



## Revamping Exam Standards in India

Improving Evaluation and Assessments for  
Higher Education and Professionals

### Program Agenda

*Friday, November 30th, 2018*

*Silver Oak, India Habitat Centre, Lodhi Road, New Delhi*



## About India ATP

India ATP's goal is to bring together the country's foremost testing and assessments leaders to engage in open dialogue on how best to support India's education and government leaders to ensure fairness, integrity and equal access to honest and secure testing. Through its members, the Association of Test Publishers (ATP) has helped organizations and governments in the US, Europe and Asia develop, sustain, and promote best practices and international standards for all forms of testing. ATP promotes industry-wide accepted guidelines for psychometrics, test delivery, test security, e-testing, inter-operability, privacy, test adaptation, localization, and other areas related to the testing process. A non-profit organization, ATP represents providers of tests and assessments tools and/or services related to assessments, selection, screening, certification & licensing, educational or clinical uses. IATP is the ATP regional division focused on supporting assessments and testing in India.

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## Welcome Note



### **William G Harris, CEO, Association of Test Publishers (ATP)**

On behalf of the Association of Test Publishers (ATP) Board of Directors, Division/Committee and Regional Leaders, and the India-ATP Founders Committee, I welcome you to I-ATP's fourth annual conference.

Globalization, the digital age, and artificial intelligence are reshaping and redefining the skills needed to succeed.

Testing plays a fundamental role in identifying knowledge gaps and answering critical questions such as: Has someone attained a level of achievement needed to award a qualification? Does an individual have the competence needed to practice a profession? Getting the answers to these questions is what today's conference will be about!

We wish you an educational and productive conference, as well as an engaging networking experience.

Regards

A handwritten signature in black ink that reads "William G Harris". The signature is fluid and cursive, with a long horizontal stroke at the end.

## Welcome note



### **Divyalok Chetan Sharma, Chair India ATP & Senior Director (Client Development), Pearson VUE**

I welcome you all to the 4<sup>th</sup> Annual India ATP event titled – *Revamping Exam Standards in India: Improving Evaluation and Assessments for Higher Education and Professionals*.

India has a long, proud history of assessment and in such a large, densely populated country, the need for rigorous assessment processes is paramount.

There have been widespread concerns reported in the Indian media regarding the quality of some assessments at multiple levels – including professional exams. Moreover, there have been concerns about the effectiveness of a test in fulfilling the primary objective: a legally defensible measure of a specific competence.

The key objectives of this event are to bring educational leaders together with human resource professionals to establish an ongoing dialogue for raising assessment standards by embracing world class best practices and exploring new technologies. This forum is aimed at sharing global best practices in the assessment space addressing topics such as exam security, candidate convenience and flexibility and different ways to testing.

We hope there will be lot of takeaways from this event and that you will have fruitful engagements with your peers and industry thought leaders. The aim of ATP, globally is to promote and develop testing and assessment best practices and to facilitate an environment that would benefit test-takers, businesses, educational organizations, and society in general.

Regards,

A handwritten signature in black ink, appearing to read 'Divyalok Sharma', written in a cursive style.

## Welcome note



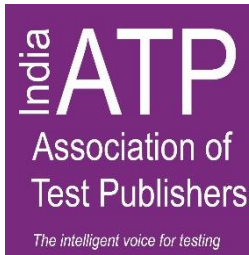
### **Lauren Scheib, Chief Operating Officer, Association of Test Publishers (ATP)**

I could not be more honored and pleased to be here in New Delhi for India-ATP's fourth annual conference! On behalf of the Association of Test Publishers we are delighted that you have chosen to join us here today, along with your colleagues and leaders in higher education and the workplace. We invite you to examine, debate and discuss the current advancements and innovative approaches that you will learn about today.

And we hope that this conference will facilitate new networks, lead to new opportunities and, at the same time, educate and inform industry professionals about the latest developments in the field of assessment.

Regards

A handwritten signature in black ink that reads "Lauren B. Scheib".

