



UPSC Pathshala

Business Proposal

UPSC PATHSHALA

The Problem

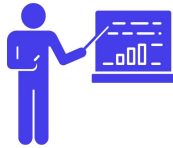
- Governments in India are the biggest recruiters by a huge margin. Every year, more than 5 million vacancies are created in the government sector. More than 6 crore young people in India prepare for at least one government exam.
- Every district has lacs of young people graduating every year, who aspire to have a stable career in government jobs. But it is not as simple as it sounds. They are faced with multiple challenges



The Problem



- **Multiplicity of exams** - There are more than 100 government exams that regularly happen in every state. Students don't have an idea about most of them and end up missing the opportunities.



- **No guidance about the requirements of the exams**- Every exam has some unique features in terms of strategy and syllabus. There is no guidance for those peculiarities.

The Problem



- **Multiple exam centric institutes** - There are local institutes, who tend to guide the students for specific exams. They do not accommodate calendar based requirements of the student who might be appearing for another set of exams with similar syllabus as well. Joining different classes for each exam is neither feasible for calendar nor for pocket.



- **Poor Guidance** - Local coachings are run by local teachers who have limited skill set to solve the problems of the students. These classes are heavily dependent on expensive teacher and due to local reach, they are not able to retain good teachers while maintaining profitability.

Why this problem has not been solved?

There are 2 models through which the problem has been approached:

- **Coaching institutes in megacities -**

Very expensive. Require relocation. Not affordable for almost 90% of people.





- **Local coaching institutes -**

They are unable to solve this problem because of their dependency on local faculty members. They have limited expertise and a very high disintegration rate. The teachers have expertise only in a few of the exams. There is no personalized attention and a very poor selection ratio.

The Solution



- Unique pedagogy, with a mix of top quality content created by some of the best teachers in India, with personalized training to each student.



- Real exam level benchmarking tests



- Proven competence with thousands of success stories from all over India.

The Solution



- Professional student management ensuring the students learn every chapter effectively



- Peer interaction from all over the country providing the student the best possible ecosystem for preparation

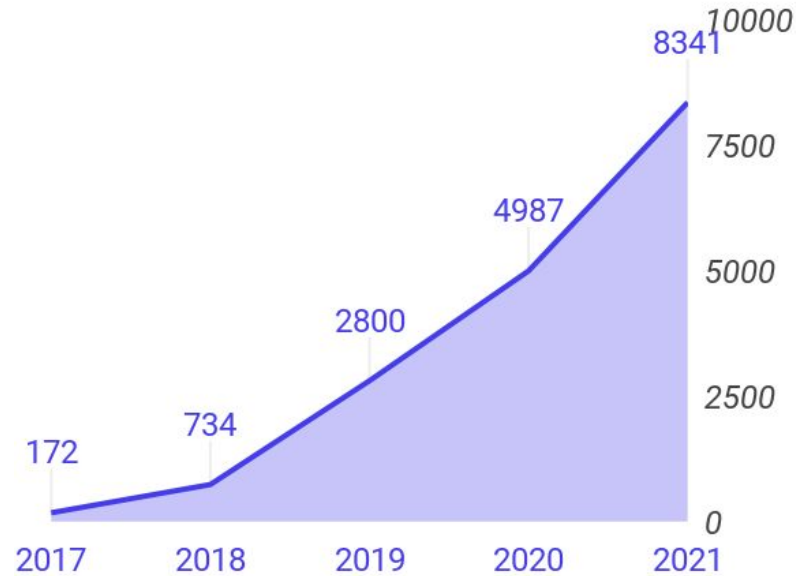
Why it works?

