

TEACH TO EARN

Digital Learning Pod

FRANCHISEE OPERATIONS MANUAL

*Everything you need to start, run, and grow your own
after-school digital tuition centre in India*

teachtoearn.in | apnapc.com | eklavya.io | apniprerna.com

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PREFACE

Why India Needs You Right Now

A letter to every graduate who was told their degree would be enough.

Let's start with something nobody says out loud.

India's education system — the one that was supposed to lift 1.4 billion people into prosperity — is failing the children it was built to serve. Not slowly. Visibly, urgently, right now, in the lane outside your window.

The child who goes to a government school and sits in a class of 60 with one exhausted teacher. The parent who scraped together ₹8,000 a month for a private school, only to discover their child still can't write a clear paragraph in Class 9. The graduate who walked out of college with a BCom or BA degree and found — after three years of trying — that no employer wanted what four years of rote learning had produced.

This is not a crisis that's coming. It arrived a long time ago. We just stopped talking about it.

This manual is for the people who want to do something about it — not by writing policy papers or launching NGOs — but by opening a door in their own neighbourhood and saying: come in, sit down, learn something real today.

The numbers are not statistics. They are children.

A System That Was Never Fixed

India has the world's largest school system — over 1.5 million schools, 250 million enrolled students. On paper, that sounds like success. On the ground, it looks very different.

<p>1 in 4</p> <p>Indian children who enrol in Class 1 never reach Class 8</p>	<p>Over 1.8 Cr</p> <p>Students drop out before completing secondary school every single year</p>	<p>53%</p> <p>Class 5 students in rural India who cannot read a Class 2 text (ASER 2023)</p>
<p>Only 1 in 10</p> <p>Government schools has a functional computer lab with working internet (UDISE+ 2023)</p>	<p>₹8,000–15,000</p> <p>Average monthly private school fee in Tier 2 cities — equal to a household's full income in many families</p>	<p>65%</p> <p>Indian graduates who are not employable in their stated field of study (India Skills Report 2024)</p>

The Tuition Trap Nobody Talks About

Here's something remarkable: India is home to one of the largest shadow education industries on the planet. According to the National Sample Survey Office, over 71% of urban Indian students attend some form of private tuition or coaching outside school hours. In states like West Bengal and Kerala, that number crosses 80%.

Think about that. Nearly three-quarters of Indian families are paying twice — once for school fees, and again for tuition — because school alone isn't enough.

And yet. Most of that tuition money is going to a neighbourhood teacher sitting in a small room with 20–40 students, teaching the same rote syllabus in the same rote way. No technology. No tracking. No data. No evidence that it's working. Parents pay because they're anxious, not because they've seen results.

The tuition industry in India is estimated at over ₹5.8 lakh crore annually (KPMG, 2023). That is more money than the central government spends on education. Almost none of it is tracked. Almost none of it measures learning outcomes. Parents are paying in the dark.

The Qualification Mirage

For two generations, Indian families believed in a simple equation: study hard → get a degree → get a job → life is secure. That equation broke sometime in the late 2000s and nobody sent the memo.

Today, India produces roughly 9 million graduates annually. According to the India Skills Report 2024, nearly 65% of them are not employable in their stated field. They have degrees but not skills. They can reproduce textbook answers but cannot solve a real problem, write a professional email, work in a team, or use the digital tools that every modern workplace requires.

Meanwhile, the jobs that actually exist — in AI, in digital services, in data, in content, in logistics, in healthcare support — demand skills that were never taught in the classrooms these graduates sat in for 16 years.

The gap between what schools produce and what the economy needs is no longer a gap. It's a canyon. And the children entering school today are going to graduate into a job market that will have been transformed by AI. If we don't teach them how to think, how to learn, how to use technology as a tool rather than a crutch, we're sending them into that canyon without a rope.

Why Government Schools Alone Can't Fix This

Government schools are not failing because the people inside them don't care. Many teachers do. They're failing because the structural conditions make quality teaching nearly impossible.

Indicator	Reality
Average government school class size	40–65 students per teacher
Teacher vacancies across India (2023)	Over 11 lakh sanctioned posts unfilled
Schools with no electricity (UDISE+ 2022)	16% of all government schools
Schools with functional toilets for girls	Under 60% in many states
Days lost to teacher absenteeism annually	25–40 days per teacher on average (World Bank)
% of Class 8 students who can do basic division	44% (ASER 2023)

A teacher with 55 students in a room with no working fans in May in Maharashtra, who hasn't been paid in two months and whose transfer papers are stuck in a district office — that teacher cannot save the children in that room through willpower alone. The system is asking the impossible.

Private schools look like the solution until you see the fees. In Mumbai, Pune, Nagpur, even in smaller cities like Aurangabad and Nashik, a reasonable private school costs ₹6,000–15,000 per month. For a family earning ₹25,000–30,000 a month — solidly lower-middle class — that's more than half their income, before food, rent, and transport.

And even those fees don't guarantee quality. Many affordable private schools in Tier 2 and 3 cities are under-resourced, under-staffed, and teach the same rote methods as government schools — just in a cleaner building.

The Skills India's Children Are Not Learning

Ask any employer hiring in 2025 what they want from a young employee, and you'll hear the same things: critical thinking, communication, digital literacy, the ability to learn quickly, and the confidence to solve problems without being told exactly what to do.

Ask any government school graduate in a Tier 2 city whether their schooling prepared them for any of those things. The silence tells the story.

Still Taught	Actually Needed
What schools still teach	What the economy now demands
Memorise and reproduce textbook answers	Understand and apply concepts to new situations
Complete prescribed syllabus chapters	Self-directed learning and continuous upskilling
Handwritten exams testing recall	Digital tools, AI-assisted work, data interpretation
Passive listening in large classrooms	Collaboration, communication, presenting ideas
Annual exams measuring a single day's performance	Portfolio of skills demonstrated over time
Fear of being wrong	Curiosity, experimentation, learning from failure

The Teach to Earn Learning Pod teaches the second column. Not through lectures. Through doing — through using an AI tutor to ask real questions, through explaining things to a peer, through building the habit of learning independently. These are not extra-curricular skills. They are the skills that will determine whether a child thrives or struggles in the next 30 years of their working life.

So Who Is Going to Fix This?

Not the government — not fast enough. Not the big EdTech companies — BYJU'S spent billions, accumulated millions of students, and left most of them no better equipped for life. Not the coaching factories of Kota and Delhi — they serve 0.5% of students with the resources to reach them and the stress tolerance to survive them.

The answer, it turns out, is unglamorous and local. It looks like a graduate in a 250 sq ft room in a Tier 2 city with 10 PCs, 20 students, and the genuine intention to see those children understand something by 6 PM that they didn't understand at 4 PM.

It looks like you.

Why This Is Also Good for You

This isn't purely selfless. The Teach to Earn model exists because education reform and personal economic freedom are the same opportunity, not competing ones.

What you give the community	What you get back
Access to quality, tech-enabled learning for children who can't afford big coaching brands	₹16,000–27,000 monthly income with no boss and no commute
Evidence-based progress tracking that parents have never had before	Zero commute — your workplace is your community
A safe, structured after-school environment in walking distance	Self-respect that comes from being known as the person who educates the neighbour-hood's children
AI tutoring that closes the gap between what school teaches and what students need	Financial independence built on your own terms, at your own pace
A role model — a local graduate who made something of themselves without leaving	The deep satisfaction of watching a child understand something for the first time
Real digital skills: AI fluency, self-directed learning, how to ask good questions	A business that grows through trust and word-of-mouth, not advertising spend

The Edupreneur India Is Waiting For

There is a word for what you are about to become: edupreneur. An education entrepreneur. Someone who builds a business not in spite of social value, but because of it.

India's best-known entrepreneurs built companies that changed how hundreds of millions of people work, shop, and travel. You are going to change how the next generation learns. That's not a smaller ambition. It's a more personal one, and in many ways a more durable one.

The child who learns to ask good questions at your pod, who discovers that they can understand maths if someone just explains it patiently, who goes home and tells their parent 'I actually get this now' — that child carries something forward that no job loss, no exam failure, no economic shock can take away. The ability to learn.

That's what you're selling. That's what ₹1,000 a month buys in your hands. And that's why this model — simple, local, human, technology-enabled — is the most important educational intervention most Indian towns will see in the next decade.

*“The best time to fix India’s education system was 30 years ago.
The second best time is tonight, in your neighbourhood, with 10 PCs and
20 children who showed up.”*

— Dr. Aniruddha Malpani, Founder, Teach to Earn

Now read on. Chapter 1 explains exactly what this model is and why it works. The rest of the manual tells you how to build it, step by step.

— The Teach to Earn Team | teachtoearn.in

Chapter 1: What Is This, Really?

The Honest Version

India has 250 million school-going children. Most of them are falling behind. Not because they're not smart—they are—but because the teaching model is broken. One teacher, 50 students, chalk, and a syllabus designed to manufacture clerks.

Meanwhile, every Indian town has graduates sitting around, intelligent people with nothing meaningful to do, no income they're proud of, and no way to make a difference. That's the gap Teach to Earn plugs.

You're not opening a coaching centre. You're not competing with BYJU'S or Allen. You're doing something those places can't: you're creating a local, trusted, digitally-powered learning pod where kids learn from an AI tutor, from each other, and from you—a mentor who actually gives a damn.

The old model: one teacher talks at 40 kids for two hours. Most kids tune out. The Teach to Earn model: 20 kids, 10 PCs, one AI tutor, one human mentor. Every kid learns at their own pace. The mentor coaches, encourages, and tracks progress. Parents see data. Trust is built.

Why This Works

Three things changed in the last five years that make this model viable today when it wasn't before:

- AI tutoring actually works. Eklavya.io can answer a Class 8 student's maths question at 9pm when no human teacher is available. It's patient, infinitely repeatable, and free.
- Affordable hardware exists. The Apna PC at ₹30,000 with a 3-year warranty means you don't need a rich investor. A bank loan, a family contribution, or savings from a year of working covers your startup.
- Parents want proof. They're tired of paying ₹2,000/month to a tuition teacher and not knowing if it's working. ApniPerna's learning tracking gives you something no neighborhood tuition wala has: evidence.

Who Is This For?

This manual is written for you if you are:

- A graduate (any stream) who wants to earn ₹15,000–40,000 per month from their own venture
- Someone with a suitable space of at least 250 sq ft — rented, or part of your family home
- A person who genuinely likes young people and wants to see them grow
- Someone tired of working for other people and ready to build something of their own

You don't need to be a subject expert. You are not the teacher here. The AI does the teaching. You do the mentoring. That's a very different job—and frankly, a more important one.

The Teach to Earn Ecosystem

Your Learning Pod runs on five connected platforms — all battle-tested across 120+ live community learning centres across India:

Platform	What It Does For You
teachtoearn.in	The franchise network you are joining. Community support, operations guidance, and brand.
apnopathshala.org	India's largest learning pod community — 120+ active digital centres nationwide. This is the proof of concept behind your pod. Every system in this manual has been tested here first.
apnadc.com	The Apna PC — your core hardware. ₹30,000, 3-year warranty, education-optimised, pre-loaded with all software.
eklavya.io	The free AI tutor pre-loaded on every Apna PC. Your students' main learning tool — answers any question, any subject, any time.
apniprerna.com	The student progress tracking software. Tracks learning journeys, generates parent-facing reports, builds your credibility month by month.

Proven at Scale — The ApniPathshala Track Record

Before you put a single rupee into this, you should know: this is not a new idea being tested on you. It has already been tested, refined, broken, fixed, and improved across 120+ community learning centres in 21 states.

ApniPathshala (apnopathshala.org) is India's largest learning pod community — a network of real pods run by real people in real neighbourhoods. Some are run by NGOs. Some by individual edupreneur graduates, just like you. Some operate in urban slums in Mumbai and Delhi. Some run out of small rooms in towns in UP, Bihar, and Maharashtra.