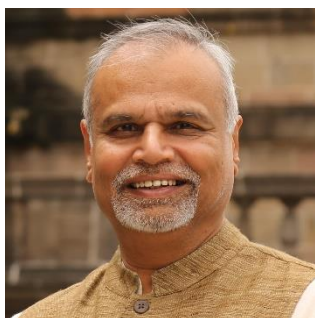


## SCHEDULE - INDIA ATP 2018

8:30 AM – 9:30 AM	Registration (networking tea and coffee)
9:30 AM – 10:00 AM	Opening remarks and lighting of the lamp <ul style="list-style-type: none"><li>• Welcome note by <b>William G. Harris, Ph.D., CEO, ATP</b></li><li>• Welcome note by <b>Prof. Sanjay Govind Dhande (Ex-Director IIT Kanpur)</b></li><li>• Welcome note by <b>Divyalok Sharma, Chair IATP &amp; Senior Director, Pearson VUE</b></li><li>• Address by the <b>Chief Guest</b></li></ul>
10:00 AM – 10:30 AM	<b>Keynote Speaker - Dr. Bhushan Patwardhan, Vice Chairman, University Grants Commission (UGC)</b>
10:30 AM – 11:00 AM	<b>Guest Speaker:</b> If You Are Waiting for AI to Mature, You Are 20 Years Late” - <b>Paul Edelblut, Vice President, Vantage Labs</b>
11:00 AM – 11:30 AM	<b>Breakout Session + Tea</b> – Visit sponsor booths and speak to experts
11:30 AM – 12:15 PM	<b>Guest Speaker:</b> Test Scoring Algorithms of Multiple Choice Tests - <b>Dr V Natarajan, Emeritus Professor, Meritrac</b>
12:15 PM – 12:45 PM	<b>Guest Speaker</b> - The advent of English proficiency certification in India - The need for improved assessments: <b>Prof Rama Matthew, Professor (Retired), Department of Education, Delhi University</b>
12:45 PM – 2:00 PM	<b>Networking Lunch</b>
2:00 PM – 2:45 PM	<b>Guest Speaker:</b> Content Development: Creating effective content now and in the future – <b>Neil Wilkinson, Content Development Manager, Pearson VUE</b>
2:45 PM – 3:00 PM	<b>Tea Break + Breakout session</b>
3:00 PM – 3:45 PM	<b>Guest Speaker:</b> Holistic framework for improving Evaluation and Assessments: <b>Pawan Adhikari, Regional Business Development Director (Asia), ACT</b>
3:45 PM – 4:15 PM	<b>Guest Speaker</b> – Improving Quality of Higher Education by Adopting Criterion Referenced Assessments - <b>Dr. Vijay Krishna, Senior Director, Credentialing Accreditation Programs, American National Standards Institute, Washington DC</b>
4:15 PM – 4:45 PM	<b>Guest Speaker</b> – “Test Matters – Quality of tests is what matters the most” <b>Sanjiv Kumar, Director, Test Development Solutions, Prometric India</b>
4:45 PM – 5:00 PM	Closing remarks by the Chair/Vote of Thanks

## 2018 Speakers

### Keynote Speaker



#### **Dr. Bhushan Patwardhan – Vice Chairman, University Grants Commission (UGC)**

Dr. Patwardhan is a biomedical scientist who is Fellow of National Academy Sciences (India) and National Academy of Medical Sciences (India). He was Director, Interdisciplinary School of Health Sciences, at Savitribai Phule Pune University. He has been member of important national committees of the University Grants Commission, All India Council for Technical Education, Council for Scientific & Industrial Research, Science and Engineering Research Board, Department of Science & Technology, Department of Biotechnology, and Indian Council of Medical Research. He has worked on several policy making bodies including Taskforces of National Knowledge Commission, Planning Commission and consultant to the World Health Organization Geneva. He is Editor-in-Chief of Journal of Ayurveda and Integrative Medicine published by Elsevier and is on Editorial Boards of many reputed Journals. He is recipient of many orations and awards including Sir Ram Nath Chopra Oration, Waldemar Haffkine Oration, Dr C. Dwarkanath Oration, Dr P.K. Devi Oration, KLE University Oration, and V K Joag Best Teacher Award. His recent scholarly books 'Integrative Approaches for Health' and 'Innovative Approaches to Drug Discovery' both published by Academic Press Elsevier have received excellent reviews. He has received several research grants and has guided 19 PhD students, 8 Indian Patents, 2 US Patents, over 120 research publications and 7200 citations.



