not only for "weaker" students.
- **Teacher overload:** Without support, translation work risks adding to teacher burden.
- **Inconsistent rollout:** If only some subjects offer multilingual access, credibility suffers.

Quick Win

Create bilingual exam briefs for the upcoming assessment cycle. Parents value clarity; students benefit from familiarity in their home language.



Strategy 4:
Showcase Innovation with Smart Classrooms

Why It Matters

Parents increasingly choose schools based on visible evidence of innovation. A reputation for "modern classrooms" signals better outcomes and future readiness. Engagement monitoring ensures every child participates, helping teachers adjust in real time.

In Tamil Nadu, a government pilot using AI to track attention and participation reported higher engagement levels across large classrooms(IJSMS Journal, 2025). Schools that can show data-backed engagement differentiate themselves in the market.

What Success Looks Like

Smart classrooms mean:

Teachers can quickly identify disengaged students and intervene.	Participation metrics are transparent, showing accountability.	Leadership can showcase innovation in marketing to parents.

This builds a school's competitive brand as "tech-forward" and parent-trusted.

The First 90-Day Plan

Days 1–30:
Define Engagement Metrics

- Agree on participation norms (e.g., 80% response rate in class polls).
- Pilot exit tickets in one subject.

Days 31–60:
Introduce Tech Aids

- Use polls and quick-response checks across multiple classes.
- Collect engagement data systematically.

Days 61–90:
Expand Visibility

- Review engagement reports in staff meetings.
- Share anonymized engagement metrics with parents as proof of innovation.

KPIs to Track

Participation rates in polls and checks for understanding

- Why it matters: High response rates show equitable participation.
- What to look for: At least 70–80% class participation during quick checks.

Correlation between engagement and quiz scores

- Why it matters: Confirms engagement translates into academic impact.
- What to look for: Students flagged as “low engagement” also show weaker quiz scores, validating early intervention.

Teacher intervention frequency

- Why it matters: Engagement data only matters if it drives action.
- What to look for: Teachers consistently addressing low engagement trends within 1–2 weeks.

Pitfalls to Avoid

- **LData collection without action:** Metrics that sit unused undermine credibility.
- **Public shaming of low responders:** Use engagement data as support, not punishment.
- **Tech as a gimmick:** Parents and students will see through innovation without impact.
- **Inconsistent rollout:** If only some subjects offer multilingual access, credibility suffers.

Quick Win

Introduce exit tickets in one grade for two weeks. Immediate insights help teachers adapt while creating early data for leadership to showcase.



Strategy 5:
Free Teachers from Routine Work

Why It Matters

Teachers spend significant time on tasks like attendance, lesson prep, and manual grading. A McKinsey report found that globally, teachers spend 40% of their time on non-teaching tasks, and AI can automate nearly half of these (McKinsey, 2023). In India, teacher attrition and burnout are rising concerns, and schools with happier teachers often retain talent longer and achieve better outcomes.

What Success Looks Like

Teacher time should be directed to teaching and mentoring, not routine work. Success means:



Automated attendance and streamlined lesson prep.



Standardized lesson decks and activity templates.



Faster evaluation turnaround.

Such practices demonstrate compliance with NEP and build a school's reputation as progressive and inclusive.

The First 90-Day Plan

Days 1–30: Time Audit

- Measure how much time is lost on routine tasks per teacher.
- Identify subjects with highest prep load.

Days 31–60: Introduce Standardization

- Roll out common lesson templates and activity banks.
- Pilot automated attendance in one grade.

Days 61–90: Expand

- Track time saved and reallocate to high-value teaching.
- Share teacher testimonials with parents to highlight quality improvements.

KPIs to Track

Teacher hours reclaimed per week

- Why it matters: The clearest sign of efficiency gains.
- What to look for: At least 3–5 hours freed weekly per teacher in the pilot phase.