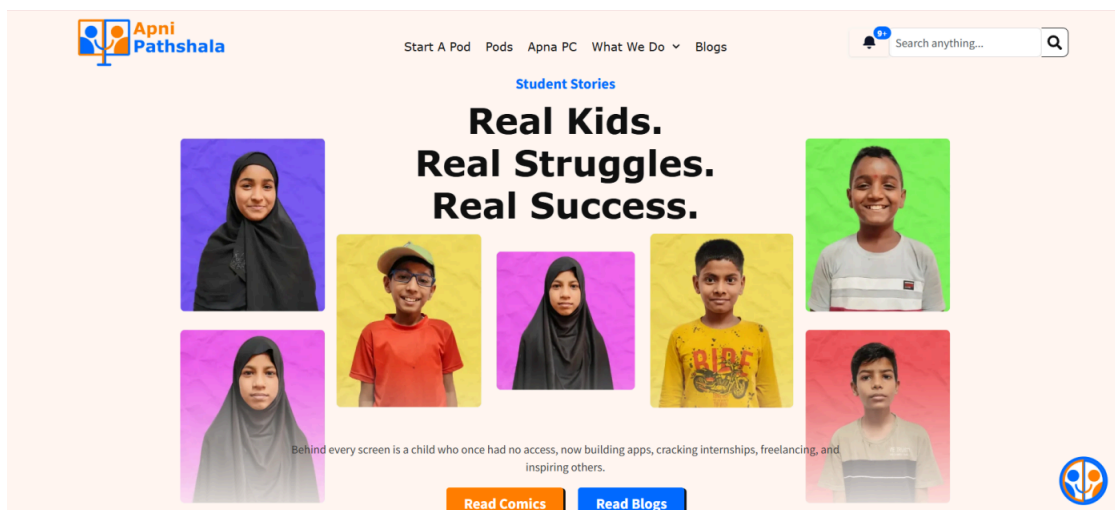
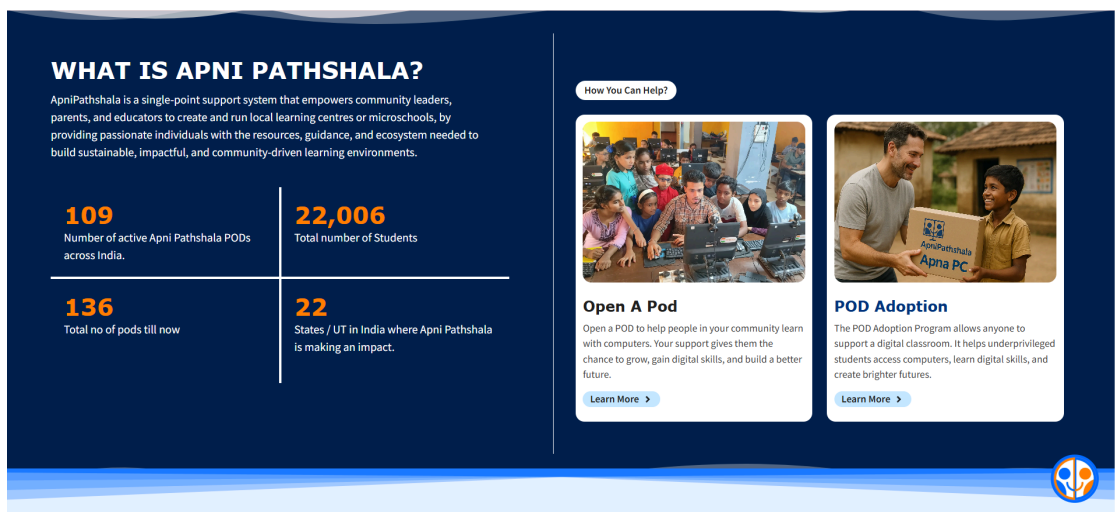
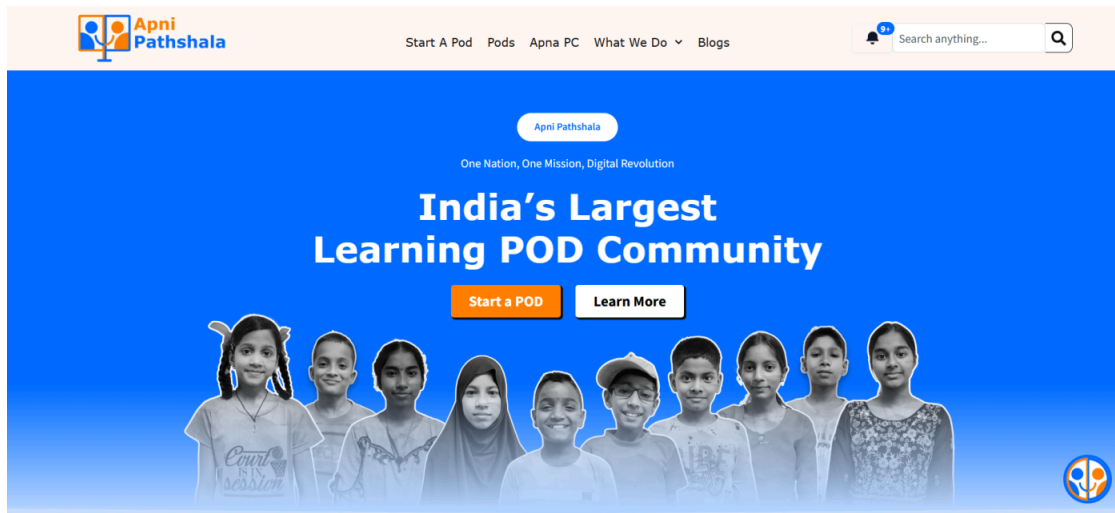
All of them use the same Apna PC, the same Eklavya AI tutor, the same ApniPrerna tracking system. The model has been continuously improved since its first pod launched — every lesson learned in those 120+ centres is baked into this manual.

When a parent asks you 'has anyone else done this?' — the answer is yes. Over a hundred and twenty times, in communities just like yours, with students just like theirs. Show them apnopathshala.org and let the evidence speak.

ApniPathshala — India's Largest Learning Pod Community

Screenshot of apnipathshala.org homepage showing the network map, pod count, and student stories

Source: www.apnipathshala.org



Chapter 2: The Numbers — Does This Actually Make Money?

Let's Do the Math, Straight Up

Before you commit to anything, you need to know: can this support your life? The answer is yes — but you need to understand the structure first.

Your Pod Setup

Parameter	Detail
Space required	250–300 sq ft minimum
Number of students per batch	20
Number of PCs required	10 (2 students share 1 PC)
Daily batches	2 (typically 4–6 PM and 6–8 PM)
Total students served daily	40
Monthly fee per student	₹1,000

Monthly Revenue

Revenue Item	Amount
Students enrolled (realistic 80%)	32 students
Fee per student per month	₹1,000
Gross monthly revenue	₹32,000
At full capacity (40 students)	₹40,000

One-Time Startup Costs

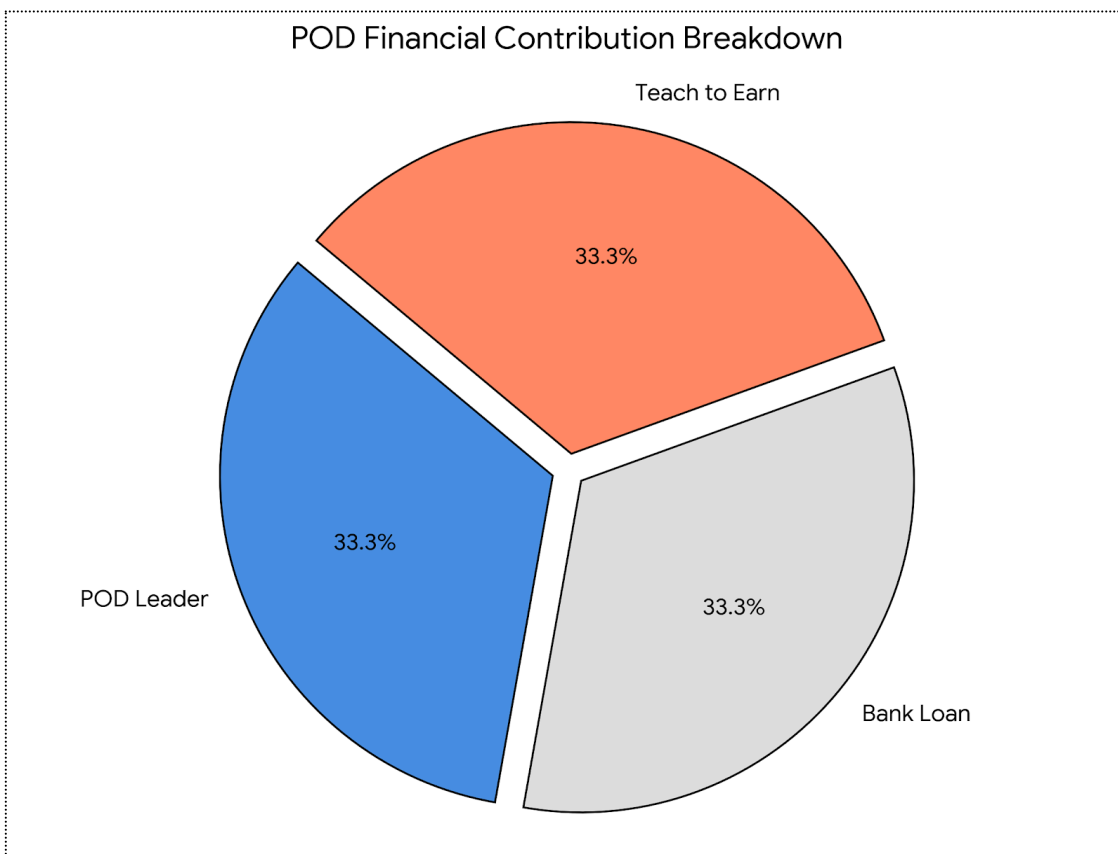
Item	Cost
10 × Apna PCs @ ₹30,000 each	₹3,00,000
Furniture (10 tables, 20 chairs)	₹40,000
Space setup (paint, fans, lighting)	₹20,000
Router + internet connection setup	₹8,000
Signage and basic marketing materials	₹5,000
Working capital buffer (2 months)	₹50,000
Total Estimated Investment	₹4,23,000

Tri-Party Shared Investment Model

Dividing the financial load equally across three stakeholders

Rather than placing the entire financial burden on the pod leader, this plan distributes the ₹4,23,000 setup cost equally across three entities: the pod leader, the bank, and Teach to Earn. Each party contributes approximately ₹1,41,000 (one-third of the total).

The core insight is that young people are not risk-averse — they regularly take loans for phones or bikes. The issue is the scale of the risk. By reducing the pod leader's exposure to ~₹1.4 lakhs, Teach to Earn removes the psychological barrier while keeping the leader invested and accountable.



