# VRINDAWAN ACADEMY

# About Us

Laid out in 2018 it offers training for selection test of MHT-CET, JEE (Main+Advanced), JEE (Principal), NEET/AIIMS.

This grounds is an endeavor by the Chief Dr P. Padmanabhan (M.Sc PhD in Atomic Science), Er.Mukesh Singh (B.E(E&TC), MBA, PGD(IIT Bombay), Six Sigma Black Belt, LA(IRCA,UK) and Cyber Expert) and Dr. Suresh Menon to take care of the requests and assumptions for the understudies trying for serious tests and centers to be the best training community in India.

Vrindawan Academy has two divisions

Break Cutthroat Entry for IIT JEE Progressed | JEE Mains | NEET (Clinical) | MHT-CET | Olympiad | NTSE, KVPY | Grant |

School Academy Test Planning like all Subjects (5-10) and XI-XII (Phy, Chem, Math, Bio)

Vrindawan Academy expects to be the best Foundation in India concerning arrangements of placement test of MHT-CET, JEE(Main+Advanced), JEE(Main), NEET/AIIMS

# Vision & Mission

## Company Vision

VRINDAWAN ACADEMY
envisions becoming a leading provider of
Total Quality Certification, Inspections, and
Verification services in India and beyond. The
company aims to play a vital role in
safeguarding life, property, and the environment
by promoting excellence in quality and continual
improvement across various industries, including
manufacturing, software, film, finance, education,
healthcare, and more.

## Company Mission

VRINDAWAN ACADEMY is on a
mission to provide value-added services to its clients
by offering independent consultancy, training, and
certification services. The company is dedicated
to assisting organizations in achieving and
maintaining various management systems,
including Quality Management Systems and
Environmental Management Systems.
VRINDAWAN ACADEMY aims to
collaborate with its clients, guiding them through the
process of adopting international standards for quality,
environmental responsibility, and safety.

# Problems

### Quality Assurance:

Ensuring the quality of education and academic standards in online courses can be challenging. Maintaining consistency in course content, instructional delivery, and assessment methods is crucial to uphold the credibility and reputation of the academy.

### Digital Divide:

Not all students have equal access to technology and internet connectivity, which can create disparities in access to online education. Bridging the digital divide requires efforts to provide affordable internet access, devices, and digital literacy training to underserved communities.

### Engagement and Motivation:

Maintaining student engagement and motivation in online courses can be challenging compared to traditional classroom settings. Addressing issues such as isolation, lack of social interaction, and distractions requires innovative instructional design strategies and active instructor involvement.

