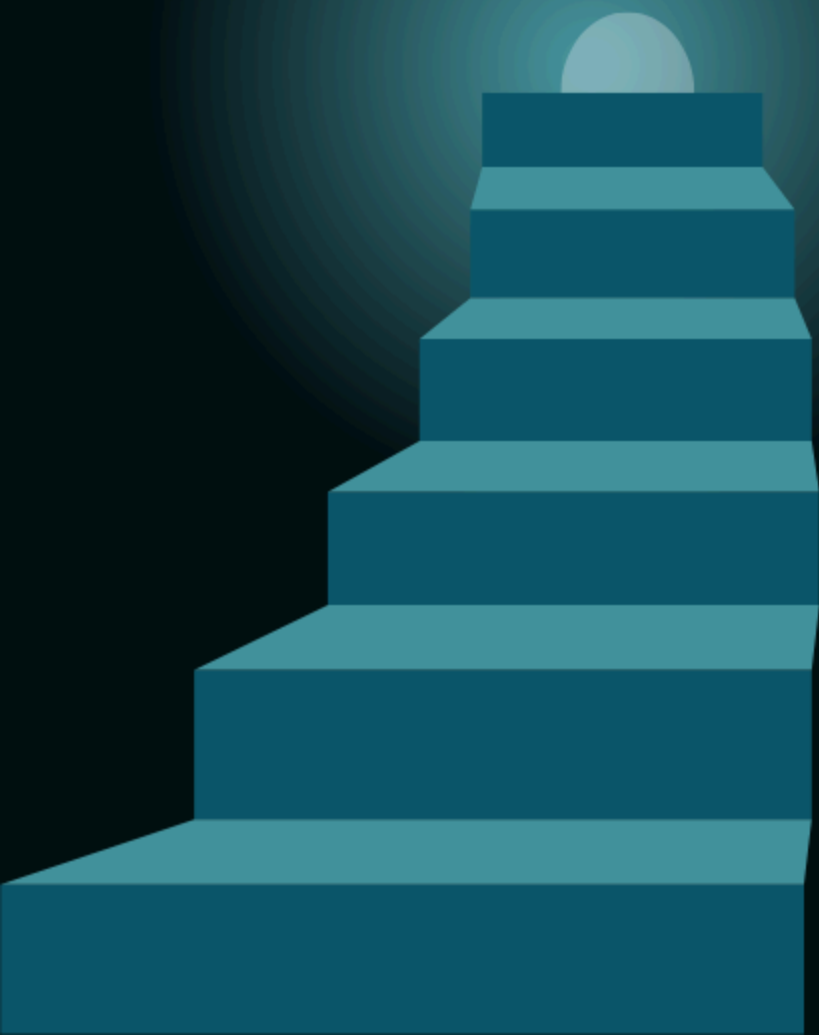


RYL NEUROACADEMY

**OUR STRATEGY FOR ENHANCING STUDENT
WELL-BEING AND PERFORMANCE**

LAKHYA PRAGATI



Proposal Report: Enhancing Student Well- being and Performance with "Lakhya-Pragati"

**Proposed by :
RYL Neuroacademy Private Limited**

Introduction: The Real Challenges Faced by Coaching Centers

Coaching centers, particularly in tier-2 and mid-tier tier-1 cities, face immense pressure to deliver results amidst fierce competition. Below are some pressing challenges faced by coaching centers:

- **1. Inconsistent Student Performance:** Many students struggle with maintaining focus, consistency, and motivation, which directly impacts their academic outcomes and the reputation of the center.
- **2. Parent Expectations:** Parents demand exceptional results without understanding the mental and emotional strain competitive exams impose on students.
- **3. Dropout Rates:** Some students drop out or lose interest due to burnout, lack of motivation, or overwhelming stress.
- **4. Difficulty Competing with Established Brands:** New or mid-tier coaching centers often lack a unique differentiator and success stories, making it harder to build trust and stand out in the market.

- **5. Revenue Challenges:** Retaining students and convincing prospective parents to choose your center over competitors can strain resources and revenue streams.