Turnaround time on assignments

- Why it matters: Parents equate timely feedback with academic rigor.
- What to look for: Reduction from weeks to days in returning graded work.

Teacher satisfaction surveys

- Why it matters: Teacher morale directly impacts retention and quality.
- What to look for: Higher satisfaction scores after workflow simplification.

Instructional time gained per class

- Why it matters: More time teaching = more time learning.
- What to look for: At least 5–10 minutes reclaimed per 40-minute period through admin automation.

- **Adding tools without removing steps:** If automation feels like "extra work," adoption collapses.
- **Skipping professional development:** Teachers need orientation, not just new tech.
- **Treating efficiency as cost-cutting:** Must be framed as quality enhancement, not budget savings.
- **Failure to measure impact:** Leadership must monitor reclaimed time and outcomes, not assume benefits.

Quick Win

Introduce a shared lesson deck template and activity bank in one subject. Teachers instantly save prep time, and parents notice improved consistency.



Strategy 6:
Boost Student Engagement Inside & Outside Class

Why It Matters

Engaged students perform better. Studies show that frequent, bite-sized practice increases retention and reduces exam stress (India Today, 2023). Collaborative learning also builds confidence and deeper mastery. For schools, this translates into better exam results and positive word-of-mouth.

What Success Looks Like

Engagement means:

Students practice frequently in short bursts.	Learning is social and collaborative.	Step-by-step support is available when tackling complex problems.

This creates consistent improvement in results and stronger school reputation.

The First 90-Day Plan

Days 1–30: Diagnose and Pilot Engagement Practices

- Audit current engagement levels. Use quizzes, class participation logs, or teacher observations to identify subjects where attention drops fastest.
- Introduce micro-practice sessions (10 minutes, 2x per week) in one core subject like math or science.
- Run one collaborative challenge (e.g., quiz competition, group project) at the class or house level to test interest.

Days 31–60: Expand and Structure

- Scale micro-practice sessions to 3 days a week across at least two subjects.
- Introduce step-guided problem-solving tasks for difficult concepts, so students learn by building answers progressively.
- Begin tracking participation in challenges and practice sessions, and recognise consistent effort (not just top scores).

Days 61–90: Monitor and Showcase Impact

- Review low-stakes quiz results to measure knowledge retention compared to baseline.
- Share engagement data and student stories with parents during PTMs to highlight progress.
- Use insights to refine formats (shorter tasks, new challenge types) and prepare for wider rollout across grades.

KPIs to Track

Frequency of practice sessions

- Why it matters: Regular practice predicts retention.
- What to look for: 3+ micro-practice sessions per week per student.

Completion rates for micro-tasks

- Why it matters: Engagement is meaningless without follow-through.
- What to look for: 80%+ completion rates on short tasks.

Improvement in low-stakes quiz performance

- Why it matters: Validates that engagement is improving mastery.
- What to look for: Progressive 10–15% improvement on quizzes after practice cycles.

Attendance/participation in collaborative challenges

- Why it matters: Engagement is social as much as individual.
- What to look for: Majority participation across groups, not just a few active students.

Pitfalls to Avoid

- **Over-gamification:** Fun without academic rigor dilutes credibility.
- **Tasks that are too long:** Leads to drop-off and disengagement.
- **Tracking only participation, not outcomes:** Must link engagement to results.
- **Neglecting weaker students:** Ensure challenges are accessible, not dominated by toppers.

Quick Win

Launch a 14-day micro-practice challenge with daily 10-minute tasks in maths or science. Promotes habit-building and creates shareable success stories.



Strategy 7:
Adopt AI Responsibly to Build Trust

Why It Matters

Parents and teachers often worry that AI will replace human judgment or compromise student privacy. Without a clear framework, trust erodes and adoption stalls. For schools, building a transparent Responsible AI policy demonstrates leadership, credibility, and foresight.

What Success Looks Like

Responsible AI adoption means:

- Teachers remain in control of final decisions.
- Parents are informed and reassured.
- Data is used ethically and securely.

