



SHIKSHA SAATHI PVT LTD



INTRODUCTION

Mission statement:

Providing Offline quality education in rural areas and jobs to rural youth.

Vision:

Making quality education equally accessible and affordable at rural institutions as well as for students.



United Nations

**SUSTAINABLE
DEVELOPMENT
GOALS**

We work on two major SDG's.



PROBLEM

More than 70% of students in rural India don't have access to quality education, and the main reason is the lack of **"trained teachers"** and **"NEP-enabled schools."**

- Basic learning tools such as well-equipped classrooms, computers, labs, and playgrounds are often lacking in rural schools.
- Teachers may be unqualified or fail to show up consistently, leading to poor-quality education and low student morale.
- Families in rural areas often face economic challenges, affecting students' ability to afford educational materials. **"Daily wagers, Mgnrega and Brick-Klin Workers, ETC."**
- Rural teachers often lack access to professional training opportunities and resources.
- Students in smaller regions have potential but often lack proper mentoring and exposure to various career options. **"Career Guidance"**
- Adequate guidance is essential not only for students but also for their **parents**.
- Students may face **seasonal challenges**, leading to irregular attendance as they may be required to help parents with farming activities during peak seasons.

Offline education with **Online support system** access in rural areas is a crucial aspect of addressing the digital divide and ensuring that all students have equal opportunities to learn. Here are some strategies and initiatives to enhance offline education access in rural areas:

- **Making Schools NEP-2023 Enable**
- **Educator Training**
- **Olympiads**
- **Offline Learning Materials**
- **Mobile Digital Van Library**
- **District-level competition (Drawing, Sports, Singing, etc)**
- **Local Content Creation**
- **Local Teacher's Community**
- **Engaging parents and community members to provide assistance to students.**

We are bridging the educational gap between urban and rural areas by providing best quality education & skills by collaborating with **schools, colleges, institutes, women organizations and our self centres.**

Through our *Vidyalay* program we make schools **NEP'2023** enable.

“Digitalizing School & upgrading School curriculum”

- For Schools**
- School Management Software
 - **Projector for Smart Classes**
 - Test Papers based on NEP' 2023
 - Online and Offline Advertisement

- For Teachers**
- **Educator Training Program**
 - **“Strictly based on NEP'2023”**

- Monthly Test for Teachers
- District Level Exams
- Part time-Full time jobs

- **Olympiads (District and State Level)**

- **District-level Competition (Drawing, Sports, Singing, etc)**

- Skill Training by **Expert** (Offline, Every Month)

- Life Skills training

- Career Counselling Session (Offline)

- Weekly and Monthly Test

- **Smart Projector Classes**

- Free Online Coaching (Stu. & Tr.)

- Good touch-Bad Touch Training

- **100% Scholarship for needy Students**

By aligning with NEP's vision, we can empower students, bridge educational gaps, and contribute to a brighter future for rural learners.

Through our *Vidya* program we provide alternate days coaching for K-12 students. It is an effective strategy to provide individualized attention, reduce overcrowding, and allow for a more flexible learning environment.

For this we have divided **Academic Education** into three parts.
Foundational (Class 1st to 5th) **Fundamental** (Class 6th to 10th) **Career** (Class 11th & 12th)

For Students

- **Life Skills training**
- **Skill Training by Expert (Offline, Every Month)**
 - District-level Competition (Drawing, Sports, Singing, etc)
 - Olympiads (District and State Level)
- **Career Counselling Session (Offline)**
- **Weekly and Monthly Test**
- **Smart Projector Classes**
 - Free Online Coaching (Stu. & Tr.)
 - Good touch-Bad Touch Training
- **100% Scholarship for needy Students**

EDUCATOR TRAINING PROGRAM (online+offline)
supported by industry experts.

We are improving learning outcomes by engaging experts beyond schools boundary on technology platform.

- We provide **Educator Training Program** for K-12, Entrance Exams, Govt. Exams, Skill Development, etc. by Skilled Professors, Teachers and trainers in **Online/Offline** modes.
- We do **surveys** in rural areas to select rural youth for this program and train them to teach academic syllabus (CBSE & UP Board)
- Through our **Vidyalay & Vidya Program** we provide Part-time/Full-time jobs to rural youth "**especially girls/women**" in their local area. At the same time, we are upgrading their educational knowledge to become Smart Educators.
- These Educators will help us build a **New Bharat** by providing **high-quality education to every child.**



STEAM
EDUCATION

S SCIENCE
The art of asking
the right questions

T TECHNOLOGY
Technology
empowers us to turn
dreams into reality

E ENGINEERING
Engineering is the bridge
that connects imagination
and achievement

A ARTS
Creativity is the
brush, and the world
is the canvas

M MATHEMATICS
Mathematics is
the art of
logical thinking

- Unlike traditional **STEM** (science, technology, engineering, and mathematics) education, **STEAM** adds the crucial element of the arts.
- The “arts” in **STEAM** encompass not only visual arts and design but also language arts, humanities, music, drama, dance, and media.
- **STEM** focuses on scientific concepts, while **STEAM** builds on these concepts through the creative process.
- **STEAM** engages both the right (creative) and left (logical) sides of the brain.
- **STEAM** education fosters creativity, critical thinking, and problem-solving skills—essential for the 21st-century workforce and addressing humanity’s challenges.



