Project कला Aarth

Be the Artist of your Life

A Edu-Tech Company / 2023

कलाtive

Introduction

About KALATIVE

Kalative is a content creating edu-tech company which aims at teenage students holistic development!

With the introduction of NEP '20, otherwise known as National Educational Policy 2020, schools have been asked to revamp their curriculum to involve growth of children in areas of soft skills and professional ethics. Many of the top tier that although found it challenging have managed to implement one or two components of it. However, about 90% of the current K-12 institutes are expected to face difficulty in terms of adapting to the policy. This is where we come in.

Our products have been made for students of grade 6th and above and are set to help students in terms of life skill through various offerings of ours (mentioned below).

We use various mediums like sessions, services and articles to cover a wide range of topics related to education, career, mental health, and life skill. Our aim is to make lifeskill enjoyable and help K-12 students achieve their holistic and personal goals.

Why KALATIVE?

Key Benefits and Value Proposition for Students:

- **Holistic Development**: KALATIVE offers programs, workshops, and resources that focus on holistic development. Students can benefit from various activities, including emotional intelligence training, life skills enhancement, creative thinking, communication skills, and personal growth. These offerings help students develop a well-rounded personality and equip them with essential skills for academic success and overall well-being.

- **Emotional Management**: KALATIVE emphasizes emotional management as a crucial aspect of a student's growth. By utilizing tools such as the emotion wheel, students can learn to identify, understand, and manage their emotions effectively. This empowers them to navigate challenges, build resilience, and foster healthy relationships, leading to improved emotional well-being.

- **Personalized Approach**: KALATIVE recognizes that each student is unique, and their developmental needs may vary. The company offers customized programs and resources tailored to address specific challenges faced by students, ensuring a personalized learning experience. This approach helps students develop their strengths, overcome weaknesses, and reach their full potential.

- **Collaboration and Networking**: KALATIVE provides opportunities for students to collaborate and network with peers from different schools. Through events, group activities, and online platforms, students can engage in meaningful interactions, share experiences, and learn from each other. This fosters a sense of community, encourages teamwork, and broadens their perspectives.

- **Accessible and Engaging Content**: KALATIVE delivers its content through user-friendly platforms, making it easily accessible to students. The company utilizes engaging teaching methodologies, interactive sessions, multimedia resources, and gamification techniques to create an enjoyable and immersive learning experience. This approach ensures that students remain actively engaged and motivated throughout their journey with KALATIVE.