- Makes the best quality teaching accessible to all the students.
- Provides a personalized mentor who is well trained in mentoring students to ensure effective learning and doubt solving
- Regular subject based sign offs based on UPSC level tests, preparing students continuously for the actual exam
- Professional management of student's progress



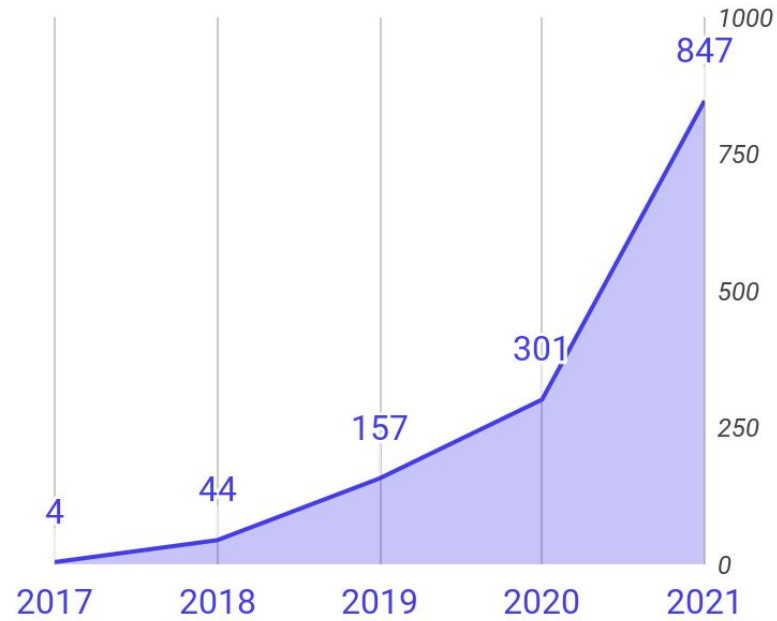
Journey so far!

Students



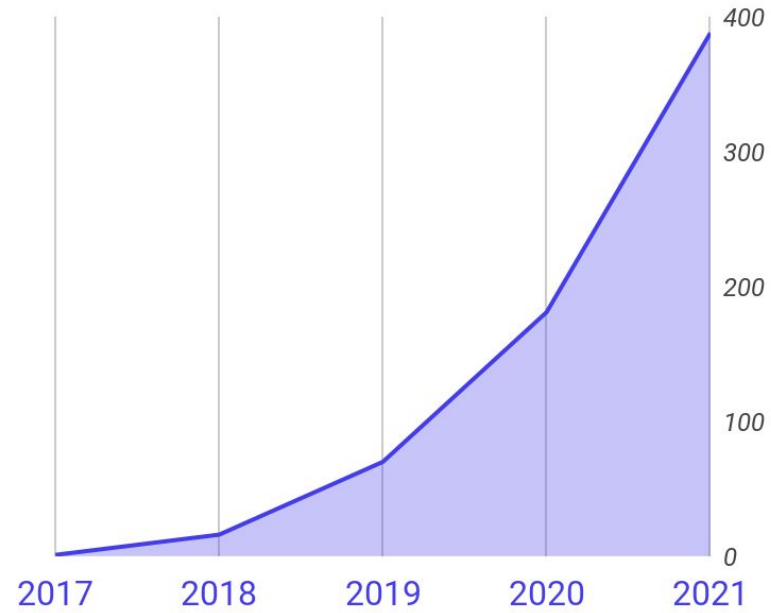
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Selections