This strengthens trust and positions the school as a forward-thinking yet responsible institution.

The First 90-Day Plan

Days 1–30: Draft and Align

- Form a leadership task force (principal, IT coordinator, senior teachers) to draft a Responsible AI Charter that outlines the scope, ethics, teacher oversight, and data privacy.
- Benchmark global and Indian guidelines (NEP, UNESCO, ICRIER recommendations) to ensure alignment.
- Share the draft internally with staff and invite feedback before rollout.

Days 31–60: Build Capacity and Communicate

- Conduct staff training workshops on ethical AI use, bias awareness, and data protection protocols.
- Create a "teacher-in-the-loop" framework — clarify that final control in grading, evaluation, and planning always rests with educators.
- Draft a communication plan for parents explaining how AI supports rather than replaces teachers.

Days 61–90: Implement and Monitor

- Publish and circulate the Responsible AI Charter to staff, students, and parents.
- Launch a feedback channel (e.g., parent Q&A sessions, anonymous teacher input) to monitor early perceptions.
- Review incidents or concerns monthly, and adjust the charter or processes accordingly.

KPIs to Track

Teacher comfort and adoption rates

- Why it matters: Teachers must feel supported, not replaced.
- What to look for: Higher adoption after orientation sessions.

Parent trust survey results

- Why it matters: Parent buy-in ensures long-term success.
- What to look for: More positive responses on transparency & safety after Responsible AI charter rollout.

Incidents of misuse or bias

- Why it matters: Identifies early risks that could damage trust.
- What to look for: Declining frequency of reported incidents over time.

Student outcomes under AI-assisted teaching

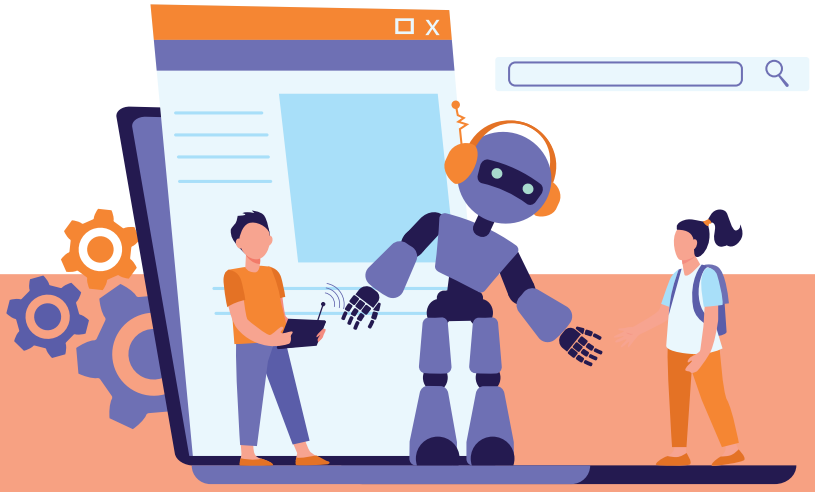
- Why it matters: Trust grows if parents see tangible benefits.
- What to look for: Consistent or improved results alongside AI adoption.

Pitfalls to Avoid

- **Opaqueness ("black box" use):** Lack of clarity breeds suspicion.
- **Excluding teachers from design:** Adoption collapses if they feel sidelined.
- **Overclaiming capabilities:** Risks backlash when expectations aren't met.
- **Data/privacy lapses:** Any breach will severely erode trust.
- **One-off adoption without framework:** Responsible AI must be codified as policy, not left ad hoc.

Quick Win

Publish a one-page Responsible AI charter and circulate it with parents and staff. Visible transparency builds immediate confidence.



How Extramarks Can Help You Implement These Strategies

The seven strategies outlined above are the building blocks of a future-ready school. But insights alone don't drive transformation — execution does. Extramarks provides the AI-powered tools that make these strategies practical, scalable, and measurable in real classrooms.