Need Analysis: Is "Lakhya-Pragati" the Right Solution for You?

If your coaching center is experiencing any of the following challenges, "Lakhya-Pragati" could be a game-changer for you:

- **Struggling Student Outcomes:** Students lack focus, are inconsistent, or frequently procrastinate.
- **Retention Issues:** Dropout rates are high due to stress, burnout, or distractions.
- **Parent Pressure:** Managing high expectations from parents with limited resources for mental health support.
- **Lack of Differentiation:** Competing against well-established brands without a clear unique selling point.

- **Low Morale:** Students and staff feel demotivated due to underperformance or lack of emotional and mental support systems.

While "Lakhya-Pragati" offers targeted solutions, it's worth exploring multiple options like additional academic workshops, test series, or guest lectures. However, these alternatives often address only surface-level issues, while our program tackles root causes.

Advantages of Choosing "Lakhya-Pragati" Over Other Options

- **Tailored only for Students preparing for competitive exam:** Specifically designed for students preparing for competitive exams like JEE, NEET, IAS, and PSC. not for other students but others they are not so focused for this category rather they focus on whole school students.

- **Focus on Mental Health and Performance building both:** Unlike other programs, we emphasize on mental state management issues like emotional regulation, stress management, overcoming fears & anxiety building resilience against pressure, competition, and also focusing on performance building parameters like building focus, long time self study , good routine habits & consistency, Self motivation & interest building, building robust mindset & strong Belief, removing distractions & developing priority based activity with Mental balance. However other may only offer you solution for mental health issue but not for performance building.
- **Differentiation for Your Center:** Positions your coaching center in the market with our program as a progressive institute that cares about student well-being with performance building, not just academics.
- **Proven Strategies:** Techniques are backed by neuroscience and tailored for measurable outcomes like improved focus, consistency, and performance. it is practiced scientifically over the world and even in IIT & NPTEL the NLP based program are being offered now for performance building.

- **Flexible & balanced Implementation:** Our program is basically not a course to finish but a practice to produce results based on desired goal. Therefore we do not have much curriculum or something like studying and preparing notes for it. our program is just a practice and these practices can be done with doing your other activity it does not require a separate time schedule. But only while learning it requires little effort to focus on. Therefore we have paced it slowly 2-3 hours program only on Sat & Sun. and rest of the week they are just practice while doing any work and see the immediate result.
- **Program is available both Online & Offline mode :** In cities like Mumbai, Delhi, & Bangalore we have capacity to conduct this program offline and online both but in rest of the cities we are capable to do this only online. But online program also has a same outcome. Only thing the focus in physical classes are more compare to online that you also know. But such a more focus is not required for our practices.

Expectations from Coaching Centers

To successfully implement "**Lakhya-Pragati**," coaching centers need to:

- **Commit Time:** Dedicate a few hours weekly to integrate the program with the student schedule. we recommend this on Sat & Sun. In our survey we have found that these days are more relaxed day for students and they can easily bring interest for new things.
- **Support Students:** Encourage participation and foster an environment that values mental health alongside academics.
- **Collaborate in Marketing:** Highlight this program as a value addition in your business to parents and students wherever required.

Program Details

1. **Duration:** 12 Months

- Trail with 15 session before implementation for 12 months will be given to center and also ready to do N numbers of webinar on this for marketing to parents on your behalf if required.
- program is designed in such way that new students can join anytime in three months intervals.

2. **Structure:**

- Individual sessions addressing one issue at a time.
- Focus on slow-paced learning to prevent overload and align with exam preparation.

3. **Key Techniques:**

- NLP-based techniques stress management emotional regulation, overcoming distractions, removing fear & anxiety, building resilience against pressure & competition.
- Focus training and consistency building.
- Negative pattern breaking and positive state anchoring.

- Goal setting, motivation, and burnout prevention strategies.
- Mental state enhancement and access to optimum resourceful state, building anchored for good state, outcome based focused habits, priority programming,
- Techniques to handle external pressure & stress from environment and immediate pattern breaking techniques.