### Faculty Development:

Faculty members need training and support to effectively transition to online teaching and develop digital pedagogical skills. Providing professional development opportunities, resources, and incentives for faculty can enhance the quality of online instruction.
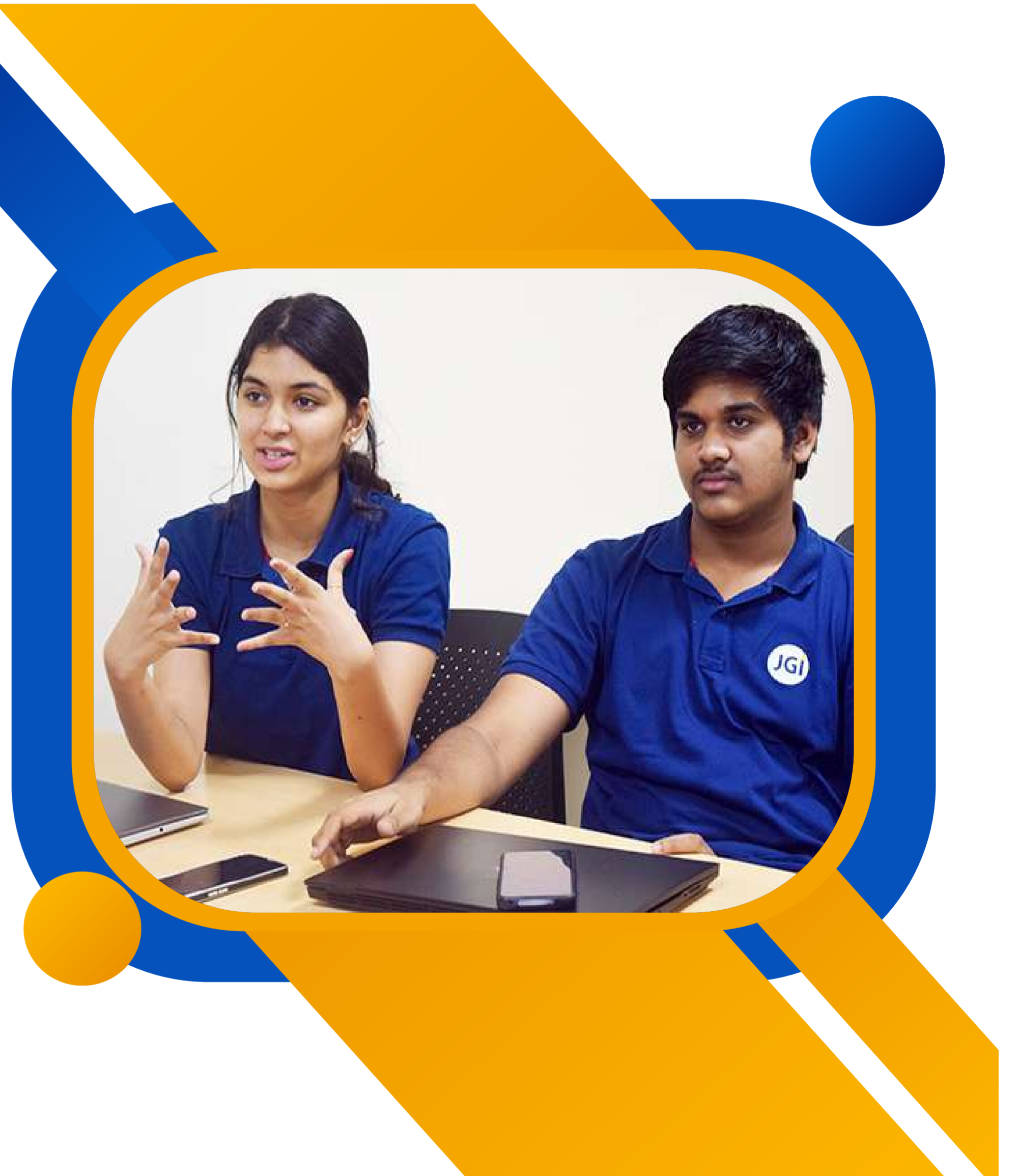
# Solutions

## Quality Assurance Mechanisms:

Establish rigorous quality assurance processes to ensure the consistency and effectiveness of online courses. This may include peer review of course materials, standardized assessment procedures, and regular evaluation of teaching effectiveness.

## Digital Inclusion Initiatives:

Implement initiatives to bridge the digital divide by providing access to affordable internet connectivity, devices, and digital literacy training to underserved communities. Partner with government agencies, NGOs, and corporations to expand access to online education.

## Engagement Strategies:

Develop innovative engagement strategies to enhance student motivation and participation in online courses. This may include interactive learning activities, virtual labs, discussion forums, peer collaboration projects, and gamified elements.

## Accessibility Initiatives:

Ensure that online courses are accessible to students with disabilities by adhering to accessibility standards and providing accommodations as needed. Offer alternative formats for course materials, captioning for videos, and assistive technologies for students with diverse learning needs.

# U.S.P

## Cutting-Edge Curriculum:

Offering innovative and industry-relevant curriculum that prepares students for the rapidly evolving job market. This may include courses on emerging technologies, interdisciplinary studies, and specialized certifications.

## World-Class Faculty:

Recruiting renowned scholars, industry experts, and experienced professionals as faculty members. Highlighting the expertise and credentials of faculty members can attract students seeking high-quality instruction and mentorship.

## Flexible Learning Options:

Providing flexible learning options to accommodate diverse student needs and preferences. This may include self-paced courses, asynchronous learning modules, and blended learning opportunities that combine online and in-person instruction.

## Global Perspective:

Providing a global perspective by offering international study opportunities, multicultural learning experiences, and partnerships with institutions worldwide. Emphasizing cross-cultural understanding and global citizenship can appeal to students with diverse backgrounds and aspirations.