Strategy 1: Deliver Personalised Learning at Scale

Extramarks Enablers

- **Instant Doubt Solver:** Students get immediate answers by uploading a query via text, image, or voice.
- **Ask It (In-Video Assistant):** Real-time support during learning sessions ensures no child is left behind.
- **Help Me Solve It:** Step-by-step guided solutions help students learn independently while reinforcing concepts.

Outcome for schools: Personalized learning at scale → better comprehension, consistent board exam readiness, stronger parent satisfaction.

Strategy 2: Guarantee Smarter, Fairer Assessments

Extramarks Enablers

- **Power Questions:** Generates unique question sets for each student, ensuring test integrity and fairness.
- **Subjective Answer Evaluation:** AI-assisted, rubric-based evaluation of handwritten and typed answers for consistent, unbiased grading.
- **Objective-to-Subjective Conversion:** Converts rote recall questions into reasoning-based ones, aligning with NEP 2020.

Outcome for schools: Transparent, higher-order assessments improved academic credibility and parent trust.

Strategy 3: Build Inclusivity with Multilingual Delivery

Extramarks Enablers

- **Translate:** Delivers lessons, questions, and content in regional languages with natural voiceovers and global English accents.
- **Lesson Planner:** Auto-maps textbooks and curricula to content libraries, ensuring board-specific alignment.

Outcome for schools: Greater inclusivity and NEP alignment → broader appeal to diverse parent communities, stronger admissions.

Strategy 4: Showcase Innovation with Smart Classrooms

Extramarks Enablers

- **EngageMeter:** Tracks student attention and participation in real time, giving teachers actionable insights.
- **Polls & Hand-Raise Detection:** Quick checks for understanding make every student's voice visible.

Outcome for schools: Visible innovation marketable differentiation, reputation as a tech-forward institution.

Strategy 5: Free Teachers from Routine Work

Extramarks Enablers

- **Teaching Deck Generator:** Auto-creates curriculum-aligned decks, freeing teacher prep time.
- **Classroom Activity Generator:** Builds hands-on activities matched to topics and student levels.
- **Edit Slide:** AI refines existing decks for clarity and visual impact.
- **Attendance Tracker:** Automated, facial-recognition attendance system.
- **Smart Teacher Sign-In:** Secure login for teachers without passwords.

Outcome for schools: Teacher satisfaction and retention better outcomes, reduced attrition, positive school culture.

Strategy 6: Boost Student Engagement Inside and Outside Classt

Extramarks Enablers

- **Together Mode:** Turns practice into live, gamified classroom challenges.
- **Practice Together:** Enables team-based and turn-based quizzes for collaborative learning.
- **Ask It:** Keeps learners engaged in content with instant in-video answers.

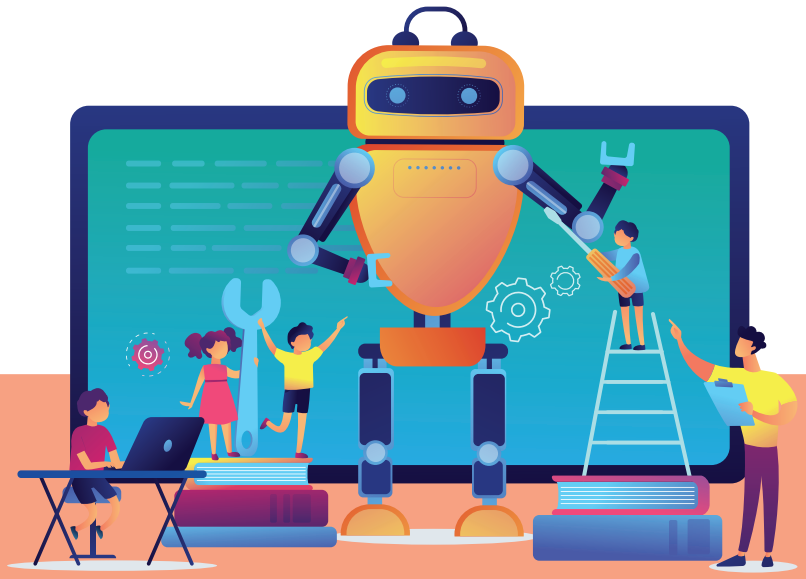
Outcome for schools: Active engagement better retention of concepts, stronger results, enthusiastic word-of-mouth from parents.