Measuring Outcomes

We use a combination of qualitative and quantitative methods to track progress. Three types of assessment & feedback will be done in regular basis : :

- **1. Assessment & feedback for students** : In this, we will be giving them quizzes and questionnaire to know the state of learning and also testing their intelligence, resilience, practices through our App. This will be done before the program and once in a month and final to track the learning. Students feedback also with separate column shall be taken for betterment of learning, performance and their experience on monthly basis.

- **2. Second type assessment:** This shall be taken directly from coaching centers mock test conducts for performance evaluations. No separate assessment is done by us.
- **3. Third type assessment :** This assessment is done based on parents feedback as program progress on behavior, discipline, habits, priority learning, distraction control and consistency.

Offer and Payment terms Requirement

The following are type of offerings

- **1. Free Trial:** Initial **15 session** offered free of cost to allow centers to evaluate the program and understand & experience the effect of the program
- **2. Subscription Fee:** Flexible monthly or annual pricing plans based on the number of enrolled students. More the students lessor the price. The minimum batch size is required as 50 nos. to offer you the best price.
- The exact **offer, and payment terms** are discusses in details in the next meeting.

Is It Worth Implementing?

Here's how "**Lakhya-Pragati**" delivers quantifiable benefits:

- **Improved Student Outcomes:** Enhanced focus, reduced stress, and increased consistency lead to better results.
- **Retention Increase:** Reduction in dropouts can boost revenue by at least 15-20%.
- **Parent Satisfaction:** Improved student well-being strengthens parent trust and referrals.
- **Brand Differentiation:** Positions your center as a leader in holistic education.

FAQs

- **Que. 1 How is this program different from other stress management courses?**
 - **Ans :** This program is specifically designed for competitive exam students, addressing their unique challenges using NLP techniques.
- **Que.2 Will it interfere with exam preparation?**
 - **Ans:** No, sessions are slow-paced and designed to complement academic schedules.
- **Que.3 What if my center doesn't see results?**
 - **Ans:** We offer free initial sessions to evaluate program effectiveness before committing.
- **Que.4 How do I market this program to parents?**
 - **Ans:** We'll provide you with marketing support, including materials highlighting the program's benefits.
- **Que.5 What if my students are already performing well?**
 - **Ans:** Even high-performing students face stress and burnout. This program ensures they sustain performance over time.

Next Step: Take the First Step Toward Transformation

Are you ready to explore how "**Lakhya-Pragati**" can address your coaching center's challenges and unlock the full potential of your students? Here's how you can take the next step:

1. Schedule for next detailed discussion:

Let's discuss your specific challenges, answering your queries and see how our program can align with your goals.

2. Book a Free Trial Session: Experience the benefits of "**Lakhya-Pragati**" firsthand. No commitments—just results.


3. Receive a Customized Proposal: Based on our discussion, we'll create a tailored


implementation plan for your coaching center.


Taking action today could be the **breakthrough** your coaching center and students need to thrive!


Contact Us

To learn more or schedule a consultation, reach out to us:

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Let's work together to create resilient, focused, and high-performing students!

A Heartfelt Thank You

Dear Coaching Partner,

Thank you for taking the time to go through this document. We deeply appreciate your commitment to exploring ways to enhance your students' well-being and performance. Your dedication to shaping young minds and preparing them for the challenges of competitive exams is truly inspiring.

At RYL Neuroacademy, we believe in partnering with visionaries like you who strive to create meaningful impacts in students' lives. Your effort to consider innovative solutions like the "Lakhya-Pragati" program speaks volumes about your passion for education and transformation.

We are here to support you every step of the way and are excited about the possibility of collaborating with you to build resilient, focused, and high-performing students who will become tomorrow's achievers.

Thank you once again for your time and attention. If you have any questions or need further clarification, please don't hesitate to reach out to us. Together, we can create a brighter future for your students and your coaching center.

With gratitude,

Triveni Verma
Director ,
RYL Neuroacademy Private Limited