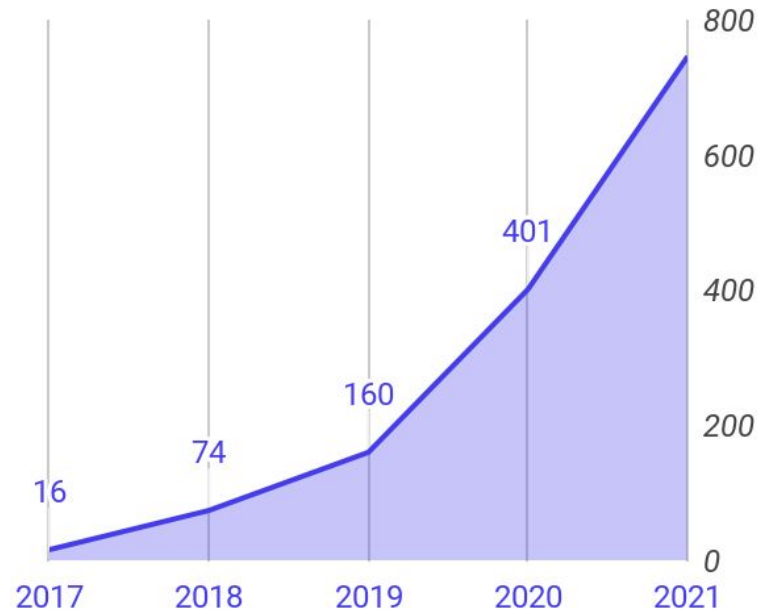


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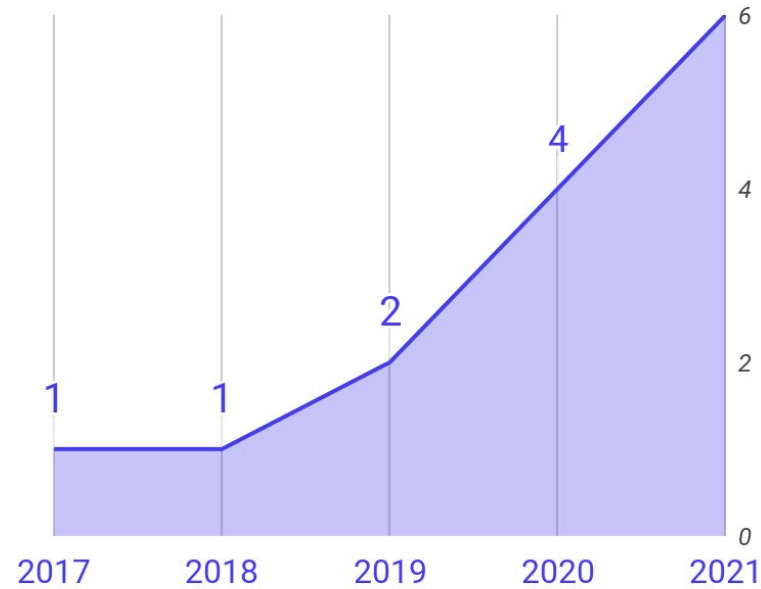
Teachers



Employees

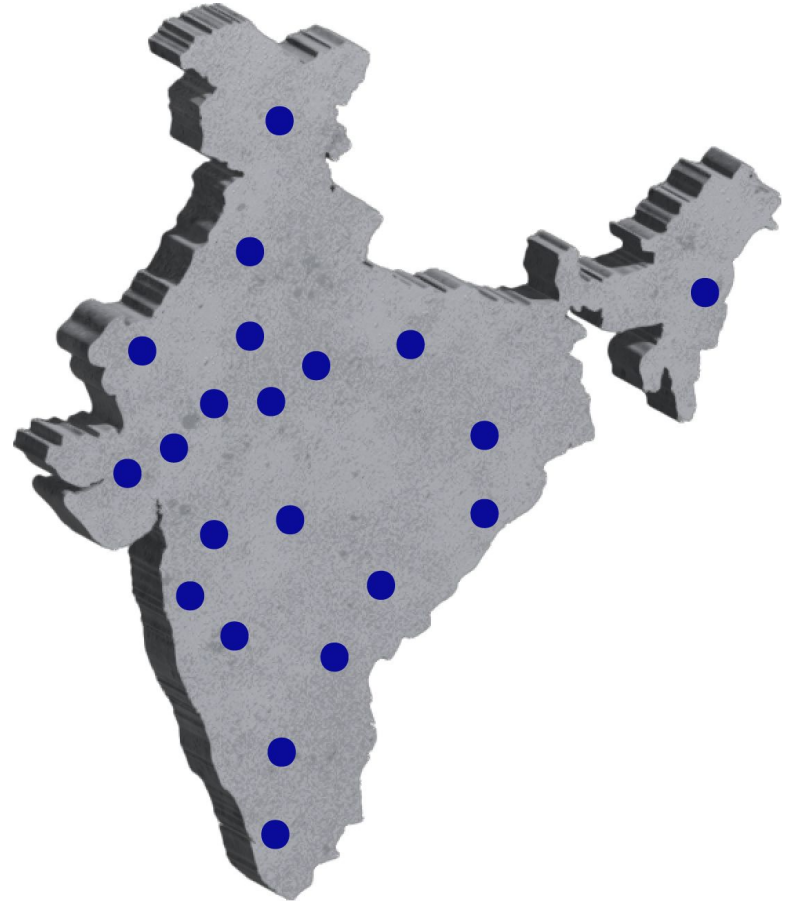


Offices



The Opportunity

- To make this model of heightened success reach more and more students, UPSC Pathshala will open 300 centres in India in next 5 years.
- UPSC Pathshala plans to enroll around 10 lac students in next 5 years from all the parts of India and to generate a revenue of Rs. 2500 Crore. This will just still be a small pie of the overall market.
- To achieve this target we are looking for like minded people to invest in our geographical expansion and establish centres.