Strategy 7: Adopt AI Responsibly to Build Trust

Extramarks Enablers

- **Responsible AI Guidelines (Do's & Don'ts):** Framework to ensure AI supports teachers and remains transparent.
- **Teacher-in-Control Features:** Editable evaluations and override options keep educators at the center.

Outcome for schools: Responsible adoption stronger parent trust, confident teacher buy-in, smoother AI rollout.



Strategy–Feature–Outcome Map

Strategy	Extramarks Enablers	School Outcomes
1. Deliver Personalized Learning at Scale	Instant Doubt Solver · Ask It (in-video assistant) · Help Me Solve It	Personalized learning for every child → improved comprehension, stronger board exam readiness, parent satisfaction
2. Guarantee Smarter, Fairer Assessments	Power Questions · Subjective Answer Evaluation · Objective-to-Subjective Conversion	Transparent, higher-order, bias-free testing → academic credibility, reduced disputes, greater trust
3. Build Inclusivity with Multilingual Delivery	Translate · Lesson Planner (board-specific mapping)	NEP 2020 alignment, inclusivity across languages → broader parent appeal, competitive admissions edge
4. Showcase Innovation with Smart Classrooms	EngageMeter (engagement metrics) · Polls & Hand-Raise Detection	Visible innovation → stronger differentiation in the market, "tech-forward" brand reputation
5. Free Teachers from Routine Work	Teaching Deck Generator · Classroom Activity Generator · Edit Slide · Attendance Tracker · Smart Teacher Sign-In	Teachers reclaim time → better teaching quality, improved morale, lower attrition, stronger outcomes
6. Boost Student Engagement Inside & Outside Class	Together Mode · Practice Together · Ask It	Higher student participation and motivation → better retention, stronger results, positive word-of-mouth
7. Adopt AI Responsibly to Build Trust	Responsible AI Guidelines (Do's & Don'ts) · Teacher-in-Control Features (editable evaluations, overrides)	Responsible adoption → reassured parents, confident teachers, smoother rollout

Your School's AI Blueprint Starts Here

By combining evidence-based strategies with Extramarks' integrated AI suite, schools can bridge the gap between aspiration and execution. The path to improved outcomes, stronger board readiness, and enhanced reputation is not theoretical — it is already happening in classrooms today.

Next Step for Leaders: Request a call with Extramarks AI Experts and see how your school can implement these strategies in the next 90 days



EXTRAMARKS

Trust of 15000+ Top Schools

Founded in 2007, Extramarks is a leading digital learning solutions provider to schools, students & coaching centres. The Extramarks learning programme serves the Primary, Secondary & Higher Secondary grades, across boards and caters to all 29 States & 7 Union Territories of India.

★★★ TRUSTED BY LEADING SCHOOLS IN INDIA ★★★

- APEEJAY SCHOOL — SHAKTI · DRISHTI · PRAJYAN
- Delhi Public School Bangalore
- Mayoor Chopasni School — (Managed by Mayo College General Council, Ajmer)
- Mayo College Ajmer, Rajasthan
- Hiranandani Foundation School — Mens Sana in Corpore Sano
- G.D. Goenka Public School BAHADURGARH — CBSE Affiliation No. 531790 | School Code 41768
- ST. GEORGE'S COLLEGE — MUSSOORIE ESTD 1853
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