Contribution Breakdown

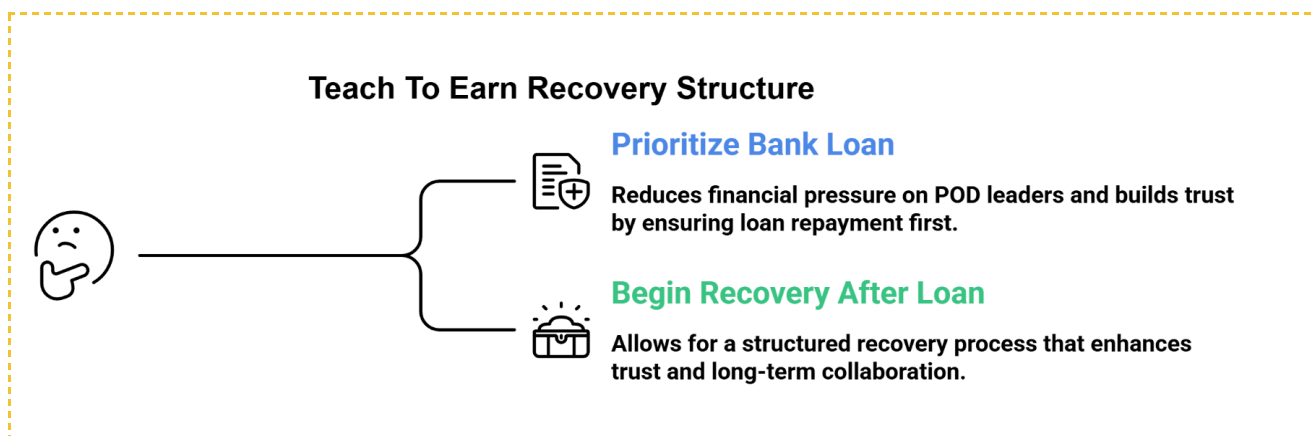
Entity	Contribution	Amount
POD Leader	Self-funded (manageable risk)	~₹1,43,000 (1/3)
Bank Loan	Repaid once POD is profitable	~₹1,43,000 (1/3)
Teach to Earn	Paid directly to PC vendor (not cash)	~₹1,43,000 (1/3)

How Each Entity Contributes

1. POD Leader: Manages their one-third contribution through personal savings.
2. Bank Loan: The pod leader takes a loan for one-third of the cost, with repayments beginning only once the pod becomes operational and profitable — easing immediate cash flow pressure.
3. Teach to Earn: This contribution is paid directly to the computer vendor, not to the pod leader's account. This ensures accountability, protects the investment, and retains a partial stake in the pod's assets until the contribution is recovered.

Fixed Recovery Model

Teach to Earn recovers its investment through a fixed monthly operational support fee. To ease financial pressure and build trust, we allow pod leaders to prioritize bank loan repayment first. Once the bank loan is cleared, our investment recovery begins through an agreed monthly amount. This approach reduces financial stress and builds confidence in the partnership.



Monthly POD Profit	Monthly Recovery Fee	Platform Fee	Total Monthly Recovery	Estimated Recovery Time
₹30,000	₹10,000	₹1,000	₹11,000/month	~13 Months
₹35,000	₹10,000	₹1,000	₹11,000/month	~13 Months
₹40,000	₹10,000	₹1,000	₹11,000/month	~13 Months

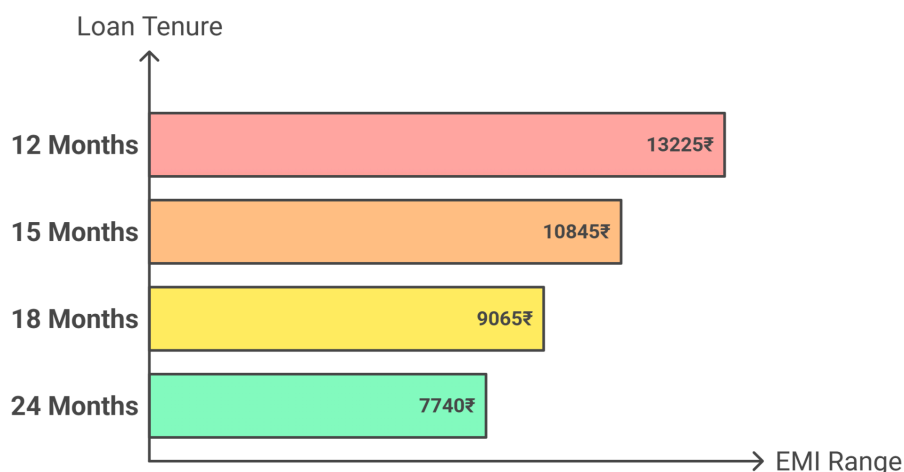
Based on the fixed recovery model of ₹1,40,000, Teach to Earn (T2E) can recover its full investment in approximately 14 months at a consistent monthly recovery rate.

Bank Recovery Estimation

Here's a clear multi-bank EMI comparison for a ₹1.5 lakh loan under typical MUDRA / MSME small business lending rates (9%–12%) for [State Bank of India \(SBI\)](#) and other major banks.

💰 Assumed interest range: 9%–12% p.a.

Bank	12 Months	15 Months	18 Months	24 Months
SBI	₹13,120 – ₹13,330	₹10,740 – ₹10,950	₹8,940 – ₹9,150	₹7,600 – ₹7,810
PNB	₹13,050 – ₹13,260	₹10,690 – ₹10,900	₹8,890 – ₹9,100	₹7,550 – ₹7,760
Bank of Baroda	₹13,150 – ₹13,370	₹10,760 – ₹10,980	₹8,970 – ₹9,180	₹7,620 – ₹7,830
Canara Bank	₹13,100 – ₹13,320	₹10,720 – ₹10,940	₹8,930 – ₹9,140	₹7,580 – ₹7,790
Union Bank of India	₹13,180 – ₹13,400	₹10,800 – ₹11,020	₹9,000 – ₹9,220	₹7,650 – ₹7,870



EMI Comparison for ₹1.5 Lakh Loan (9%-12% Interest)

Monthly Operating Costs

Expense	Monthly Cost
Bank EMI / Teach to earn EMI	₹8,000–12,000
Internet (broadband, ~150 Mbps)	₹1,500–2,000
Electricity (10 PCs running 4 hrs/day)	₹2,000–3,000
Franchise fee / platform fee	₹1,000
Miscellaneous (printing, stationery)	₹500
Total Monthly Costs	₹13,000–18,500

Monthly Net Income

Scenario	Amount
Revenue at 80% occupancy (32 students)	₹32,000
Operating costs (mid-estimate)	₹15,750
Your monthly income	₹16,250
Revenue at full capacity (40 students)	₹40,000
Operating costs (mid-estimate)	₹15,750
Your monthly income at full capacity	₹24,250

If you run this from your own home or family property — which many early franchisees do — and you're looking at ₹25,000–28,000 take-home on just 32 students. That's a meaningful income by any standard in a Tier 2 or Tier 3 city.

Break-Even Timeline

Phase-Wise Repayment & Recovery Timeline

Note: T2E recovery is deferred until the Bank Loan is fully cleared to build educator trust.

Phase	Action	Monthly Commitment	Est. Duration
Phase 1	Prioritize Bank Loan Repayment	₹7,500 – ₹13,400	12 - 24 Months
Phase 2	Teach To Earn (T2E) Recovery	₹11,000	13 - 14 Months
Phase 3	Recover Personal Capital Stake	₹24,000+ (Net Profit)	~6 Months

Monthly Operational Profit Estimates (During Repayment)

- **80% Occupancy (Rented Space):** ₹16,250 Net Income
- **80% Occupancy (Own Property):** ₹25,500 Net Income
- **Full Capacity (Rented Space):** ₹24,250 Net Income

How to Grow Beyond ₹40,000/Month

The base model maxes out at ₹40,000 revenue with two full batches. But there are several realistic ways to grow beyond that:

- Add a third batch on weekends (Saturday + Sunday mornings) for ₹8,000–10,000 additional revenue — that's 20 more students at full capacity
- Partner with a nearby school to offer their students your pod during school breaks
- Offer parent-friendly WhatsApp progress updates as a premium ₹200/month add-on
- Run holiday intensive batches (summer camp, Diwali revision weeks) at higher rates
- Expand to a second pod in a nearby area after 18 months with an associate running it

A third weekend batch takes you to ₹60,000/month revenue — ₹50,000+ in your pocket if you own your space. That's a better income than most government jobs, and you're your own boss. This is Year 2 territory, not Year 1 targets. Start with two batches. Fill them. Then add the third.

Beyond Tuition: Your PCs as a Community Service Hub

Here's something the big coaching centres can never do: you are embedded in your community. Your 10 PCs don't just have to sit idle in the morning and on Sunday afternoons. They can generate additional income by serving the community beyond students.

Digital Services for Locals

In most Tier 2 and 3 Indian towns, accessing government services, filling out forms, and printing documents is still a hassle. Your PCs and a printer become a neighbourhood resource:

Service	Suggested Charge
Government form filling (Aadhaar, PAN, ration card)	₹50–100 per person
Printing and scanning	₹5–10 per page
Resume making and job application help	₹100–200 per session
Passport/visa form assistance	₹150–250 per application
Online railway/bus ticket booking	₹30–50 per booking
Email/UPI setup for seniors	₹50–100 per session

This adds ₹2,000–5,000 per month from walk-in community members — and builds enormous goodwill. People who come in to print their electricity bill become parents who enrol their children.

Senior Citizens Digital Literacy Training

India has 140 million people over 60, and most of them are anxious about their phones, UPI apps, WhatsApp, and government portals. Their children have given up trying to teach them. You can fill that gap — using the same PCs, in the same room, during time slots you aren't using.

Run a weekend morning session (8–10 AM Saturday, before your student batches) specifically for senior citizens. Charge ₹500–800 per month per person for a 2-hour weekly session. A group of 8–10 seniors adds ₹4,000–8,000 per month from a slot you weren't monetising.

Factor	Detail
What seniors want to learn	WhatsApp calls, UPI/PhonePe, reading news, YouTube, Aadhaar/DigiLocker, avoiding scams
Session format	Small group (6–8), slow pace, no judgment, printed cheat sheets, local language
Your advantage	Patience, familiar face, trustworthiness as a neighbour
Revenue potential	₹4,000–8,000/month from one 2-hour Saturday morning slot

A senior who learns to video call their daughter through your sessions will tell every person at their morning walk about you. Senior citizens are the most loyal and vocal word-of-mouth marketers in any Indian neighbourhood. Serve them well and they will fill your student batches for free.

Revised Revenue Picture — Full Community Hub Model

Revenue Stream	Amount
Core student tuition (40 students, 2 batches)	₹40,000/month
Weekend student batch (20 students)	₹20,000/month
Senior digital literacy (8–10 seniors)	₹5,000/month
Community digital services (walk-ins)	₹3,000/month
Total potential Year 2 monthly revenue	₹68,000/month
Estimated expenses (rented space)	₹16,000/month
Net income Year 2 (rented)	₹52,000/month
Net income Year 2 (own space)	₹62,000+/month

Chapter 3: Finding and Setting Up Your Space

What You Actually Need

250–300 square feet is roughly the size of a large bedroom or a small shop. You're fitting 10 computer tables, 20 chairs, a small desk for yourself, and a whiteboard or notice board into that space. It's focused and purposeful — and students actually prefer a dedicated learning environment over a big anonymous hall.

Minimum Space Requirements

Requirement	Specification
Total area	250–300 sq ft (minimum 230 sq ft if arranged carefully)
Ventilation	At least two windows + ceiling fan, or AC in summer months
Power points	Minimum 15 sockets (10 PCs + router + fans/lighting + misc)
Internet connection	Wired broadband, 100 Mbps minimum
Lighting	Adequate for screens — no glare, no darkness
Noise level	Reasonably quiet — avoid spaces next to busy roads or workshops

Location Strategy

Your pod should be within 500 metres of where your target students live. Parents in Tier 2 and Tier 3 cities are comfortable sending their 10–16 year old kids to a place they can walk to. Being close to a school is a bonus, not a requirement.

- Residential neighbourhoods work better than commercial areas for trust
- Ground floor is better — parents are nervous about their kids going upstairs to an unknown place
- Avoid locations where you compete directly with an established coaching centre on the same lane
- Look for areas where government school students live — these families want quality but can't afford the big coaching brands

Setting Up the Space

The physical environment sends a signal to parents and students. It doesn't need to be fancy. It needs to be clean, purposeful, and feel like learning happens here.