#### **Prof. Sanjay Govind Dhande, Ex-Director, IIT Kanpur**

Professor Sanjay Govind Dhande, former Director of IIT Kanpur, is an innovative technologist, an acclaimed academician, an eminent researcher, a visionary institution builder and an able administrator, whose contributions are acknowledged not only in India but also in many other countries. Under his captainship, IIT Kanpur has been recognized as a technical institution of excellence for providing an international level education and research in Science & technology.

Born on February 14, 1948, Professor Dhande received his B. E. degree in Mechanical Engineering from University of Pune and his Doctoral degree from Indian Institute of Technology, Kanpur with an outstanding academic record. After completing his academic work in USA, he returned to India for building a new vision of computer based engineering. Dr. Dhande is recognized as a founder of the technology of Computer Aided Design in India with contributions in both academia and industry. He led the initiatives of introducing several other computer based technologies like Rapid Prototyping, 3D Printing, Rapid Tooling and Reverse Engineering. AUTOLAY, an innovative CAD technology, developed for Aeronautical Development Agency by him is being used extensively by the leading aircraft manufacturers of the world. Professor Dhande has developed indigenous CAD technologies for automotive and saddler industry in India, he also led the efforts for developing several technologies for Indian Railways primarily for improvement of safety in operations including the train location technology SIMRAN. Professor Dhande also led the pioneering effort of development of a nano-satellite JUGNU by students and faculty of IIT Kanpur.



**Dr. Vijay Krishna, Senior Director, Credentialing Accreditation Programs, American National Standards Institute, Washington DC**

Dr. Vijay Krishna is the senior director, personnel credentialing accreditation programs at the American National Standards Institute (ANSI). His position encompasses leadership of the ANSI ISO 17024 program for personnel certification bodies, the ANSI/ASTM 2659 program for training certificates, and the Conference for Food Protection (CFP) program for food safety certification.

He currently chairs the Pacific Accreditation Cooperation (PAC) working group for personnel certification and International Accreditation Forum (IAF) task group on competence of accreditation body assessors. Dr. Krishna has taught graduate level courses in leadership, organizational change, and learning in adulthood at The George Washington University. He has also published in the Human Resource Development International, Advances in Human Resources, International Journal of Knowledge, Culture, and Change Management, Indian Management, and Economic Times. He has served as a reviewer for the Eastern Academy of Management Conference, Southern Management Association Conference, and Academy of Human Resource Conference and editorial board of the International Journal of Global Business Advancement in South Asia. Dr. Krishna's academic qualifications include a doctorate in human and organizational learning/HRD from The George Washington University.



**Paul Edelblut, Vice President Cognitive Computing, Vantage Labs**

Paul is the Vice President of Vantage Labs with a primary responsibility to oversee major account activity for all of Vantage's cognitive computing technologies across 4 operating companies in the global market. Paul's projects are active on 4 continents serving tens of millions of customers applying Artificial Intelligence, Machine Learning and Neural Networks to improve the process and efficiency for all customers.





### **Neil Wilkinson, Manager, Content Development (EMEA and India), Pearson VUE**

Neil is responsible for the professional, IT and regulatory programs that utilize Pearson VUE's content development services within the EMEA and Indian markets. He ensures exams meet established quality standards, are delivered on time, and metrics for performance and productivity are maintained. Previously, Neil served as Product Owner for Pearson VUE's suite of test authoring tools, providing strategic direction and expert knowledge to the test development and publishing teams. He brings an extensive history of experience in exam and software development, business analysis and client software support to his role.



### **Pawan Adhikari, Regional Business Development Director (Asia), ACT**

A dynamic leader, entrepreneur and an educationist at heart, Pawan Adhikari is ACT's Regional Business Development Director for Asia. He has over 22 years of global experience and thought leadership in several domains such as Education, Assessment, Admission testing and Sales & Marketing. Pawan is passionate about the use of technology in education and thereby improving learning outcomes

He works to realize ACT's vision and mission in Asia, which is to be the leading source for innovative solutions that advance individuals throughout their lifetimes and help people achieve education & workplace success. Pawan came to ACT from Oxford University Press, where he worked for 4 years in the Asia Education division. In his last role, he led the digital and assessment initiatives across Asia and helped conceptualize and develop 'Oxford Advantage' – a blended product for the K-12 market.



### **Dr. V Natarajan, Emeritus Professor – Merittrac**

Dr. V Natarajan is a pioneer in developing learning theories for the Indian education sector. He draws upon 40 years of experience in educational testing to build innovative education assessment and research tools for effective decision making. Natarajan adds extensive value to MeritTrac education services through his commitment to enable new opportunities for learners. He has considerable experience in legally defending assessment structures of exam bodies at Rajasthan Public Service Commission (RPSC) and Kurukshetra University. He has also worked as a leading education assessment partner with Rajasthan University between 1976 and 1985, providing extensive support in developing question banks.



**Prof. Rama Mathew, Prof (Retd.) Department of Education, Delhi University**

Professor Rama Mathew is a Professor (Retired), Department of Education. She was also the Dean of the Faculty of Education, Delhi University, Delhi. Previously she taught at the Central Institute of English and Foreign Languages, Hyderabad where she was involved in English language education with specific focus on language teacher education and assessment for more than twenty years. She was Project Director of a national curriculum evaluation study (1993-98) called the CBSE-ELT Curriculum Implementation Study, which concretized the notion of teacher as researcher in actual classroom contexts.

She also coordinated a project on mentoring in collaboration with the Open University, UK, under the UKIERI scheme. She is presently coordinating the English Language Proficiency Course for the students of Delhi University in which loose-leaf materials meant for adult learners have been developed and students take proficiency tests at three levels that assess all the skills of the language. She has been an invited plenary speaker at several conferences in India and other countries including the conference of the International Association of Teachers of English as a Foreign Language (IATEFL). Her current research interests include teaching English to adult learners, teacher education, and proficiency assessment including online assessment.



**Sanjiv Kumar, Director, Test Development Solutions, Prometric India**

Sanjiv is a certified project management and test development professional having more than 20 years of executive experience in driving international and domestic test content development, large scale educational assessment, eLearning, publishing and editorial operations. In his current role, he leads the Prometric's test development team in India that provides full service test development solutions to domestic and international clients.

He works collaboratively with industry subject matter experts (SMEs), members of test development team, and cross functionally with other teams across the world to design and ensure successful completion of large scale testing projects. He trains SMEs, facilitates test development workshops and provide expert guidance in the development of fair, valid and reliable tests. He has managed the development of a very large number of items and high-stakes tests. Prior to joining Prometric, Sanjiv worked as a Senior Manager for Macmillan developing and managing educational content in elearning, book publishing and assessments areas. He has also written articles for newspapers and magazines.

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## Speaker Abstracts

**Session title: Applying ACT Holistic Framework to Improving Evaluation and Assessments – Pawan Adhikari, Regional Business Development Director (Asia), ACT**

Higher education in India faces unprecedented opportunity for transformation and challenge: the India middle class will grow from 50 million to 500 million in the next decade. However, current college graduates lack of employability skills. Many institutions suffer from outdated and rigid curricula and exams, and lack of employer engagement in course content and skills development. Pedagogies and assessment are still focused on input and rote learning: students have little opportunity to develop a wider range of transversal skills, including critical thinking, analytical reasoning, problem solving and collaborative team work. To improve evaluation and assessments for Higher Education in India, we need to determine what skills are important for students to learn and to measure in the new exams.

For this purpose, we introduce ACT holistic framework for education and evaluation of the whole student. ACT, a thought leader in learning, navigation and measurement, has released a ground breaking comprehensive mapping of the knowledge and skills needed for education and work success adopting a holistic education and assessment model. In the report, Beyond Academics (Camara, O'Connor, Mattern & Hansen, 2015), ACT articulates the guiding principles and research underpinning the ACT Holistic Framework™. In this presentation, we introduce the key concepts of the ACT Holistic Framework crucial to curriculum and assessment improvement for the 21st century.