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What is the geographical expansion plan?

- To establish a series of centres dedicated to all the government exams happening in India, relevant to the area. Phase 1 will have 80 centres in 2022-23.
- One stop solutions for all the students to get guidance, awareness, preparatory classes and relevant reading material for all the exams.
- Buzzing centre which could become the focal point for all the competitive exam preparatory activities happening in the area.

Who should be interested?

- Entrepreneur with an investment capability of 1-2 Crore.
- Someone looking to invest and expand the business in his area.
- Someone seeking a very attractive RoI over a horizon of 5 years
- Someone passionate about improving the learning matrix and chances of success of local students in the competitive exams



Why it is a good business for you?

- Very healthy annual RoI of >40%
- Minimum involvement required in day to day activities
- All season business in hyperactive Ed Tech space, with potential worth \$10B
- Infinite scope of expansion through addition of new products
- Business totally shielded from economic state and market situation. UPSC Pathshala grew at a rate of 150% during CoVid pandemic.



What will the partner provide?



- Capital for establishing centres in the city/area



- Local intelligence about the best area to operate in



- Local tie ups with colleges/residential areas to generate business



- The day to day expenses of the centre



- Manpower to run the administrative part of the the centre

What will UPSC Pathshala provide?



- Entire content and training for the students



- Entire marketing (ATL and BTL) for the product and the study centres



- Sales and operational support for the students



- Plan for the design of the centres

Why will a student visit?

- The only place to get complete counselling for all the government exams
- One stop solution for preparation for any exam conducted by the government
- The best place to get the best reading material, current affairs updates about the upcoming government exams
- To attend various masterclasses happening
- To assess his ongoing preparation from other sources through test series
- For mock interviews, group discussions

A brief about the product

Challenges of government exams



- Huge syllabus



- Application of knowledge required



- Long preparation time



- Lack of guidance for all subjects



- Lack of motivation for a long haul of preparation



- No obvious benchmarking of standard of preparation

Catalogue offered by UPSC Pathshala

- Civil Services Examination
- State Civil Services Examinations
- Bank PO Exams
- Bank Clerk Exams
- LIC Exams
- Railway Exams
- SSC CGL Exams
- Other non technical government exams
- GATE/Engineering Services Exam

UPSC Pathshala Method

- Hybrid method -

Using the best features
of offline and online
methodologies

UPSC Pathshala Method

- **Instructions -**

- Core lectures delivered by India's best faculty members. Available online on a dedicated student portal.
- Regular masterclasses by some of the key experts from various walks of life.
- Regular academics - In a batch of 1:1 or 1:5, to be conducted by the expert faculty at the centre for the centre students only (offline and online)



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- **Study Planning -**
 - Day by day plan to be managed by the student manager. Follow up and action items to be decided by the centre manager in an offline mode.



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- **Assessments -**
 - Weekly tests, to be done in offline mode at the centre. Discussion to follow.



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- **Peer activities**

- Training sessions by the experts
- Interview training and personality development
- Weekly mock group discussions and debates

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- **Potential unlocking**
 - Career counseling sessions guiding you to the right kind of exam
 - Assistance in filling forms

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Financials

Market Size

- Total population of Patna- 67,14,235
- Population in the age group of 20-26, graduating - 4%, i.e. 2,68,569
- Population with an aspiration of government exam - 50% of total = 1,34,285
- Population with paying capacity = 70% of the ones with aspiration = 93,999

Quick summary

- Total investment by the partner in 5 years = **1.74 Cr**
- Total cash reserve with the partner at the end of 5 years = **1.39 Cr**
- Total worth of the asset created at the end of 5 years = **2.31 Cr**
- Total asset of the partner = **3.7 Cr**
- Total RoI in 5 years = **212.65%**
- RoI per year = **42.53%**

Contact

- Looking forward to hearing from you.
 - Phone:
 - Email: