



Bloom's OBE Lab

Higher Quality, Higher Attainments

AI powered 360° Career Development Platform for Students





Qualitative Implantation of OBE – from the first day's orientation to placement and life-long learning – with the wisdom of latest learning theories and the power of advanced technologies.

World's First & Only

- Critical & Creative Thinking builder with over 300 micro-case studies.
- AI-powered professional interview simulator with 200,000+ curriculum-aligned questions across 30 disciplines.
- Extempore speaking simulator, helping students develop the language ability to acquire concepts.
- Customized career roadmap generator based on personality type and branch of engineering, with 20-50 career options per student.
- Smart English through Technology – building language skills and engineering concepts simultaneously.
- Live project experience simulator preparing students for real-world engineering challenges.
- Comprehensive startup readiness modules focused on India-specific problem identification and solution development.
- Graduate attribute builder integrating technical competency with professional skills development.

8 years of research

Built on 8 years of research involving 37,000 stakeholders across India, i-Max addresses the fundamental challenges preventing Indian engineering students from reaching their full potential. The platform seamlessly integrates ancient Indian educational principles like oral examinations and critical discourse with modern pedagogical frameworks like Bloom's Taxonomy.

Carefully crafted

Each module is carefully crafted to engage students through interactive learning experiences, building both technical competency and cognitive abilities. The AI-powered system adapts to individual learning styles while providing opportunities for practical application through simulated real-world scenarios. This bridges the crucial gap between theoretical knowledge and industry requirements.

Nurtures innovation mindset

Most importantly, i-Max nurtures innovation mindset and entrepreneurial thinking – essential for Atmanirbhar Bharat. By helping students identify and solve India-specific problems, the platform empowers them to become job creators rather than just job seekers. The comprehensive approach ensures students develop not just as engineers, but as confident professionals ready to lead India's technological revolution.



Interview Simulators for All Engineering Fields

In i-Max, we offer a wide range of interview simulators tailored for various branches of engineering. Each simulator is designed to address the specific requirements and challenges of that field. Our simulators provide a branch-specific learning experience, ensuring that every student receives personalized training. With i-Max, you can confidently navigate the path to success in your engineering field.

Mechanical
Engineering

Production
Engineering

Engineering
Civil

Architecture &
Planning

Mining
Engineering

Metallurgical
Engineering

Industrial
Engineering

Mechatronics
& Robotics

Electrical
Engineering

Electronics
Engineering

Electronics &
Telecommunication

Instrumentation &
Control Systems

Computer Science
& Engineering

Information
Technology

Electrical &
Electronics

Bio-Medical
Engineering

Petroleum
Engineering

Petrochemical
Engineering

Chemical
Engineering

Polymer
Technology

Plastics
Engineering

Textile
Technology

Textile
Production

Management
MBA

Data
Science

Liberal
Arts

Environmental
Engineering

Big-4 Consultancy
Innovation Careers

Google, Apple, Meta
Innovation Careers

Automobile
Engineering & EV

Applied
Science

Artificial
Intelligence



For Students

- Face real interviews with confidence – practice 200,000+ industry questions through AI interview simulator
- Learn engineering concepts naturally by linking them to human body and daily life.
- Develop critical thinking and speaking skills through gamified modules.
- Get personalized career roadmap based on your personality and interests.
- Practice real engineering projects in risk-free environment.
- Build startup mindset and identify opportunities others miss.
- Progress confidently through Bloom's levels from understanding to creation.
- Transform from a passive learner to an active innovator.



For Parents

- Watch your child develop problem-solving abilities and professional confidence.
- See tangible improvement in communication and presentation skills.
- Track progress through detailed analytics and competency reports.
- Rest assured about career prospects with comprehensive placement preparation.
- Save money on coaching classes and interview preparation courses.
- Witness transformation from textbook knowledge to practical application.
- See entrepreneurial mindset development for long-term success.
- Feel proud as your child becomes a responsible professional



For Academicians

- Access detailed student progress analytics and competency gaps.
- Provide personalized guidance based on learning style analysis.
- Use interactive case studies and simulations to explain concepts.
- Track student development through Bloom's Taxonomy levels.
- Integrate ancient Indian wisdom with modern pedagogy.
- Reduce time spent on routine tasks through AI assistance.
- Improve placement statistics and institutional reputation.
- Guide students toward innovation and entrepreneurship.



Community/Nation

- Get engineers who solve India-specific problems.
- Reduce brain drain by creating local opportunities.
- Foster innovation culture through practical education.
- Create job creators instead of just job seekers.
- Build self-reliant technology ecosystem.
- Develop socially responsible professionals.
- Improve industrial competitiveness through skilled workforce.
- Transform education from theory-focused to application-oriented.

**Transform your
institution into a future-ready
employability powerhouse.**

Experience Bloom's OBE Lab

For Free Demo

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