ACT's Holistic Framework provides international research foundation to develop competency based curriculum, build assessment for the new curriculum, and establish effective teacher professional development in understanding and promoting 21st-century skills, social-emotional skills, integrating ITC skills in both teacher professional development but also in classroom instruction. We present the examples of applying ACT Holistic Framework to developing assessment standards, skills for measuring employability skills including critical thinking, behavior skills, career navigation skills and collaborative problem solving.

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**Session Title: Improving Quality of Higher Education by Adopting Criterion Referenced Assessments - Dr. Vijay Krishna, Senior Director, Credentialing Accreditation Programs, American National Standards Institute, Washington DC**

There is a growing concern that the educational world is not preparing people for the 'newer' jobs. Consequently, educational institutions are moving towards competency-based education, with focus on outcomes. Fair, valid, and reliable assessments are essential to support a competency-based educational system. Traditionally, educational institutions have relied on norm-referenced assessments to evaluate students. Under this approach, students are evaluated in comparison with other students. This system does not reveal whether a student has demonstrated required competence to practice. Under a criterion-referenced grading, students are evaluated based on objective standards of competence rather than comparison to other students.

This session will explore the benefits of adopting a competency based education and associated criterion-referenced assessment for improving quality of higher education. Furthermore, this session will offer insights into global trends in competency-based education.

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**Session Title: If You Are Waiting for AI to Mature, You Are 20 Years Late” - Paul Edelblut, Vice President, Vantage Labs**

Global interest in Artificial Intelligence is at near record highs. Despite this interest and the success of AI technologies in large scale testing programs many in the assessment industry fear implementing AI. Beginning with a brief history we will look at the application of AI in large scale assessments, the challenges and benefits to programs and the candidates and we will look forward at where AI is headed in the assessment industry.

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**Session Title: Content Development: Creating effective content now and in the future – Neil Wilkinson, Content Development Manager, Pearson VUE**

Developing content can be costly and time consuming. In this session hear our expert, Neil Wilkinson on the best practice for developing traditional item types, maximizing their worth through item banking and an overview of the challenges and potential of the next generation of items.

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**Session Title: Test Matters – Quality of tests is what matters the most”- Sanjiv Kumar, Director, Test Development Solutions, Prometric India**

Given the sheer number of candidates appearing in tests and the high stake involved, testing in India often becomes all about administering the test. There is less focus on the test and the test content. We will examine the issues and current practices to advocate a shift in focus to the quality of the tests - validity, reliability and fairness of the test should matter the most.

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**Session Title: Test Matters – Test Scoring Algorithms of Multiple Choice Tests - Dr V Natarajan, Emeritus Professor – Merittrac**

The Classical Test Theory (CTT) and Item Response Theory (IRT) are the most widely used competing theories in the world of measurements. This presentation delves into the invariance properties of IRT by two and three parameter models in terms of item parameters or ability parameter to establish such invariance properties of IRT as opposed to variance of index of difficulty in classical test theory of the same groups.

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**Session Title: “English proficiency certification in India – The need for improved assessments” - Prof Rama Matthew, Professor (Retired), Department of Education, Delhi University**

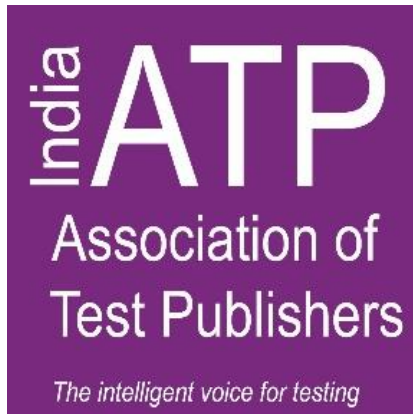
In an increasingly globalized world, English proficiency is positively correlated with a range of development indicators including income levels and economic growth, adoption of technology, research and innovation. . In a world where English language skills present a significant advantage, there is increasing need for aligning English language teaching and assessment with international standards. We will talk about the need for improved English language assessment and its growth in importance, sophistication, and scope over the years in India.

## Notes

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## Notes

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