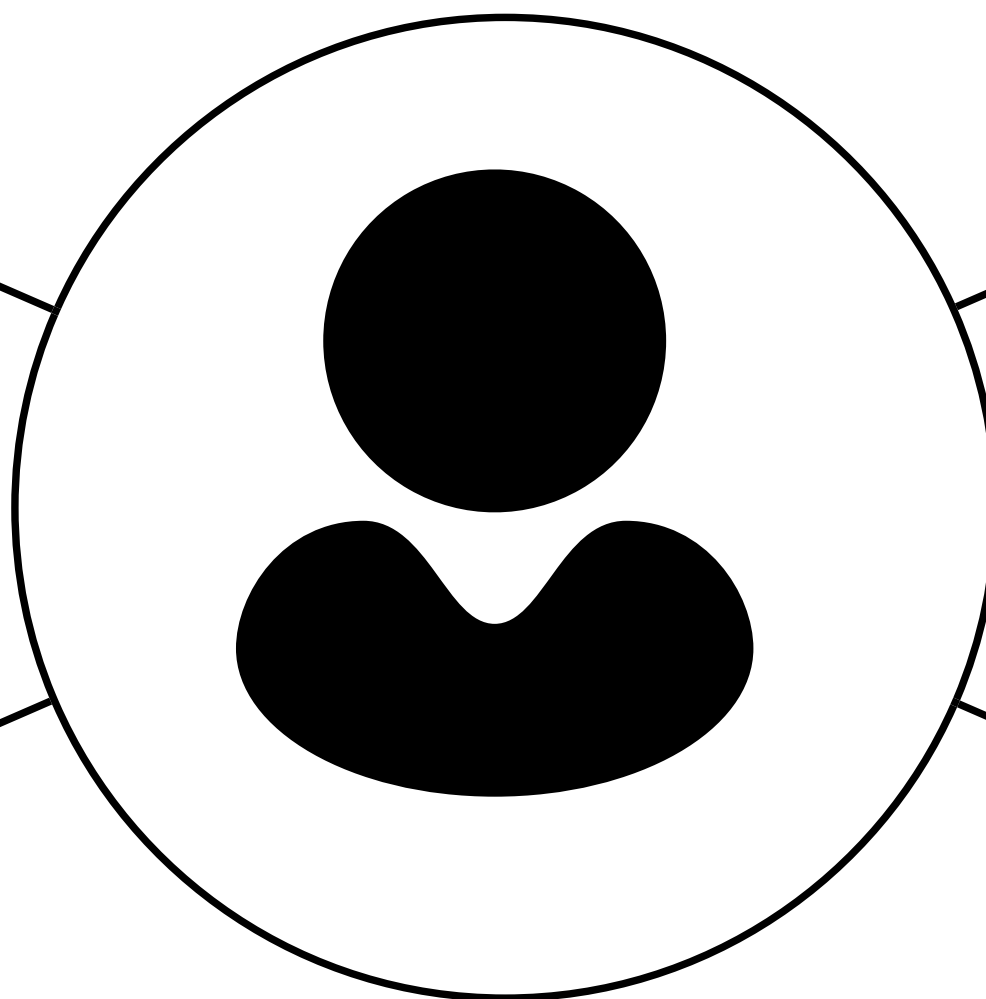


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

Whether my  
marks meet  
the college  
requirements

Am I eligible for  
the admission in  
the preferred  
college?



Students struggle  
to know whether  
they are eligible  
for their preferred  
college

Sometimes not  
opting for the  
right college

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

Opt for the  
correct  
counselling

Spend a sum  
of money for  
college

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

To get into the  
right college

Apply into the  
preferred  
college

**PAIN**

fears  
frustrations  
obstacles

afraid of not  
getting into  
the right  
college

Getting  
confused for  
choosing right  
college

Long way to  
get the  
admission

**GAIN**

"wants" / needs  
measures of success  
obstacles

Right guidance  
for choosing  
the right  
college

getting  
admitted to  
the preferred  
college

Admission  
received in a  
quicker way to  
get into a college