Furniture Layout

Arrange 10 PC tables in two rows of five, or a wide U-shape if your room permits. Rows facing the same direction let you walk between them and glance at every screen without students noticing. Your desk sits at the front or the open end of the U — your control tower. From there you can see every screen at a glance.

What to Put on the Walls

- A printed schedule showing batch times and student names
- A simple learning progress chart (printed from ApniPrerna) updated weekly
- An inspirational quote or two — keep it Indian, keep it real
- Emergency contact numbers and your name prominently displayed
- The Teach to Earn logo and your pod's name

Internet Setup

This is non-negotiable. With 10 PCs running simultaneously and 20 students using eklavya.io at the same time, you need real bandwidth. Get the best broadband available in your area — fiber if possible. Budget ₹1,500–2,000/month and treat it like electricity — you cannot function without it.

Pro tip: Ask your internet provider for a business connection, not a home connection. Business connections typically have better uptime guarantees and faster support when things go wrong. The price difference is small, maybe ₹200–300/month, and the reliability difference is real.

Legal and Registration Basics

You don't need a complex legal structure to start. Most early-stage pods operate as sole proprietors or under the family's existing small business registration. Here's what you should have in order:

- GST registration if your annual revenue will exceed ₹20 lakhs (at ₹40,000/month you're at ₹4.8 lakhs — no GST needed initially, but worth monitoring as you grow)
- A simple written agreement with the landlord if you're renting the space
- A basic receipt book or digital payment system (UPI QR code is sufficient)
- A Udyam registration (MSME) to access government schemes and loans — free to register online

You do not need an education trust, NGO status, or any special license to run a private tuition pod in India. This is a private tutoring service, legally similar to a home tuition arrangement, just organised at scale.

Chapter 4: The Apna PC — Your Core Tool

What You're Getting

The Apna PC is not a compromised, cheap-out machine. It's a purposefully designed educational computer that runs on Zorin OS — a Linux distribution that looks and works like Windows, so students aren't confused — and comes pre-loaded with everything your pod needs.



Specification	Detail
Price	₹30,000 per unit
Warranty	3 years comprehensive
Operating system	Zorin OS (Linux-based, Windows-like interface)
Pre-loaded software	Eklavya.io AI tutor, ApniPrerna tracking, educational apps
Internet requirement	Yes — broadband required for AI tutor features
Units needed for 20-student batch	10 (2 students per PC)
Total PC investment for standard pod	₹3,00,000

The 3-Year Warranty — What It Actually Means

Hardware failure is the biggest risk in any PC-based business. The 3-year warranty on Apna PC is not a marketing gimmick — it's what makes the economics work. If a PC fails in year 1 or year 2, you're not eating a ₹30,000 replacement cost. The vendor covers it.

Keep the original purchase receipt and warranty card for each machine. Store them in a folder. If something goes wrong, you'll need these documents. Don't lose them.

The 2-Students-Per-PC Model — Why It Works

This might feel uncomfortable at first. Won't students fight over the keyboard? Won't the slower student slow down the faster one?

In practice, the opposite happens. When two students sit together at a screen, they talk through problems. The one who understands explains to the one who doesn't — and by explaining, they understand it better themselves. This is peer learning, and decades of education research say it's highly effective.

Eklavya.io is also designed for this. Students can take turns typing questions, watching explanations, and working through problems. The AI doesn't care who's asking — it answers whoever needs an answer.

Think of the 2-per-PC model less like two people sharing one computer, and more like two people solving a puzzle together. One holds the map, one points at the terrain. Both figure out the path.

Basic PC Maintenance Your Franchisee Must Know

You don't need to be a technical person. But you need to know the basics:

- Restart all PCs every morning before the first batch — clears memory and keeps performance good
- Never let students install personal software or games — it slows machines and creates security issues
- Use a power strip with surge protection — single biggest hardware killer in Indian homes is power surges
- Clean keyboards and screens weekly — a damp cloth for screens, a dry brush for keyboards
- If a PC freezes or behaves oddly, restart it before panicking — 80% of issues resolve with a restart
- Keep the vendor support number saved: they handle anything more complex

Internet Management

With 10 PCs running simultaneously, and 20 students using eklavya.io at the same time, you need serious bandwidth. At 3–5 Mbps per active session, peak usage hits 50–100 Mbps. Here are the practical guidelines:

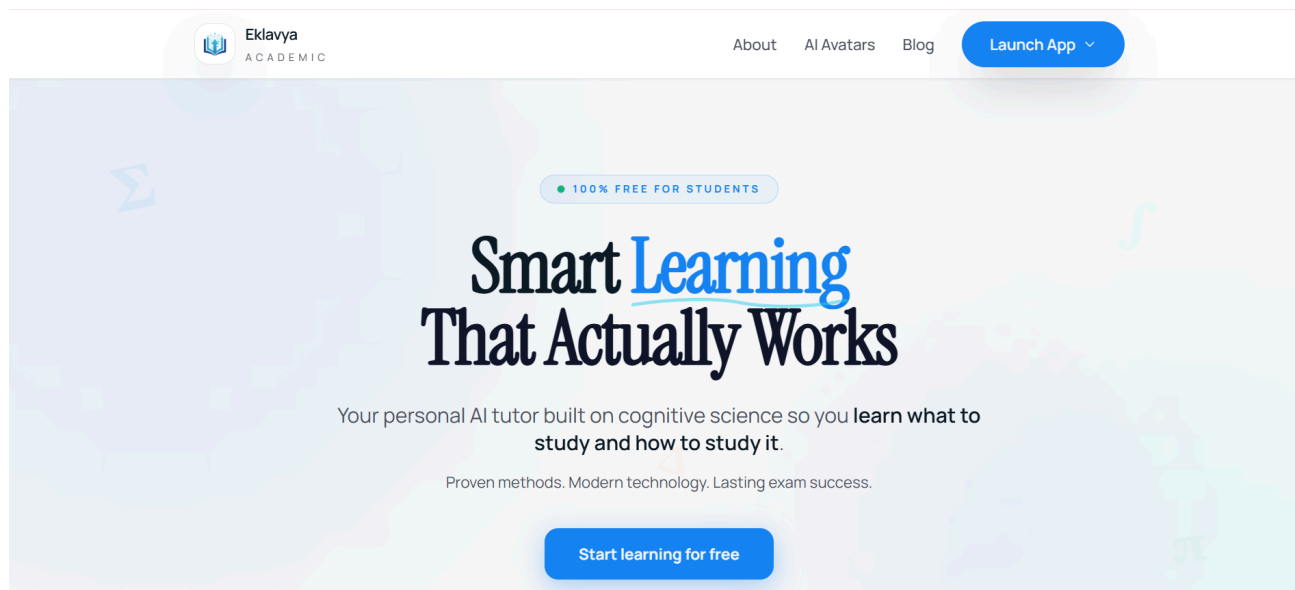
- 100 Mbps is the minimum. 150 Mbps is comfortable. Fiber is strongly recommended.
- Use a quality router — a ₹3,000–5,000 router handles 20 devices without choking. Don't cheap out on this.
- Router placement matters: place it central to your 10 PCs. If the room is long, consider a second access point or powerline adapter.
- Have a mobile hotspot as backup (any good data plan on a smartphone works). If broadband drops, you can run partial sessions off a hotspot.
- Monitor data usage in the first month — understanding your actual consumption helps you choose the right plan.

Chapter 5: Eklavya.io — Your AI Tutor

What Is Eklavya?

Eklavya.io is a free AI-powered tutoring platform built specifically for Indian students. It's named after the legendary self-taught archer from the Mahabharata — appropriate, because Eklavya teaches students to learn independently, at their own pace, without needing a human teacher for every question.

Every Apna PC comes with Eklavya pre-loaded and ready to use. Students can access it from day one.



What Eklavya Does

- Answers student questions in plain language, the way a patient tutor would
- Explains concepts multiple ways if the first explanation doesn't land
- Works across subjects — maths, science, English, social studies
- Supports both CBSE and State Board (including Maharashtra Board) curricula
- Works in English and regional languages for explanations
- Tracks which topics a student has engaged with

What Eklavya Does NOT Do

This is important to understand before you set parent expectations:

- It doesn't 'pass' or 'fail' students — it helps them understand
- It doesn't replace exams or formal assessments — that's the school's job
- It doesn't babysit — a student who doesn't engage with it gets nothing out of it
- It's not a homework completion machine — it explains concepts, not just gives answers

The most common mistake new franchisees make: thinking Eklavya will do the work for the student. It won't. A student who types 'what is the answer to question 3' gets an explanation of the concept. A student who types 'I don't understand why plants make their own food' gets a brilliant, patient explanation with examples. Teach your students to ask real questions.

Teaching Students to Use Eklavya Well

In your first week with each new batch, spend 20 minutes showing students how to interact with Eklavya effectively. This is one of the highest-leverage things you'll do as a mentor.

4. Show them the difference between a bad question ('do my homework') and a good question ('explain why multiplying two negatives gives a positive')
5. Demonstrate asking follow-up questions: 'Can you give me an example?' or 'I still don't get it — explain it differently'
6. Show them how to explore: 'This topic connects to what else in maths?'
7. Role-play a learning session in front of the class with a volunteer student
8. Let them try it themselves while you circulate and observe

The Mixed-Stage Classroom

One of the things that makes your pod unusual: you'll likely have students from different grades in the same batch. A Class 6 student and a Class 9 student might sit in the same room.

This is not a problem. This is a feature.

Eklavya adapts to whoever is asking. A Class 6 student asks a Class 6 question and gets a Class 6 answer. A Class 9 student beside them asks a Class 9 question and gets a Class 9 answer. They're in the same room, on different journeys, and occasionally they help each other. The older student explaining something to the younger one learns it better. The younger student sees what's ahead.

Your job in this environment is not to teach the whole class the same thing. It's to notice who is stuck, encourage the ones who aren't engaging, and celebrate the ones making progress.

Chapter 6: ApniPrerna — Tracking Learning Progress

Why Tracking Matters

Parents in Indian Tier 2 and Tier 3 cities are spending ₹1,000–3,000 per month on tuition. Most of them have no idea if it's working. Their only signal is exam results — which come every six months and are influenced by twenty different factors, not just tuition quality.

ApniPrerna changes that conversation. It gives you weekly data on each student: what topics they explored, how many questions they asked, which areas they're spending more time on. You turn that into a simple progress report for parents, and suddenly you're not just another tuition wala — you're a learning partner with receipts.

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What ApniPrerna Tracks

- Student login and session duration — who showed up and for how long
- Topics engaged with on Eklavya — what subjects and chapters were explored
- Question frequency — how actively each student was learning vs. passive screen time
- Trend over time — is the student's engagement growing, shrinking, or flat?

Your Weekly Routine with ApniPrerna

Every Saturday evening or Sunday morning, spend 30–45 minutes on ApniPrerna. This is your management time, not student time. Here's the workflow:

9. Log in and pull the weekly summary for each student
10. Identify the top 3 performers — recognise them in Monday's batch
11. Identify the 2–3 students who engaged least — plan to check in with them directly
12. Note any topics that multiple students struggled with — this tells you where to focus encouragement
13. Generate the parent-facing summary (the software helps with this)

Sharing Progress with Parents

This is where you earn trust. Once a month — ideally on the first Saturday — send each parent a brief WhatsApp message with their child's progress summary. Keep it simple. Keep it specific. Keep it positive while being honest.

Sample message: 'Priya completed 18 learning sessions this month on Eklavya. She's been strong in English and working through fractions in Maths — she's asked 47 questions this month, shows she's genuinely engaging. We're going to focus more on fractions next month. Do let me know if you have questions!'