## Innovative Technology Platform:

Utilizing an innovative and user-friendly technology platform for course delivery, collaboration, and assessment. Highlighting features such as mobile compatibility, interactive dashboards, and real-time feedback can differentiate the academy from competitors.
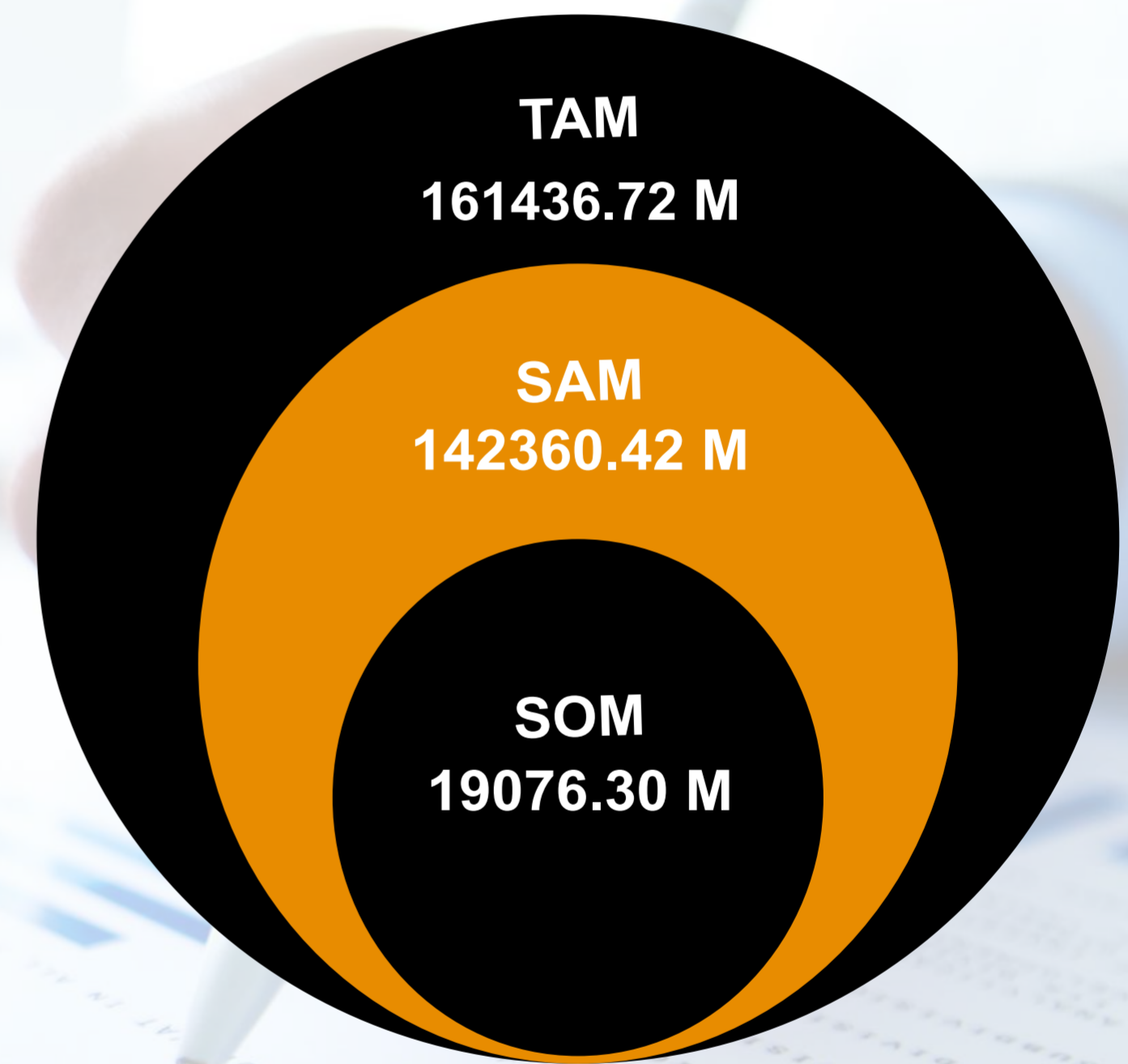
# Service

All type of Education

# Market Size

The global academy market size was valued at USD 142360.42 million in 2022 and is expected to expand at a CAGR of 13.4% during the forecast period, reaching USD 161436.72 million by 2028.

**TAM**
**161436.72 M**

**SAM**
**142360.42 M**

**SOM**
**19076.30 M**

**Amount in USD**

# Target Customers

- Traditional College-Aged Students

- Adult Learners

- Corporate Clients

- International Students

- Specialized Professionals

- Parents and Guardians

# Market Validation

## Market Research:

Conduct thorough market research to understand the demand for online education in the target market. Analyze demographic data, industry trends, competitor offerings, and customer preferences to identify opportunities and gaps in the market.