Life Skills and relevance in India

Life skills : According to UNICEF, **Life skills are a set of abilities, attitudes and socio-emotional competencies that enable individuals to learn, make informed decisions and exercise rights to lead a healthy and productive life** and subsequently become agents of change. Life skills empower young people to take positive action to participate in their communities, engage in continuous learning, protect themselves and promote health and positive social relationships.
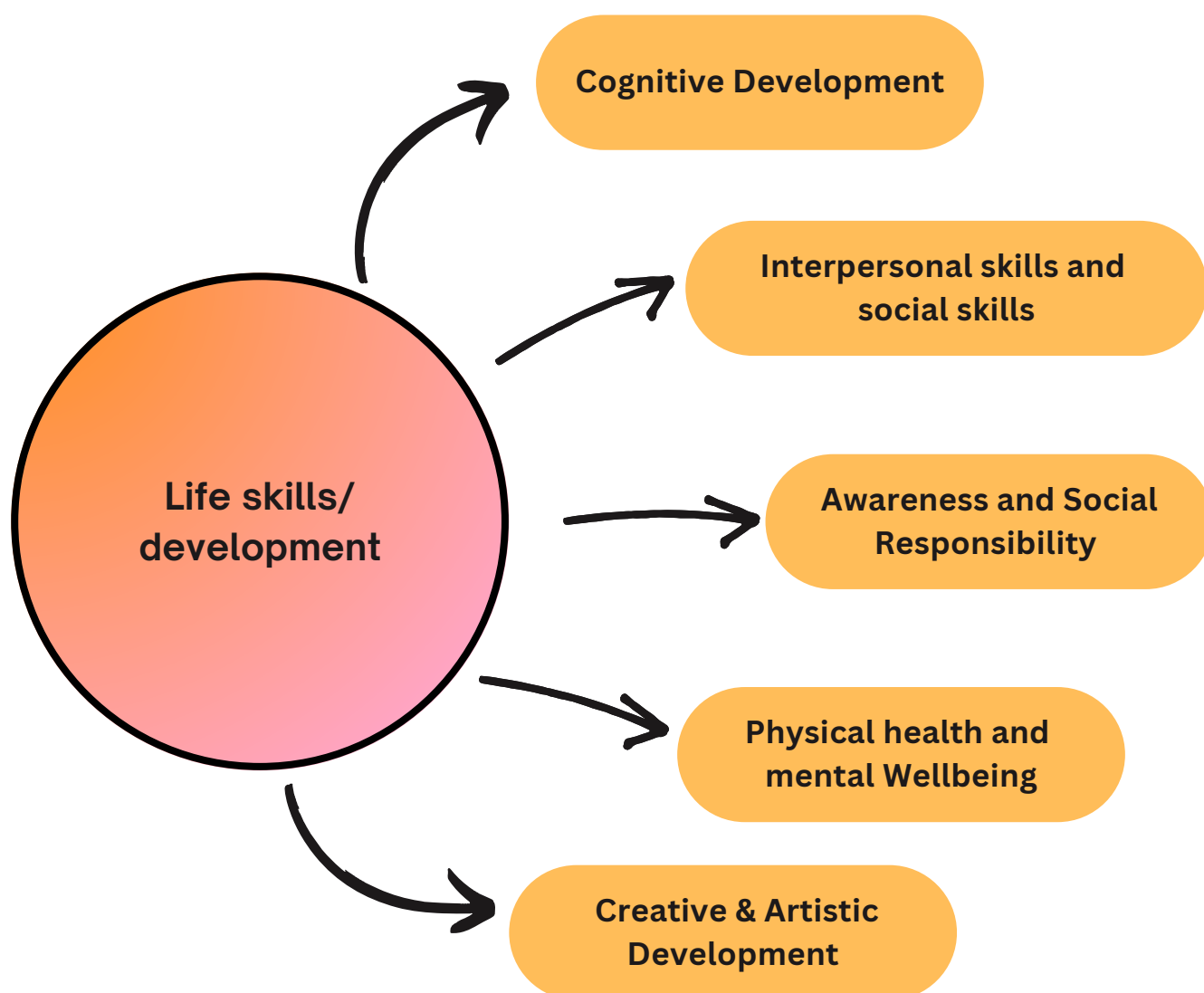
Relevance in India

In India, the presence of Inequity, a Fragile Knowledge Society, and Diminishing Human Capital are critical challenges highlighted by UNICEF concerning the importance of life skills.