Revenue Model

The **Vidyalay School Program** and **Vidya Coaching Program** for rural students, available in both offline and online modes, is an excellent initiative. Let's explore the details:

Offline Mode :

- We provide every possible solution for rural schools to compete with urban schools.
- **Skill training** for students by experts.
- **4 Offline training every month for school educators based on NEP'2023.**

Online Mode - SHIKSHA SAATHI Learning App/website:

- For students with internet access, the online mode offers a digital learning experience.
- Students can access multimedia content, collaborate, and learn through the Mobile App.
- The app provides animations, class notes, personalized worksheets, and assessments.
- **Educators & Parents** can track student progress and can give feedback.

These efforts recognize the importance of technology in enhancing learning experiences for rural students.

Remember, investing in quality education for rural students is an investment in a brighter future for our communities.

Pricing Plans

No hidden fees

Vidyalay School Program
₹ 2.5/day
for students

Vidya Coaching Program
₹ 5/day
for students

Educator Training Program
₹ 10/day
for teacher

Special discounts for female students.

18 Months Projection

We aim to make schools National Education Policy (NEP)-enabled.

Here are some strategic considerations and potential actions for our startup over the next three years:

Product Development and Customization (6 Months):

- NEP-Compliant Curriculum
- Teacher Training
- Skill Development

Market Expansion and Outreach (6 Months):

- Rural Penetration
- Local Language Content
- Innovation Labs

Scaling and Sustainability (6 Months):

- Collaborations
- Quality Assurance
- Global Recognition

आइए मिलकर बनाएं..
ग्रामीण भारत को..
विश्वस्तरीय भारत..

1. *Wahida Mod, Varanasi - Allahabad Rd, Bhadohi, Uttar Pradesh*
2. *Subashnagar, Belhua, Bhadohi, Uttar Pradesh*
3. *Shivnagar, Bhadohi, Uttar Pradesh*
4. *Thakurain ka Tara, Bhadohi, Uttar Pradesh*
5. *Veerampur, Bhadohi, Uttar Pradesh*
6. *Jagatpur, Bhadohi, Uttar Pradesh*
7. *Bhawapur, Bhadohi, Uttar Pradesh*
8. *Bawai, Bindnagar, Bhadohi, Uttar Pradesh*
9. *Kasiyapur, Bhadohi, Uttar Pradesh*
10. *Bhori Maujuda, Bhadohi, Uttar Pradesh*
11. *Pipris, Gyanpur, Bhadohi, Uttar Pradesh*
12. *Suriyawan Bazar, Bhadohi, Uttar Pradesh*
13. *Durgaganj, Bhadohi, Uttar Pradesh*
14. *Abholi, Bhadohi, Uttar Pradesh*
15. *Jakkhini Tiraha, Jakkhini, Varanasi, Uttar Pradesh*
16. *Rajarshi colony, Police Line Rd, Hariharpur, Mirzapur, Uttar Pradesh*
17. *Near Christian Hospital, Kachhwa Bazaar, Mirzapur, Uttar Pradesh*
18. *Maharajganj, Ghazipur, Uttar Pradesh*
19. *Kewala Devi Inter College, Birampur, Bhadohi, Uttar Pradesh*
20. *Indravati Bind Intermediate College, Sagarpur, Bhadohi, Uttar Pradesh*
21. *Bharti Bal Vidya Mandir, Kachhawa Road, Varanasi, Uttar Pradesh*
22. *Shanti Devi Inter College, Kanakpur, Bhadohi, Uttar Pradesh*

- **Currently, we are teaching 1850+ students in the rural areas of Bhadohi and Varanasi districts,UP.**
- **MoU with 8 Schools for Vidyalay Program.**
- **We have done survey in Bhadohi & Mirzapur, Sonebhadra district (UP) “For ABC Grade Category”**
- **We had conducted an online “Young Bharat Olympiad” with Skilling You on 24 Dec 2023 with over 28000+ participated.**

TEAM

- 1. Archana Jaisal (Founder)**
Educational Qualification: Graduate in Bachelor of Arts (BHU)
Experience: 5 years of teaching experience
- 2. Priyanka Sahani (Director)**
Educational Qualification: Graduate with a Bachelor of Commerce (BHU)
Experience: 4 years of teaching experience
- 3. Shiksha Spriha (Co-Founder)**
- 4. Anoop Kumar (Training Head)**
- 5. Chhotelal Bind (Regional Manager)**
- 6. Vishnu Kant (Centre Manager)**

We have 8 Field Officers and 47 Teacher in our team.