Parents who receive this message do two things: they renew their child's enrollment, and they tell other parents. This is your most powerful marketing.

Handling the 'My Child Isn't Improving' Conversation

At some point, a parent will come to you and say their child isn't improving. Here's how to handle it with data:

14. Pull up ApniPrerna for their child. Show them the engagement data.
15. If engagement is low, you have an honest conversation: 'Rahul has been spending less time actively learning — let's work together to understand why.'
16. If engagement is high but school results are still poor, explain: learning takes time to show in exams, and the foundation we're building will pay off.
17. Never get defensive. The data is your ally. Use it.

The screenshot shows the 'Students' dashboard for Sahil Shaikh. The dashboard includes a sidebar with navigation options like Dashboard, Live, Centers, Students, POD Leader Activity, Activity, and Reports. The main content area displays student analytics for the last 7 days, including activity range (154 page visits), blocked range (0 threats blocked), time range (3h 17m browsing time), total activity (154 all time visits), and total blocked (0 all time blocked). Below this, there are sections for 'Top Domains (Selected Range)' and 'Blocked Categories'. The 'Top Domains' table shows the most visited websites, and the 'Blocked Categories' section indicates no blocked attempts today.

#	Domain	Visits	Time Spent
1	www.typewizz.com	33 visits	15m 34s
2	muugadmission.samarth.edu.in	27 visits	31m 17s

Chapter 7: Your Role as Mentor — Not Teacher

The Mindset Shift That Changes Everything

Every person who opens a tuition centre thinks they need to teach. They prepare lesson plans, rehearse explanations, and feel anxious if they don't know a topic well enough. That's the old model.

Your job is different. You are a mentor. A learning coach. A safe adult who shows up consistently, notices when students are struggling, and creates an environment where learning happens between students and the AI — not between you and the students.

This is actually harder than teaching, because it requires patience over performance. But it's also more impactful.

What You Do Instead of Teaching

Mentor Action	How It Looks in Practice
Circulate every 10 minutes	Check each pair's screen. Ask 'what are you working on?'
Ask before explaining	If a student seems stuck, ask 'what did Eklavya say about this?' before jumping in
Facilitate peer help	If student A understands something student B doesn't, pair them
Manage the room energy	If the batch is getting restless or distracted, redirect with a challenge
Document observations	Make quick notes about each student — what clicked, what didn't
Begin and end intentionally	Open with a 5-minute warm-up. Close with a 5-minute reflection.

The Daily Session Flow

Each 2-hour batch should follow a consistent structure. Consistency is itself a learning tool — students who know what to expect are less anxious and more focused.

Time(in hours)	Activity	Mentor's Role
0:00–0:05	Arrival and setup	Students sit, log in, greet each other. You take attendance.
0:05–0:15	Opening circle (optional)	Quick check-in: 'What topic are you working on today?' or 'What's one thing you understood better this week?'
0:15–1:40	Independent AI-guided learning	Students work on Eklavya. You circulate. No interruption for class-wide lectures.
1:40–1:50	Peer sharing	2–3 students share one thing they learned. Others can ask questions.
1:50–2:00	Wrap-up	Quick progress log, reminders for tomorrow, positive send-off.

Handling Common Situations

The student who says 'I'm done'

This usually means one of three things: they've genuinely finished what they set out to do (good — redirect them to the next topic), they're avoiding something hard (probe with 'show me what you worked on'), or they're just tired (normal — give them a 5-minute break and restart).

The student who's way ahead of others

Let them go deeper. Eklavya can handle advanced topics. A Class 7 student who finishes their maths chapter can explore Class 8 maths or go deeper into Class 7 science. Don't cap curiosity.

The student who won't engage at all

Don't force it publicly. Have a quiet one-on-one conversation outside the batch if needed. Sometimes the issue is at home. Sometimes the student has a fear of being wrong in front of others. Sometimes they just need to see that you're genuinely interested in them as a person, not just as a paying customer.

Two students who argue about the PC

Establish simple rules from day one: alternate who types every 15 minutes, the student not typing is still engaged (reading the screen, discussing the answer). A small timer on the desk helps. Make them responsible for the system — don't referee every dispute.

The franchisees who succeed at this model are not the ones who know the most maths. They're the ones who genuinely like being around teenagers, who stay calm when students are difficult, and who show up consistently every single day. Consistency is your superpower.

Chapter 8: Getting Your First 20 Students

The Truth About Marketing a Tuition Pod

You are not marketing to students. You are marketing to parents. Specifically, to mothers between 30 and 45 who are worried about their child's school performance and who talk to each other every day — at the water pump, the vegetable market, the school gate, and now on WhatsApp groups.

Your first 10 students will come from your own social network. Your next 10 will come from those 10 students' parents talking to other parents. This is word-of-mouth, and it's still the most powerful marketing channel in Indian Tier 2 and Tier 3 cities.

The Launch Sequence — Month by Month

6 Weeks Before Launch: Prepare Your Evidence

- Set up your space completely before you show it to anyone
- Run a 'practice batch' with 2–3 neighbourhood kids (siblings of friends, relatives' children) for 2 weeks — free
- Take photos of children actively learning on the PCs
- Generate your first ApniPrerna reports — even from this trial run
- These become your credibility materials for parent conversations

4 Weeks Before Launch: Activate Your Network

- Tell every parent you know personally — 'I'm opening a digital learning centre'
- Visit the nearest government school and introduce yourself to the teachers (not the principal — classroom teachers, who parents trust)
- Post in local WhatsApp groups you're already in — not spam, just a genuine announcement with photos
- Put a simple handmade sign outside your space — curious people will ask

Launch Week: The Parent Open House

Before your first paid batch, do a free 'open house' session. Invite 15–20 parents with their children. Run a 30-minute demo batch. Show them Eklavya in action. Show them the ApniPrerna dashboard. Answer questions. Offer a free trial week.

This is the moment that converts curious parents into paying customers. Don't skip it.

Pricing Conversations

₹1,000/month is your starting price. When parents ask 'why not ₹500 like the neighbourhood tuition uncle?', the answer is simple:

'Because neighbourhood tuition gives your child one tired teacher and 30 other kids. Here, your child learns with an AI that has infinite patience, adapts to their exact level, and works at whatever pace they need. And every month, you'll get a detailed report of exactly what your child learned. Can the other place give you that?'

You are not competing on price. You are competing on value and evidence. Never apologise for your price.

The Trial Week Strategy

Offer a free one-week trial to every new student. This removes the parent's risk entirely. In that week, you need to wow the child enough that they come home excited — because a child who says 'Mummy, can I go back?' is your best salesperson.

During the trial week, be your most attentive self. Learn every student's name by day two. Notice what interests them and let Eklavya take them there. Create one moment of visible progress that you can share with the parent by Friday.

Retention — Keeping Students Month After Month

Getting 20 students is hard. Keeping them is your actual business. Here's what drives retention:

- Progress parents can see (ApniPrerna reports, shared monthly)
- A child who genuinely wants to come — not dragged, but choosing
- Consistency from you — showing up, being warm, being the same person every single day
- Small celebrations: a 'learner of the week' certificate costs nothing and means a lot to a 10-year-old
- Making parents feel like partners, not just payers

Chapter 9: Day-to-Day Operations

Your Daily Schedule

Running two 2-hour batches means your working day looks like this:

Time	Activity
3:00–3:45 PM	Prepare the space. Turn on PCs. Check internet. Review yesterday's ApniPrerna notes.
3:45–4:00 PM	Students arrive for Batch 1. Take attendance. Do quick check-ins.
4:00–6:00 PM	Batch 1 — 10 students, AI-guided learning with your mentoring.
6:00–6:15 PM	Batch 1 students leave. Batch 2 students arrive. Quick turnover.
6:15–8:15 PM	Batch 2 — 10 students, same structure.
8:15–8:45 PM	Log notes. Update ApniPrerna records. Send any parent updates needed.

That's a 5.5-hour working day, 6 days a week (Monday–Saturday). Sunday is your admin day — tracking, planning, family time.

Attendance and No-Shows

Students will miss days. Parents get sick, family events happen, exam pressure peaks at the wrong time. How you handle this shapes your reputation.

- Keep attendance records — a simple paper register or a WhatsApp message to parents on missed days
- If a student misses 3 consecutive days without notice, call or message the parent — don't assume they're dropping out
- Offer no makeup sessions in the traditional sense — Eklavya is always available, so a student can 'catch up' by doing a longer session when they return
- Never shame a student for absence — ask 'glad you're back, what are you working on today?'

Fee Collection

Collect fees on the 1st of every month. Use UPI for payment — it's instant, trackable, and parents find it easy. Set up a dedicated UPI ID for your pod's income.

- Send a WhatsApp reminder on the 28th of every month — polite, not demanding
- Give a handwritten or WhatsApp receipt for every payment
- If a family is genuinely struggling in a particular month, use your judgment — one month's grace for a loyal family is worth more than the fee
- Track all payments in a simple spreadsheet — monthly revenue, dues outstanding, payment dates

Managing Holidays and Exams

Government school exam periods are your busiest time — students want more help, not less. During March–April (board exam months), consider offering extended sessions or weekend specials at a small premium. This is when families value your service most. Don't close for exams.

Summer vacations (May–June) are a natural low point. Use this time to run an intensive summer learning programme, enroll new students for the next academic year, and refresh your own skills on how to use the tools better.

When Things Go Wrong

PC breaks down mid-batch

Combine the two students from the broken PC with a pair at an adjacent PC temporarily. Three students at one PC is uncomfortable but manageable for one session. Contact the warranty support line immediately. Don't let it drag past 48 hours. With 10 PCs, one down still leaves 18 of your 20 students working — keep the session going normally.

Internet goes down

Use your mobile hotspot. Run offline activities: have students explain a topic they learned to a partner, work through a printed worksheet, or have an open discussion about what they've learned recently. Eklavya also has some offline-capable features.

An upset parent

Listen first. Don't defend. Then bring up the data from ApniPrerna and work through it together. Most parent complaints come from a place of anxiety about their child, not from genuine dissatisfaction with you. A parent who feels heard is usually manageable.

Chapter 10: Building Your Reputation in the Community

You Are Not Running a Business. You Are Building Trust.

The tuition business in India runs on one thing: trust. Parents are handing you their child — the thing they care most about in the world — for two hours a day. The moment they trust you, everything else becomes easier. Getting that trust, and keeping it, is your actual job.

The First 90 Days — Trust Building Phase

Your first three months are not about profit. They're about proving yourself. Go above and beyond in ways that don't scale but that build lasting loyalty:

- Remember every student's name and something personal about them — their favourite subject, their hobby, their sibling's name
- Respond to parent messages within a few hours
- Share one unexpected positive observation about each student to their parent within the first month
- Be visibly present — if a student peeks in to ask about joining, give them 10 minutes right then

Community Involvement

Your pod doesn't exist in isolation. The more visible you are in the community beyond your four walls, the more trust you build:

- Volunteer to speak at the nearest government school's parent-teacher meeting — five minutes on 'how AI is changing learning for your children'
- Participate in local events — Republic Day programmes, colony clean-up drives — not because it helps business directly, but because community members remember who shows up
- Be the person who organises a small learning event for local kids once a year — a quiz, a drawing competition, something that makes your pod a community hub, not just a commercial service

Using WhatsApp Effectively

WhatsApp is your primary communication channel. Use it professionally, not randomly:

- Create a separate group for each batch's parents — updates, reminders, sharing wins
- Post genuinely useful content occasionally: 'Ekavya tip of the week', 'how to support your child's learning at home'
- Share individual student wins directly (not in the group) — 'Rahul asked really thoughtful questions today, I think he's starting to enjoy science'
- Never use the groups for complaints, fee pressure, or anything that embarrasses a student or parent

One franchisee in Pune noticed that the parent WhatsApp group was more active on Sunday evenings when families were thinking about the week ahead. She started sending a 'learning focus for this week' message every Sunday evening — short, useful, personal. Her batch retention went from 60% to 90% in four months.

Dealing with the Local Coaching Centre

At some point, the established coaching centre in your area will notice you. Maybe they'll lower their prices. Maybe they'll spread a rumour that 'AI can't really teach.' Here's how you handle it:

You don't fight them. You differentiate. They're offering mass instruction. You're offering personalised, tracked, evidence-based mentoring. These are different products. Parents who care enough to compare will choose you once they see your ApniPrerna data.

Be respectful about competitors when parents ask. Say 'I can only speak about what we do here.' Let your results do the talking.

Chapter 11: Growing Your Pod — Year 2 and Beyond

Signs You're Ready to Scale

Don't try to scale too early. Scaling a broken model just breaks it faster and at higher cost. You're ready to think about growth when:

- You've been running consistently for at least 9–12 months
- Your 20 seats are full or close to full on a monthly basis
- You have a waitlist of students or parents who want to join
- Your ApniPerna data shows genuine learning progress across most students
- You're making money reliably and have some savings buffer

Growth Options

Option 1: Add a Third Batch

The simplest expansion — no new space, no new PCs. Add a Saturday morning batch, or a morning batch before school for older students (some Class 10–12 students prefer early morning hours). This can add ₹5,000–8,000 in monthly revenue with minimal extra cost.

Option 2: Expand Your Space

If you can find an adjacent room or move to a bigger space, doubling to 300 sq ft with 10 PCs and 20 students per batch changes your economics dramatically. At full capacity with three batches: 60 students × ₹1,000 = ₹60,000 monthly revenue.

Option 3: Open a Second Pod with an Associate

You mentor someone else — a younger graduate in a nearby neighbourhood — to open their own pod. You become their mentor. They pay you a small referral or mentoring fee. Your network expands without you having to physically run both spaces.

Growth Option	Risk/Reward Profile
Third batch addition	Low risk, same space/equipment, limited upside — good first step
Bigger space expansion	Medium risk, requires investment, significant upside
Second pod with associate	Low personal risk, scalable model, requires mentoring a new person
Weekend intensive programmes	Low risk, seasonal, great for cash flow management
School partnerships	Complex, high volume potential, requires negotiation skills

The Franchise Network Advantage

You're not alone in this. The Teach to Earn network has over 50 active learning pods across 21 states. This network gives you:

- Peer learning from franchisees who've solved the problems you're facing
- Collective bargaining — if the network negotiates better internet rates or PC deals, you benefit
- Credibility with parents — being part of a national network matters in Trust 2 cities
- Potential for referrals — when a family moves from one city to another and there's a Teach to Earn pod near their new home

Your Financial Milestones

Timeline	Financial Goal	Operating Milestone
Month 3	Break even on monthly costs	Pod running, 20–28 students enrolled
Month 6	₹12,000–16,000 monthly profit	32–36 students, reputation building
Month 12	₹18,000–24,000 monthly profit	Full 40-student capacity, strong retention
Month 18	₹30,000–40,000 monthly profit	Third weekend batch added or expansion planned
Month 36	Hardware investment recovered	PC warranty still active, scaling options open

Chapter 12: Frequently Asked Questions

About the Model

Q: I'm a commerce graduate. Can I run a pod if I don't know science and maths?

Yes. You're not teaching these subjects. Eklavya is. Your job is to create the environment, build relationships with students and parents, and manage the operations. You need to understand the tools, not the curriculum.

Q: What if a student asks me a question I can't answer?

Say exactly that: 'I'm not sure — let's ask Eklavya together.' Then sit with the student and work through the AI's explanation together. This models exactly the learning behaviour you want students to develop. You being honest about not knowing something is a teaching moment, not a failure.

Q: Can I run this from my home?

Yes, and many franchisees do. A spare bedroom of 150 sq ft works. The practical considerations are: privacy (do you have a separate entrance?), noise (will your own family be disturbed?), and professionalism (does the space look like a learning centre to a parent who visits?). A simple separation between the learning space and living space solves most of it.

Q: What age groups work best?

Classes 5–10 (ages 10–16) are the sweet spot. Old enough to engage with the AI independently. Young enough that parents are actively involved and willing to invest. Students younger than 10 need more hand-holding. Students older than 16 (Class 11–12) often have JEE/NEET-specific needs that specialised coaching centres serve better.

About the Technology

Q: What if students just use the PC to play games or browse YouTube?

The Apna PC is configured to minimise this. Zorin OS can be set up with restricted access to non-educational websites. Eklavya is the default application. And frankly, with you in the room circulating every 10 minutes, students have limited opportunity and motivation to waste time. Set clear expectations from day one.

Q: Does Eklavya work without the internet?

Some features work offline, but the AI tutor functionality requires an internet connection. This is why reliable broadband is non-negotiable. Treat it as infrastructure, not a nice-to-have.

Q: What happens to student data on ApniPrerna?

Student data is stored securely and used only for learning tracking within your pod. You own the relationship with your students. If you ever stop being a franchisee, you retain your relationships with those families — the platform doesn't own your community.

About Money

Q: Can I get a loan to start?

Yes. MUDRA Yojana (Pradhan Mantri MUDRA Yojana) provides loans up to ₹10 lakhs for micro-enterprises without collateral. A Learning Pod qualifies. Your local bank or NBFC can process this. The Teach to Earn network can provide documentation to support your loan application.

Q: What if I can't fill both batches in the first month?

Completely normal. Start with one batch of 10–15 students and build from there. One batch at ₹10,000–15,000 revenue per month is workable if your space costs are low. Don't wait for perfect occupancy to open — students won't come to a pod that doesn't exist yet.

Q: Can I raise fees after the first year?

Yes, with appropriate notice. ₹1,000/month is the starting price point. In Year 2, ₹1,200–1,500 is justifiable, especially if you have 12 months of ApniPrerna data showing real learning progress. Give parents one month's notice and explain the rationale. Parents who've seen results will pay. Parents who haven't will leave — and that's useful information.

Chapter 13: Your First 30 Days — Action Plan

Stop reading and start doing. Here's exactly what to do in your first 30 days.

Week 1: Foundation

18. Contact teachtoearn.in and complete the franchisee registration process
19. Identify your space — measure it, photograph it, confirm the internet connection is possible
20. Order your 10 Apna PCs from apnadc.com — lead time may be 1–2 weeks; ordering early avoids delays
21. Open a dedicated UPI account/ID for your pod income
22. Set up a WhatsApp number that's separate from your personal number for pod business

Week 2: Setup

23. Receive and set up PCs as they arrive
24. Get broadband installed
25. Arrange furniture — keep it simple, keep it clean
26. Set up Eklavya and ApniPrerna on all machines, familiarize yourself thoroughly
27. Create your pod's name and get a basic sign made

Week 3: Soft Launch

28. Run a free trial batch with 4–6 neighbourhood children — tell parents it's free and experimental
29. Learn every student's name. Observe how they interact with Eklavya.
30. Generate your first ApniPrerna report — even if data is limited, practice reading it
31. Take photos of the learning space with students (with parent permission)
32. Identify 3 parents from this trial batch who could refer others

Week 4: Open House and Launch

33. Invite 15–20 parents with their children for an Open House evening
34. Run a 30-minute live demo batch during the Open House
35. Show parents the ApniPrerna dashboard and what monthly reports look like
36. Offer a one-week free trial to all interested students
37. Collect contact details of all interested parents into a WhatsApp group
38. By end of Week 4: have at least 8 confirmed students for Batch 1

The goal of Month 1 is not to make money. It's to learn your tools, understand your students, and earn the trust of 3–4 families who will become your loudest advocates. Everything else follows from that.

Key Contacts and Resources

Resource	Where to Go
Franchise support	teachtoearn.in/contact
Apna PC orders and support	apnapc.com
Eklavya AI tutor	eklavya.io
Student tracking (ApniPrerna)	apniprerna.com
MUDRA loan information	mudra.org.in
Udyam MSME registration	udyamregistration.gov.in

Chapter 14: The Bigger Picture — Why This Matters

What You're Actually Building

When you open a Teach to Earn Learning Pod, you're not just starting a small business. You're becoming a new kind of institution in your community — one that was missing.

India's education system runs on a simple, brutal assumption: some children are worth investing in, and others aren't. The ones who make it to good engineering colleges or become doctors — the system takes credit. The vast majority who don't — the system shrugs.

Your pod challenges that assumption every single day. Because when a Class 7 student from a government school sits down at an Apna PC and asks Eklavya a question she was afraid to ask in class — because she didn't want to look stupid in front of 60 other kids — and she gets a patient, clear, personalised answer, something shifts. She realises she can learn. That she's not stupid. That the system failed her, not the other way around.

You get to be the person who creates that space. That's not a small thing.

The Self-Respect Equation

Most job descriptions for graduates in India's Tier 2 and Tier 3 cities are dispiriting. Back-office data entry. Sales agent for someone else's product. Tuition teacher, underpaid, undervalued, with no growth path.

Running your own Learning Pod is different. You're an entrepreneur. You make decisions. You build relationships. You watch children grow. When a student's exam result comes back better than expected and the parent calls to thank you, you feel something that no salary can generate.

That's the freedom income this model promises. Not just rupees — though those matter — but the freedom to be your own boss, to do meaningful work, and to earn respect in your community through what you create.

A Note on Failure

Some pods won't work out. Some franchisees will underestimate the effort, or pick a location without enough demand, or start without enough saved capital to weather the first slow months. That's real, and you should go in with clear eyes.

The franchisees who succeed share three things: they start lean (not over-investing before they've proven demand), they focus obsessively on the first 10 families (not on grand marketing plans), and they persist through the first three difficult months without panic.

If you do those three things, the model works. Not perfectly. Not without problems. But it works.

Every large coaching empire in India started with one teacher and a few students in a small room. BYJU'S started in 2011 with Byju Raveendran teaching in an auditorium, free. Allen started in a single room in Kota. You're starting in 150 sq ft with better technology than either of them had. The difference is: you're not trying to build an empire. You're building a community. And communities outlast empires.

Final Word

You've read the whole manual. Now close it and go talk to five parents in your neighbourhood today. Not to sell them anything. Just to ask: 'If there was a good, affordable, technology-powered learning centre for your child walking distance from here, would you be interested?'

Listen to what they say. Take notes. Then come back and re-read Chapter 8.

You already know enough to start. The rest you'll learn by doing.

— *The Teach to Earn Team*

teachtoearn.in | apnapc.com | eklavya.io | apniprerna.com

Chapter 15: The Edupreneur Mindset — Master of Your Own Time and Future

Why This Is Different From a Job

Every job you have ever had or considered has one thing in common: someone else decides when you show up, what you do, how long you stay, whether you get a raise, and whether you still have that job next year. Most people accept this arrangement because they don't see an alternative.

Running a Teach to Earn Learning Pod is that alternative. Not because it's easy — it isn't, especially in the first six months — but because the rules are yours. You set the hours. You decide how many students to take. You control the quality of the experience. You keep the profits. And you can grow as fast or as slowly as your life allows.

That's what micro-entrepreneurship looks like from the inside. Not a startup pitch. Not a billion-rupee dream. Just a person who decided to own their time and built something real in their own community.

'Micro-entrepreneurship' doesn't mean small ambitions. It means starting where you are, with what you have, and building something sustainable before you build something big. The prefix 'micro' refers to your starting size, not your ceiling.

The Edupreneur Identity

You are not a tuition teacher. You are not an employee. You are an edupreneur — an education entrepreneur who has built a business around helping children learn.

That word matters. Tuition teachers get paid for hours. Edupreneurs build systems. Tuition teachers are replaceable. Edupreneurs build trust and reputation that belong to them and cannot be taken away. Tuition teachers worry about the next student leaving. Edupreneurs build waiting lists.

The shift from 'I run tuition classes' to 'I run a digital learning centre' changes how you think about your work, how you speak about it to others, and how parents perceive you. Start with the identity and the business will follow.

What You Are Actually Building

Tuition Teacher	Edupreneur
A tuition teacher builds...	An edupreneur builds...
Dependence on their own teaching ability	A system that works with or without them teaching
Income from their own time	Income from a process (AI + mentoring + tracking)
A client list that leaves when they leave	A community reputation that compounds over years
An hourly rate	A monthly recurring revenue model
A job with no exit	An asset that can be scaled, delegated, or sold

Your Primary Motivation: Mastery of Time

Ask anyone who has worked a salaried job for five years what they regret most, and the answer is almost never the money. It's the time. The commute that consumed two hours a day. The meetings that served no purpose. The performance reviews where someone else decided your value.

Your Learning Pod eliminates most of this:

- Zero commute. Your workplace is where you live or is walking distance from where you live. The average Indian urban commuter spends 90 minutes daily in transit. That's 27 full working days a year — given back to you.
- Predictable hours. You run two 2-hour batches, six days a week. That's 24 hours of direct student contact per week — less than a part-time job. The rest is admin, community engagement, and growth.
- Seasons that match life. School holidays are your natural off-season (or your expansion season for holiday programs). You can adjust your schedule around family events, health, and personal priorities in ways no employer will ever offer.
- Location independence within your community. Unlike remote work, which isolates people, your work keeps you connected to your neighbourhood — the place you actually live in and care about.

A Teach to Earn franchisee in Nagpur calculated that by running her pod from her home, she saves ₹3,200/month in commute costs, 90 minutes per day in travel time, and the emotional cost of answering to a manager who didn't understand her work. She calls that 'the invisible salary' that never appears in her P&L but is real every single morning.

Financial Independence, Step by Step

Financial independence doesn't mean being rich. It means your income is enough to cover your life, comes from something you control, and isn't at risk of disappearing because someone above you had a bad quarter.

The Teach to Earn model builds towards this in three stages:

Stage	Operating Picture	Financial Goal
Stage 1: Stability (Months 1–12)	20–40 students enrolled, one or two batches, all systems running	Income: ₹16,000–27,000/month. Goal: cover your personal costs and build savings.
Stage 2: Freedom (Months 12–24)	Full capacity + community services + senior batch	Income: ₹40,000–52,000/month. Goal: savings buffer, small investments, no financial anxiety.
Stage 3: Growth (Year 2+)	Second pod, associate model, or expanded space	Income: ₹70,000–₹1,20,000+/month. Goal: build an asset, not just a job.

If You Are More Ambitious: Growing Beyond One Pod

The single-pod model is satisfying and sustainable. But some franchisees will want more. Here's how growth actually works in this model — and why it's different from most businesses.

The Associate Model: Expand Without Burning Out

The most sustainable growth path is not running two pods yourself — it's mentoring someone else to run one. You find a graduate in a nearby neighbourhood (2–3 km away, different student catchment), train them in the system over 4–6 weeks, support their launch, and collect a small mentoring or referral fee from their revenue (typically 5–10%).

This mirrors exactly what the ApniPathshala network has done to grow from 1 pod to 120+ across India. Each pod manager who succeeds becomes a node in a network of trusted, trained, community-embedded edupreneurs. You don't build an empire. You build a constellation.

Timeline	What This Looks Like
Month 1–3	Your associate shadows you in your pod, learns the systems, meets the community
Month 4–5	Associate opens their pod with your active support. You visit weekly.
Month 6+	Associate runs independently. You receive 5–10% of their monthly revenue as a mentoring fee.
At 3 associate pods	₹7,000–12,000 per month in passive income, on top of your own pod revenue
At 5 associate pods	You become a cluster coordinator — a node in the Teach to Earn network with significant influence and income

Expanding Your Own Space

If the demand is there and a larger space becomes available, expanding to 20 PCs and 40 students per batch (80 students total) roughly triples your tuition revenue. This requires a larger space (450–500 sq ft), a second person to help manage sessions, and stronger internet infrastructure. It's a meaningful capital investment — best done in Year 2 or 3, not Year 1.

Building the Brand

After 2–3 years, the most valuable thing you own is not your PCs or your lease. It's your name in the community. Parents across your area know who you are, what you do, and that you deliver. That reputation:

- Commands higher fees (Year 3 franchisees commonly charge ₹1,500–2,000/month with full occupancy)
- Attracts school partnerships — principals who want to offer their students something better
- Opens doors to corporate CSR funding for students who can't afford even ₹1,000/month
- Enables you to train and certify new franchisees yourself, creating another income stream

Self-Respect and Community Standing

This is the part of the business plan that doesn't fit in a spreadsheet, but it might be the most important thing to understand.

The Teach to Earn franchisee who has been running their pod for two years occupies a particular position in their neighbourhood. They are the person who educated the children. They are the person parents trust with their most important asset. They are the reason a Class 8 student from a government school understood algebra for the first time.

In a country where self-employment often carries a stigma — 'couldn't get a government job' or 'what does he actually do all day' — the edupreneur does something visible, valued, and socially important. Neighbours see children going to your pod every day. Parents talk about your monthly reports. Students mention your name when they score well.

That is not a small thing in any culture. In Indian Tier 2 and 3 cities, where a person's standing in the community is often the difference between a life of anxiety and a life of dignity, it matters enormously.

One Teach to Earn franchisee in Jalgaon said this after 18 months: 'Before I opened the pod, I was 'Ramesh the BCom graduate who couldn't find a job.' Now I'm 'Ramesh Sir, the one who runs the computer learning centre.' My father introduced me to someone at a wedding last month and said he was proud of me. That has never happened before. No salary can buy that.'

The Compounding Effect of Doing Good Work

Good businesses in education compound differently from other businesses. Each student who improves sends a sibling. Each parent who trusts you tells three others. Each year you operate, your reputation deepens and your student acquisition cost drops towards zero.

A Teach to Earn pod that operates consistently for three years in the same community has essentially built a moat that no big EdTech company, no coaching chain, and no government scheme can easily replicate. Because what you have built is trust. And trust, in education, is everything.

Appendix A: Monthly Checklist for Franchisees

Every Day

- Turn on all 10 PCs and verify internet connection before first batch
- Take attendance for both batches (paper register or ApniPrerna)
- Circulate at least 3 times per batch and glance at every screen
- Note any student who seems disengaged or struggling
- End each session with a brief 5-minute reflection

Every Week (Saturday/Sunday)

- Pull ApniPrerna weekly summary for all students
- Identify top engagers and bottom engagers
- Send progress updates to parents of any student with significant changes
- Confirm enrollment status for next week
- Check PC health — any issues, contact support immediately
- Post one useful update in parent WhatsApp groups

Every Month (1st week)

- Collect fees from all enrolled students (UPI, with receipt)
- Generate full ApniPrerna monthly reports for all students
- Send individual parent progress messages (use templates in Appendix B)
- Follow up with any parent whose child has dropped to low engagement
- Update financial spreadsheet (use template in Appendix H)
- Enroll any waitlisted students for the coming month

Appendix B: Sample Parent Communication Templates

Welcome Message (New Student)

Welcome to [Pod Name]! I'm [Your Name], and I'll be mentoring [Student Name] through their learning journey here. We use Eklavya, an AI tutoring tool, along with ApniPerna to track how your child is learning. I'll send you a monthly progress update. Please save this number for any questions. Looking forward to a great year with [Student Name]!

Monthly Progress Update

[Student Name] had a strong month! They completed [X] learning sessions and explored topics across [subjects]. Their most active area was [subject]. I'm seeing [one specific positive observation]. Next month we'll focus more on [one area for growth]. Happy to chat if you have questions!

Engagement Alert (Student Missing Sessions)

Hi, I wanted to check in — [Student Name] has been less active in sessions recently. Nothing to worry about, but I want to make sure everything is okay at home and that we're supporting them well. Would you have a few minutes to chat this week?

Fee Reminder

Hi [Parent Name], just a gentle reminder that [Student Name]'s monthly fee of ₹1,000 for [Month] is due. Please pay via UPI to [UPI ID] at your convenience. Thank you for your continued trust in us!

Holiday/Schedule Change Notice

Dear Parents, please note that [Pod Name] will be closed on [Date] for [Reason]. Regular sessions resume on [Date]. Students who wish to catch up can use Eklavya.io at home during this time — the AI tutor is always available. Thank you!

Appendix C: Economics Summary Sheet

Quick Reference — Standard Pod (10 PCs, 40 Students)

Metric	Figure	Notes
Setup cost	₹4,23,000	10 PCs + furniture + setup + buffer
Monthly revenue (80%)	₹32,000	32 students × ₹1,000
Monthly revenue (100%)	₹40,000	40 students × ₹1,000
Monthly costs (rented space)	₹15,750	Rent + internet + electricity + fees
Monthly costs (own space)	₹4,750	Internet + electricity + fees only
Net income (rented, 80%)	₹16,250	Strong viable income
Net income (own space, 80%)	₹27,250	Most home-based franchisees
Break-even (rented)	~26 months	On total investment
Break-even (own space)	~17 months	On total investment
Revenue with 3rd weekend batch	₹60,000	60 students × ₹1,000 (Year 2 target)

Appendix D: Sample Student Enrollment Form & Refund Policy

Part 1: Student Enrollment Form

(To be filled by parent/guardian at the time of joining. Keep one copy with the center, give one to the parent.)

STUDENT ENROLLMENT FORM — [POD NAME]

Student's Full Name	_____
Date of Birth	_____
Class / Grade currently studying	_____
School Name	_____
Board (CBSE / State Board / ICSE)	_____
Parent / Guardian Name	_____
Relationship to Student	Father / Mother / Guardian
Mobile Number (Primary)	_____
Mobile Number (Alternate)	_____
Home Address	_____
How did you hear about us?	Friend / School / WhatsApp / Signboard / Other
Batch Preference	Batch 1 (4–6 PM) / Batch 2 (6–8 PM)
Enrollment Date	_____
Monthly Fee Agreed	₹1,000 per month
First Month Fee Paid (₹)	_____
Payment Method	UPI / Cash
UPI Transaction ID (if applicable)	_____

Declaration by Parent / Guardian

I confirm that the above information is accurate. I have read and understood the fee structure, refund policy, and center rules. I agree that my child will follow the center's code of conduct and I will be informed of their learning progress monthly via ApniPerna reports. I understand this center operates in accordance with Ministry of Education Guidelines (January 2024).

Signatory	Signature / Date
Parent/Guardian Signature	_____
Date	_____
Center Manager Signature	_____
Date	_____

Part 2: Refund Policy

This refund policy complies with Ministry of Education Guidelines (January 2024) and applies to all students enrolled at this Teach to Earn Learning Pod.

Fee Structure

- Monthly fee: ₹1,000 per student, payable in advance by the 1st of each month
- No annual registration fee or hidden charges
- Trial week (first 7 days for new students) is provided free of charge

Refund Entitlement

Situation	Refund Rule
Withdrawal within 10 days of fee payment	Full pro-rata refund for unused days
Withdrawal after 10 days	No refund for the current month; next month fee not charged
Center-initiated cancellation (e.g., closure)	Full refund of current month's fee within 7 working days
Extended illness (7+ days, medical certificate required)	Pro-rata refund for days missed beyond 7
Trial week cancellation	No charge — trial is free

How to Request a Refund

39. Inform the center manager in writing (WhatsApp message is acceptable)
40. State the reason for withdrawal and the date from which you are leaving
41. Refund will be processed via UPI to the same number used for payment within 7 working days
42. Any disputes should first be raised with the center manager, and if unresolved, escalated to teachtoearn.in

Policy note for franchisees: Always honor pro-rata refunds within 10 days — this is both a Ministry guideline requirement and the right thing to do. A parent who gets a fair refund tells three people. A parent who fights for a refund tells thirty.