Inequity

Fragile
Knowledge
Society

Depleting
Human
Capital

Need for Life
Skills In India
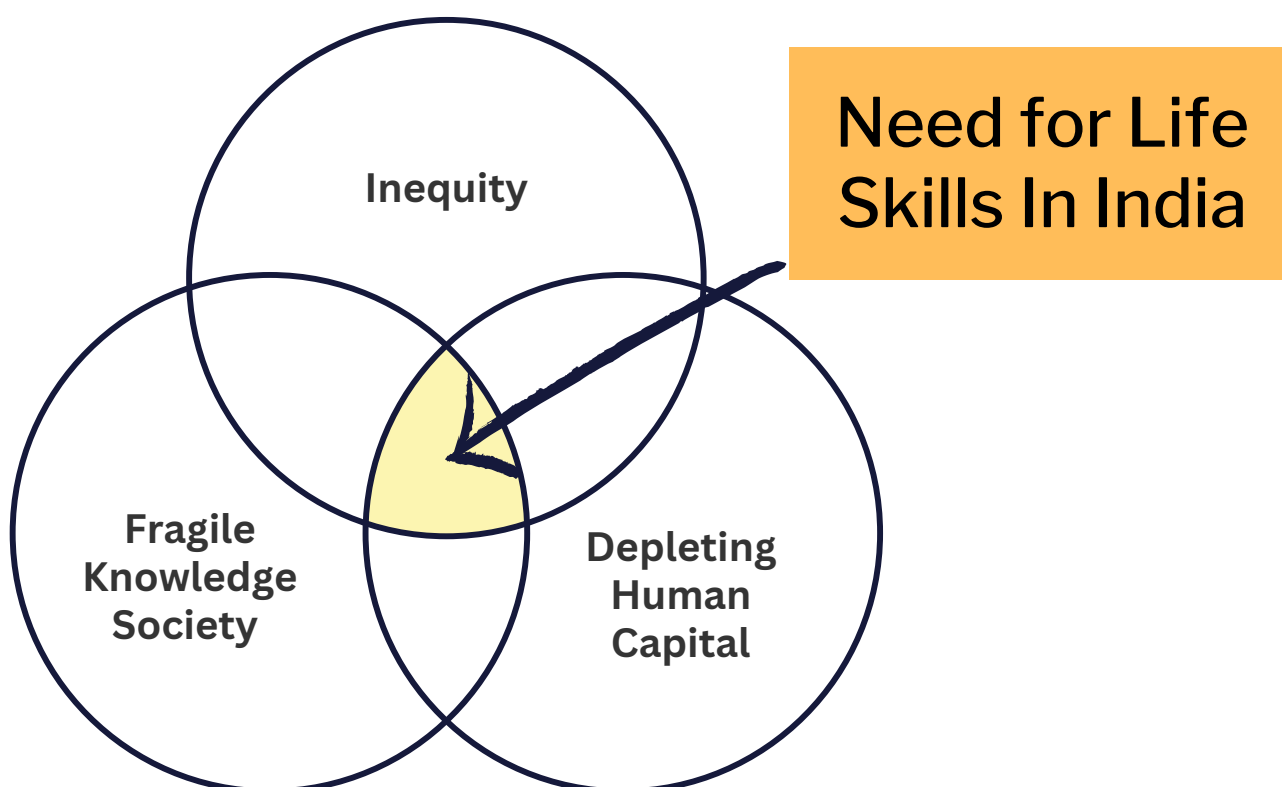
कला Aarth

Program कला - Aarth *is a comprehensive program for students covering the essential Life-skills and exposure to 21 holistically advancing chapters.*

Life skills/ development

Cognitive Development

Interpersonal skills and social skills

Awareness and Social Responsibility

Physical health and mental Wellbeing

Creative & Artistic Development

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Objectives

"Be the Artist of Your Life"

1. Promoting holistic development:
To foster the overall growth of students by focusing on their social, emotional & creative development

2. Nurturing purpose and morals:
To help students discover their purpose of life and develop strong moral values and guide their actions and decisions

"We wish to evoke the existing student community with purpose morals and thoughts, thereby focusing on holistic development."

3. Fostering curiosity and Enhancing life skills:
To cultivate a sense of curiosity and love for learning in students, encouraging them to think critically & develop a lifelong learning passion for Knowledge and learning.

4. Collaborating with stakeholders:
To build a robust ecosystem of stakeholders like Educational institutions & govt entities and other entities to collectively work towards the holistic development of students