## Surveys and Interviews:

Engage with potential students, employers, educational institutions, and other stakeholders through surveys, interviews, and focus groups. Gather feedback on their needs, preferences, pain points, and willingness to pay for online education services.

## Pilot Programs:

Launch pilot programs or courses to test the market response and gather real-world feedback from participants. Evaluate enrollment rates, student engagement, satisfaction levels, and completion rates to assess the viability and demand for the academy's offerings.

## Market Testing:

Conduct A/B testing, split testing, or market experiments to assess different marketing strategies, messaging, pricing models, and promotional channels. Measure conversion rates, click-through rates, and other key performance indicators to validate market demand and optimize marketing efforts.

## Pre-Enrollment Sign-ups:

Launch pre-enrollment campaigns to gauge interest and demand for upcoming courses or programs. Track the number of sign-ups, inquiries, and expressions of interest to validate market demand and inform enrollment projections.

# Scale-up Strategy

## Market Analysis:

Conduct in-depth market research to identify trends, demands, and competition in the education industry. Understand the needs and preferences of your target audience, including students, employers, and educational institutions.

## Global Expansion:

Explore opportunities for international expansion by offering courses and programs to students worldwide. Adapt content to different languages and cultural contexts, and establish partnerships with institutions and organizations in target regions.

## Diversified Course Offerings:

Expand the academy's course catalog to include a wide range of disciplines, levels, and formats. Offer certificate programs, micro-credentials, professional development courses, and specialized training to cater to diverse learner needs.

## Strategic Partnerships

Form strategic partnerships and collaborations with industry leaders, employers, educational institutions, and government agencies. Develop joint programs, research initiatives, and workforce development solutions to leverage complementary strengths and resources.

# Competitors

# Revenue Model

- **Tuition Fees**: Charging students for courses, classes, or programs is the most straightforward revenue stream for academies. This can be on a per-course basis, per-semester, or through subscription models for ongoing access.

- **Membership Fees**: Some academies offer memberships that grant access to a range of resources, classes, or benefits. This can be a monthly or annual subscription model.

- **Corporate Training**: Providing training services to companies can be a lucrative revenue stream. This might involve customized training programs tailored to the needs of the business.

- **Online Courses and Webinars**: Offering online courses or webinars can expand reach and generate revenue through individual course sales, subscriptions, or advertising.

- **Certification Programs**: Offering certification programs that provide students with recognized credentials upon completion can be monetized through enrollment fees.

# Promoters

**Er. Mukesh Kumar Singh**

50% of shareholding

Director of School Of Engineering and Technology
PGD(IIT Bombay), LA (IRCA, UK),

Ex-IT Expert, TCS, Ex Lead Auditor-ICS, Mumbai

He is an IITian, Electronics & Telecom Engineer and
MBA in TQM with more than 22 years wide experience
in Education sector

**Sima Mukesh Singh**

50% of shareholding

She is under graduate and internal auditor.
He look operation of admin and HR with
more than 10 years of experience

# Team

**Rajeev Joshi**
Lead Auditor

**K.Senthil Kumar**
Lead Auditor

**Dr. Poddar**
Lead Auditor

**Ashok Kumar Dey**
Lead Auditor

**Pralhad Moreshvar Pai**
Lead Auditor

**P.H.Bhave**
Lead Auditor

**Ramesh Gera**
Lead Auditor

**Mrs. Krishna Dutta**
Lead Auditor

**B.Bhattacharia**
Lead Auditor

**Ajaya Kumar K**
Lead Auditor

**Bijan Singha**
Lead Auditor

**JavedBadshah**
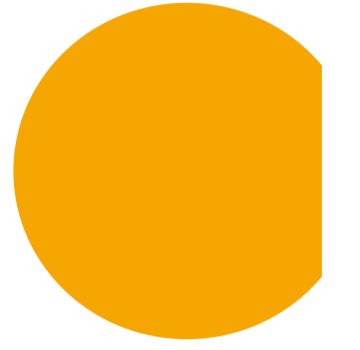Lead Auditor

# Contact Us

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# THANK YOU

## VRINDAWAN
## ACADEMY