



## Proposal

### Institutional Tie-up for CBSE Class room coaching



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## Knowledge Horizon Institutional Business Proposal

### Overview

#### Executive Summary

Knowledge Horizon (KH) provides Supplementary Educational Programs for Students, Solutions and Services for Schools, Colleges, Government and Private Educational Institutions. Knowledge Horizon has a 360 degrees presence in the field of education, providing something of value for almost everyone, proving to be a one-stop-solution for all educational needs. The K 12 sector is by far the largest segment.

Knowledge Horizon has established a presence across segments and set highest standards of coaching/academic support.

- Our classroom coaching centers in Delhi & NCR have attracted, enrolled and coached some of the best talents with great success.
- Winning three large government projects in Andhra Pradesh and Rajasthan
- Holding workshops for faculty and principals of over 100 schools across country.
- Developing its own products and services to support academic development of schools.
- Successfully completed Institutional Projects for CBSE/IIT & State Coaching in Goa, Bhubneshwar, Anantnag and Srinagar.

#### Keys to Success

- Developing methods of approaching subjects that helps students get their minds around challenging concepts
- Truly listening to student's needs and diagnosing where their understanding of concepts is breaking down.

Tutoring sessions focus on helping students grasp the concepts they will need to know to perform well in their class, as well as developing study strategies to effectively prepare for exams in their class. A long-term focus of empowering students is favored over a short-term problem-solving strategy.

## Products & Services

Review courses and specific topic coaching for courses

- Physics
- Chemistry
- Biology & Life Sciences
- Mathematics
- Accounting
- Economics
- Statistics
- Business Studies

Resources include tailor-made courseware for Regular Class Room Programs (CRP), Accelerated Programs (CRP) and the Super Accelerated Programs (SARP) through a set of workbooks under the SLATE series of KH brand as SMART LEARNING AND ASSESSMENT TOOLS FOR EXCELLENCE inclusive of exhaustive collection of prior exam questions from each of the courses offered by the CBSE at the secondary and senior secondary level with extensive experience in reviewing testing patterns. Students are provided with study strategies to help them better focus their personal study time to better prepare for upcoming exams.

Students are encouraged to review exam results to see where they still have room for improvement. Review of exams is therefore helpful in grasping concepts needed on future exams as well as gauging progress in the course.

Apart from classroom coaching, personal tutoring and mentoring sessions are also available, as well as small group study sessions. Students are encouraged to come prepared with questions and items to discuss. Students are also encouraged to ask the tutor questions throughout the week in between sessions. Questions can also be submitted and answered via email.

Knowledge Horizon will employ the Systematic Analysis Framework (SAF), a problem solving method that students can apply to a wide range of subjects and problems. SAF provides the students with the necessary tools through various power point presentations and other technology based techniques to solve the problem at hand, this will also empower them with a systematic approach to solving future issues. This unique approach does not just address the current question the student has, but provides them a problem solving method for all conceivable difficulties. SAF is quite effective at lowering a student's anxiety when faced with new subjects because they then have a 4 method of approach that they can use to assist them. KH classes has formed alliance with some of the best names to enhance student knowledge and performance.

- **Content for IIT Foundation form Vidyamandir classes.**

- **Pedagogy & content for AIEEE coaching from IIT Study Circle.**
- **Online support from 100 Percentile.**

### **KNOWLEDGE HORIZON INSTITUTIONAL BUSINESS UNDER B2B**

In the KH B2B tutoring business, sessions will take place on campus. The student is offered the choice of subjects depending upon the course offered by the School/Institution and no. of batches created per unit of study.

Because of its experience in the school and its understanding of when exams will be coming up, topics of discussion for tutoring classes will be planned and students can be encouraged to keep their studies on a more even track. The focus is on prevention of problems so that last-minute cramming is kept to a minimum.

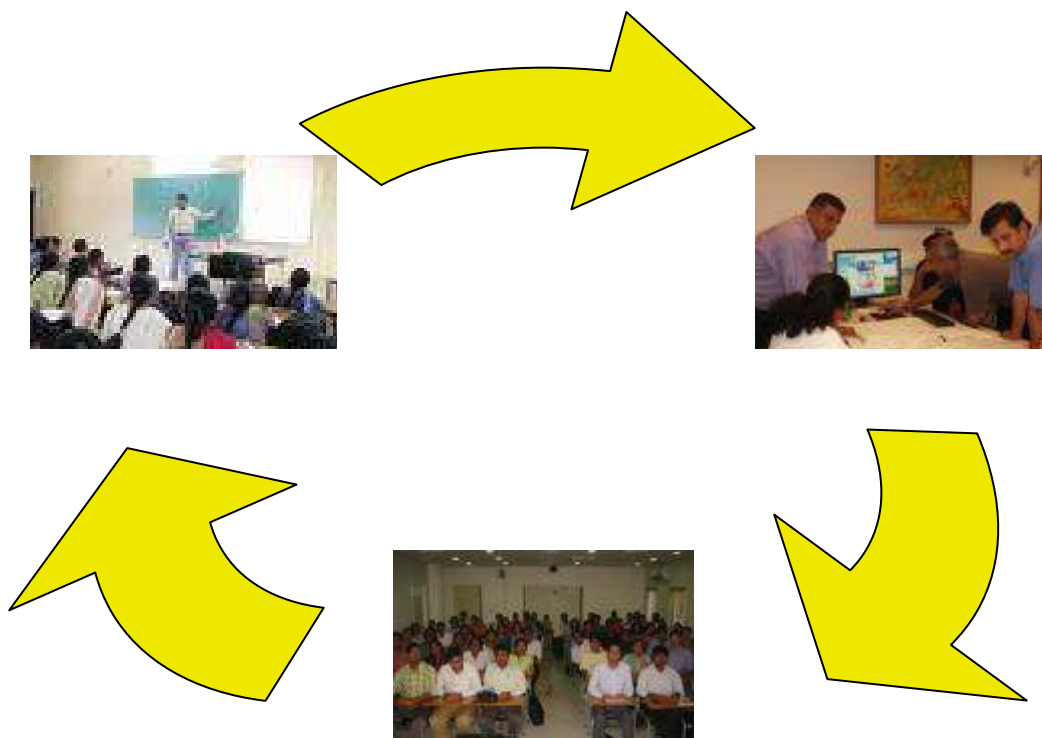
KH understands that different people learn in different ways, so classes are taught on various levels. Board displays and other visual aids are employed whenever possible to reach those who learn visually. Explanations are thorough for the audio learners. A training model is employed that gives students a good deal of hands-on time during the session so they can learn by doing. And an analysis of each student helps determine which of these approaches will be the most useful for each individual student.

Finally, the services offered by the company are differentiated from competitors by the quality of KH's teaching standards. Apart from technology it has fun, energy, and has a certain stage presence that makes it interesting to attend the tutoring sessions. Moreover, there will be personalized attention and focus on the specific needs of individual students.

## PROGRAMME OVERVIEW

Duration	Program Title	Participant Profile
300 Hrs in a span of 10 months	<b>IIT Foundation</b>	Students of Classes IX & XII under CBSE and State Boards
400 Hrs, over 10 months	<b>AIEEE/DCE Coaching</b>	Students of class XI & XII

### Our Different Modes of Delivery= Classroom Coaching + Mentoring + Online Support



### Knowledge Horizon's complete range of offerings

- Class room coaching for School Students (at both retail & Institutional levels)
- College Entrances (at both retail & Institutional levels)
- Skills for Work and School Development Programs

### **Something for Every Student and Every School**

- Education for Students for the K-12 segment
- Information and Counseling for Parents
- Products and Services for Schools
- Project Guidance and Partnerships to improve the brand equity of the school & Educational Institution alike

### **Objective**

School based Institutional program includes:

- Follow a structured curriculum as per CBSE/ State Board pattern
- A structured programme spread over a period of 40 weeks
- Focus on every student with definite batch size
- Understand applied innovation with a question-based tool
- Confidence building & Improve communication skills
- Understand conditioned thinking processes and obstacles to innovative ideas
- Understand how to analyze strengths and weaknesses
- Ensure success in performance and improvement in the learning outcome

### **Research & Development**

- KH Research and Development cell, with subject matter experts SME, Academicians, Practitioners to bring incredible courseware/product for the students
- The curriculum of CBSE and other value add products certified by the SME's (subject matter experts) and professionals are uniquely divided into required units. Each unit is further distributed into modules. Every module is further broken up into easy to learn sessions through a set of workbooks.
- Assignments both class and take home as time bound projects to be professionally developed to enable the students to get professional confidence.
- The team keeps in touch with the B2B/Institutional segments and be instrumental to ensure association is synergized to the focal point for complete success. The team would also be constantly looking for future association to develop newer modules/products.
- Exclusivity of modules like "Institutional wise based on region/ requirements" with customized documentation" will become a major contribution of the academic team.

### Examination

- The Assessment & Evaluation cell for the organization will develop complete guidelines for conducting review test / Mock Examination
- Latest sample/ practice test/ question papers to be provided from the content division.
- Centralized evaluation by the SME's with analysis and discussions to be conducted at regular intervals under the close monitoring of the Academic cell.

### Academic support

- Regular visit to each Institution by the Project team .
- The Project Team to keep a regular control on the conduction of the course. KH will also conduct regular training of its faculty at its various locations
- A professional Academic manual will be developed by the Academic team which will include. Instructor's Guidelines, teaching tool presentation kit etc.
- KH will also have a faculty pool at the regional level to support the Institutions for its various B2B projects.

### Meetings/ Seminars for the target group



- Regular meeting of stakeholders like parents and school teachers to cultivate a total synergy between the Gurukul/ Guru and Shishya and nurture the culture.

### Students' Relationship Support



- A dedicated department that maintains regular contact with the students to understand their requirements and to address their grievances.
- Feed back and suggestions.

### Customer care

- To have a customer cell to register even the smallest grievance from the stakeholder and ensure quick solutions.
- All attempts made to provide absolute satisfaction to all our stakeholders in the process.

### **CONTACT PERSON:**

Project Head (Institutional Business)  
Knowledge Horizon Classes,  
M-54, 3rd floor, GK-II (M-block Market),  
New Delhi (110048)  
Tel: - 011-41809575-86