5. Spreading awareness and impact:
To create awareness about the importance of holistic development in education and make a positive impact on students, schools, and communities through their programs and initiatives.
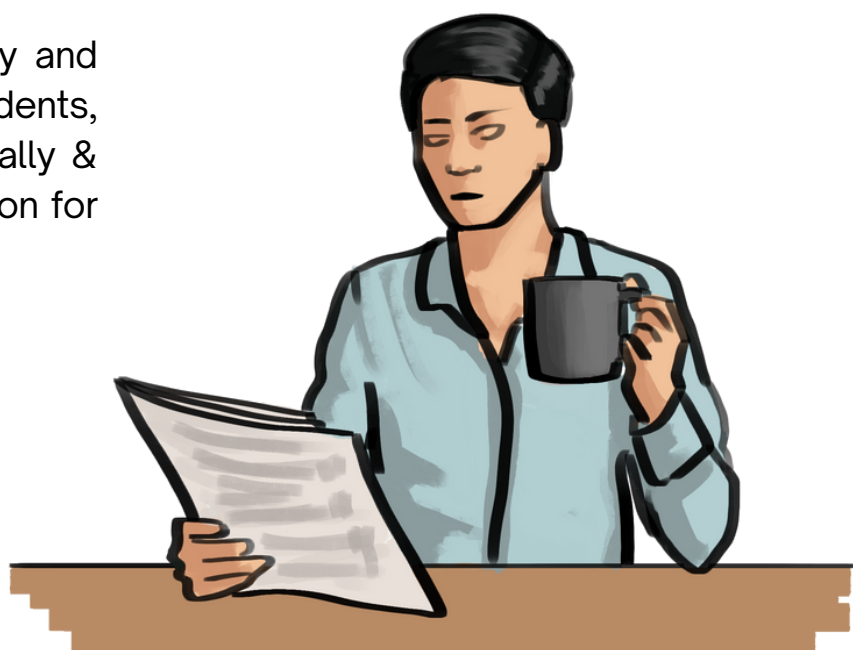
Scope of Work

One with Oneself	Learning to Learn	Exponential Experiment
Financial Literacy	Breathing Skills	Emotion Management
Media Literacy	Thinking Skills	Health Management
Spiritual Connect	Decision Making Skills	Lifestyle Management
Philosophy	Collaborative Skills	Time Management
Brain Awareness	Content Creation	Human Values & Professional Ethics
Memory Optimization	Learning Methodology	Resource Management
Responsibility & Accountability	Research Methodology	Cultural ethos and History

Note:

- **One with oneself (introspection) :** To understand oneself

- **Learning to Learn (insight) :** Learning and exploring essential stuff

- **Exponential Experimentation (extrospection) :** Critical experimentation for social world

Student Evaluation

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Metric	**Parameters**	**Method**
Mastery	• *Knowledge* • *skill fullness* • *Accuracy*	• Group Discussion • *Situational* Analysis • *Time Test*
Engagement	• *Active Participation* • *Attentiveness* • *Initiation*	• *Feedback loop* • *Responsiveness* • *Opportunity Mapping*
Progress	• *Pre-evaluation* • *post-evaluation*	• Evaluation comparison • *Creating a Learning Map to journal learning* • *Student conference*

Note : *This Matrix is to give basic understanding of parameters used for student Evaluation.*

Program Timeline

S.NO.	UNIT	NO. OF HOURS
1	ONE WITH ONE SELF	18 HOURS
2	LEARNING TO LEARN	18 HOURS
3	EXPONENTIAL EXPERIMENT	16 HOURS
	SUB-TOTAL	**52 HOURS**
4	STUDENT SUMMIT	**3 HOURS**
	TOTAL	**55 HOURS**

Thank you!
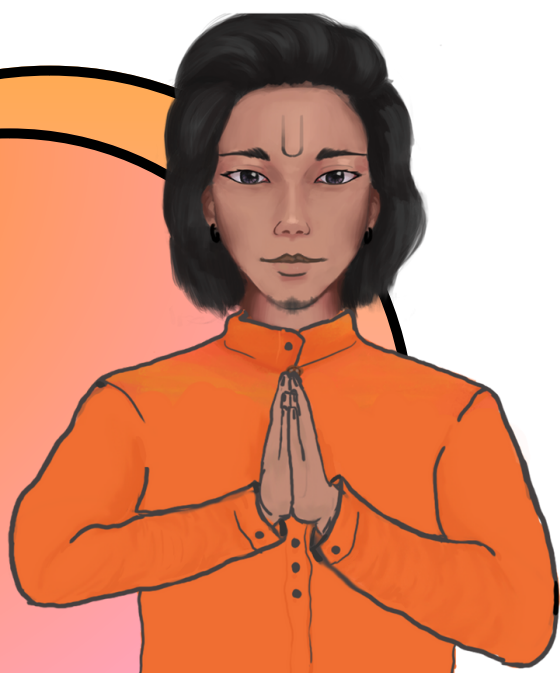
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