Our Mentors



Divyanshu Shukla
Co-Founder
PapSwap

Role: Financial Advisor



Shivani Pahadiya
Co-Founder
Grownacharya

Role: Social Media Advisor



Amit Shekhar
Co-Founder & CEO
Curious Junior

Role: Tech Support



Capt. Sandeep Malhotra
Managing Director
Alliance World School, Noida

Role: NEP 2020 & Skill Training

The market for a rural education startup in India is vast and presents significant opportunities, Here are some key aspects of the market:

- **Size and Demographics:** *The rural population of India represents 65% of the total population, around 88 crore (880 million), with millions of students and educators in need of quality education*
- **Digital Presence and as well as offline connectivity**
- **Market Potential for Localization**
- **Demand of quality offline notes and test series.**

INVESTMENT

At present, we have invested nearly 3.8 lakhs from our savings and borrowed from friends and family members.

*After the **Young Bharat Olympiad**, more than 6700 students inquired about admission to our **Vidyalay & Vidya Program**. To fulfill their requirement, we need to open at least 25 centers along with our 8 school Mou's.*

*Average cost of opening a **Vidya** centre is Rs. 55000-65000 and Rs. 25000-30000 for **Vidyalay Program**.*

**SHIKSHA
SAATHI**

ACHIEVEMENTS



UP's Top 20



UP's Top 100



India's Top 1000



BHU 1st Prize



Shri Yogi Adityanath Ji
Gorakhpur TS, AKTU (UP's Top 7)



DIOS, Sonbhadra
3rd Prize



Capt. Yogendra Singh Yadav
Param Vir Chakra "Kargil"

ACHIEVEMENTS

Our **Biggest Achievement** is to be selected for the **Youth Co:Lab program**, initiated by the **United Nations Development Program** and **Citi Foundation**, is a pioneering initiative aimed at **empowering young entrepreneurs and innovators** in the **Asia-Pacific region**.

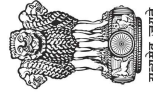


YOUTH CO:LAB

We are among **36 Startups from India**

Incubated by:

United Nations Development Programme



सत्यमेव जयते
NITI Aayog



ATAL INNOVATION MISSION

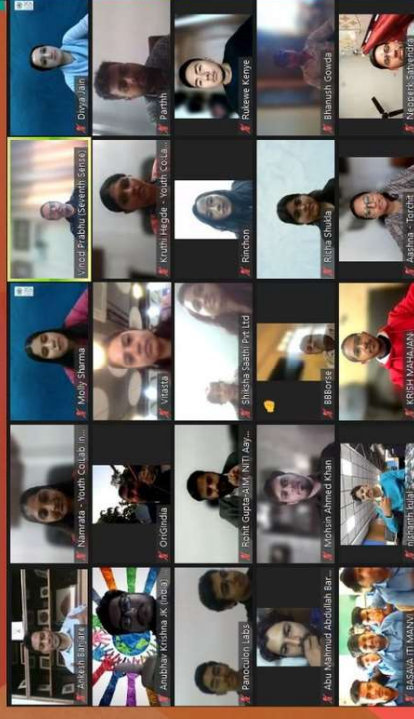
Citi Foundation



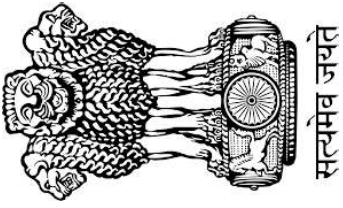
YOUTH CO:LAB
Citi Foundation
citi

YOUTH CO:LAB INDIA 2023-24

VIRTUAL LAUNCH OF SPRINGBOARD PROGRAMME



REGISTRATIONS & Collaborations



papswap

#startupindia

एन एस आई सी
NSIC
ISO 9001 : 2008

**UP START
INUP**
A Government of UP Initiative



Developing Business Leadership



Incubated By:

**INCUBATION AND
INNOVATION FOUNDATION**



ASIIM

Upcoming:

Olympiad (28000+ students)



Our Students (1st Batch)



THANK YOU

Let's continue supporting such endeavors to create a brighter future for all students, regardless of their geographical location.

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