Appendix E: Ministry of Education Guidelines Compliance Checklist (January 2024)

The Ministry of Education issued guidelines for private tuition and coaching centres in January 2024. Below is a full compliance checklist tailored to the Teach to Earn Learning Pod model, with notes on your default compliance status.

Compliance Status Key

Status	Meaning
AUTO-COMPLIANT	Your pod complies by default due to its design — no action needed
ACTION REQUIRED	You need to take a specific step before or after opening
MONITOR	Ongoing responsibility — build this into your routine

Full Compliance Checklist

Guideline	Status	Notes / Action
Registration requirement	AUTO-COMPLIANT	Mandatory registration applies only to centers above a size/revenue threshold. Standard Teach to Earn pods (40 students, home/small commercial) are exempt from mandatory registration. Verify local threshold with your municipal office.
Student age / class focus	AUTO-COMPLIANT	Guidelines prefer post-Class 10 or 16+ year-old students, with focus on Classes 8–12. Your pod's primary target of Classes 8–10 is fully within scope.
Operating hours	AUTO-COMPLIANT	Guidelines require after-school hours only, maximum 5 hours/day. Your model runs 2 × 2-hour batches (4 hours total). Fully compliant.
Space per student	AUTO-COMPLIANT	Minimum 1 sq metre per student required. Your 250–300 sq ft for 20 students = 12.5–15 sq ft (1.2–1.4 sq m) per student. Comfortably compliant.
Faculty qualification	AUTO-COMPLIANT	Minimum graduation qualification required for faculty. All Teach to Earn franchisees are graduates by requirement. Keep your degree certificate on file at the center.
No misleading claims	MONITOR	You may not claim specific rank improvements, guaranteed marks, or results you cannot substantiate. Never say 'your child will score 90%+'. You can share real ApniPrerna data and real student outcomes with permission.
Fire safety NOC	ACTION REQUIRED	Obtain a Fire Safety No Objection Certificate from your local fire department. For small centers (<300 sq ft, ground floor), this is usually a simple process. Cost: ₹500–2,000. File it before opening.

First aid kit	ACTION REQUIRED	Maintain a basic first aid kit on the premises. A standard kit (bandages, antiseptic, thermometer) costs under ₹500. Keep it visible and accessible.
Child protection (POCSO)	ACTION REQUIRED	Display the POCSO Act provisions (child protection) prominently. Keep a printed copy. Ensure you as the franchise manager understand your legal obligations as a responsible adult in charge of minors.
Pro-rata refund policy	ACTION REQUIRED	Must offer pro-rata refunds within 10 days of fee payment. Your refund policy (Appendix D) satisfies this requirement. Display it at the center and include it in your enrollment form.
Transparent fee disclosure	ACTION REQUIRED	Fees must be clearly displayed in your prospectus/website and at the center. Put your fee structure on a printed notice at the center and on any WhatsApp/digital materials.
Attendance records	MONITOR	Maintain student attendance records. ApniPrerna's login tracking counts for this — supplement with a physical attendance register as backup.
Grievance mechanism	ACTION REQUIRED	You must have a visible grievance redressal process. Simple fix: display your WhatsApp number and email for complaints, plus the Teach to Earn support contact (teachtoearn.in/contact).

Your Pre-Opening Action List

Before you admit your first paying student, complete these 5 steps:

43. Obtain Fire Safety NOC from local fire department
44. Purchase first aid kit and mount it visibly at the center
45. Print and display POCSO provisions and your grievance contact details
46. Display fee structure clearly at the center and in your WhatsApp broadcast materials
47. Confirm your enrollment form includes the refund policy (Appendix D template)

The good news: most of these are one-time tasks that take a weekend to sort out. The guidelines are designed to weed out predatory coaching factories, not small community learning centers like yours. Your model is almost perfectly aligned with what the Ministry was trying to encourage.

Appendix F: Apna PC Setup Guide

Follow this guide when you receive your Apna PCs. Setting them up correctly the first time saves hours of troubleshooting later.

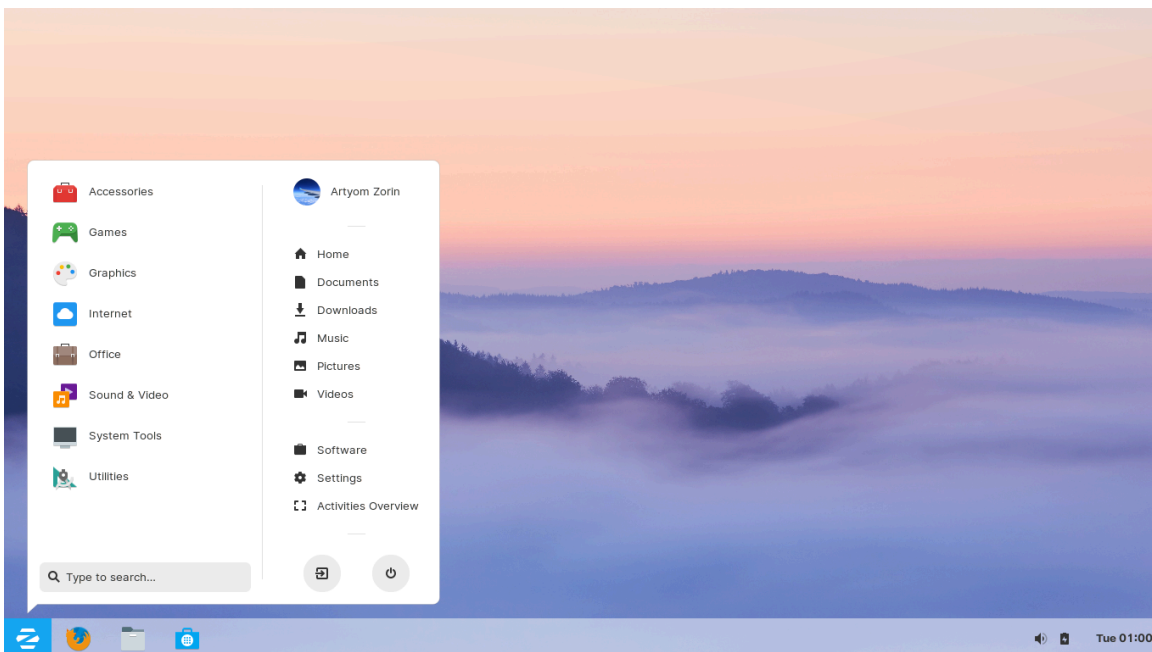
Step 1: Unboxing and Physical Setup

48. Unbox each PC carefully. Keep all packaging until you confirm each unit works — warranty returns require original packaging.
49. Verify box contents: PC unit, power cable, keyboard, mouse, monitor cable (HDMI or VGA depending on your monitor). If anything is missing, contact support before setup.
50. Place each PC on its designated table. Ensure at least 15cm clearance around each unit for ventilation — PCs running for 4+ hours generate heat.
51. Connect: power cable → wall socket (via surge protector), monitor cable → monitor, keyboard and mouse → USB ports. Keep cables tucked and out of student foot traffic.

Step 2: First Power-On

52. Power on the first PC. You will see the Zorin OS boot screen — an orange and grey logo.
53. Zorin OS is pre-configured for your pod. You do not need to install anything or enter licence keys.
54. The default desktop shows three icons: Eklavya (AI Tutor), ApniPrerna (Student Tracker), and Firefox browser. These are the only three applications students need.
55. Log in with the credentials provided in your franchise setup email from Teach to Earn. Each PC uses the same login for simplicity.

Screenshot placeholder — Desktop view: Three icons on Zorin OS desktop: Eklavya (orange), ApniPrerna (blue), Google Chrome . Clean, uncluttered. No games, no social media shortcuts.



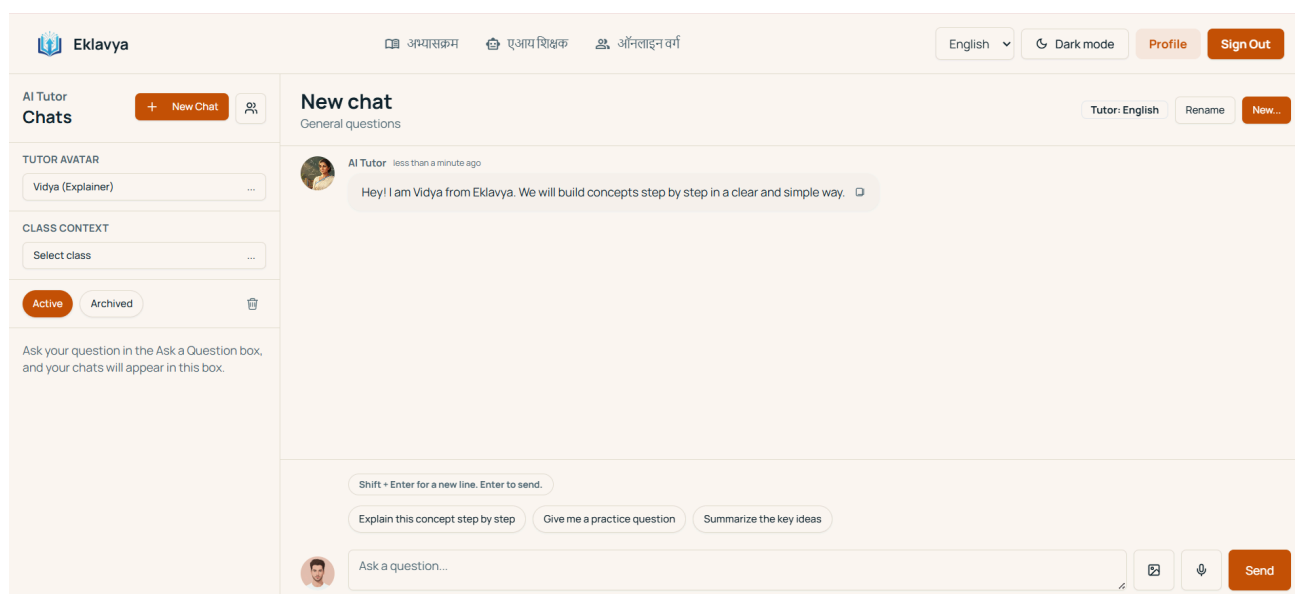
Step 3: Connecting to Internet

56. Open Settings → Network → Wi-Fi (or plug in the ethernet cable for wired connection — wired is always more stable).
57. Select your router's network name (SSID) and enter the password.
58. Test the connection: open Firefox and go to eklavya.io. If the page loads, you are connected.
59. Repeat for all 10 PCs. This takes about 20 minutes for the full setup.

Step 4: Setting Up Eklavya on Each PC

60. Click the Eklavya icon on the desktop. It opens in the browser.
61. Log in with your pod's Eklavya credentials (provided in your franchise welcome email).
62. Create student profiles: go to Dashboard → Students → Add New. Enter each student's name, class, and board. You will do this for all enrolled students before the first session.
63. Each student pair will use the same PC daily — assign PC 1 to students A and B, PC 2 to students C and D, and so on. This makes tracking consistent.

Screenshot placeholder — Eklavya dashboard: Student list on left panel, learning activity feed on right, topic progress bars per student. Clean interface in orange and white.



Step 5: Setting Up ApniPrerna

64. Click the ApniPrerna icon. Log in with your pod manager credentials.
65. Go to Roster → Add Students and enter the same student list you created in Eklavya. The two systems sync — Eklavya activity appears in ApniPrerna reports automatically.
66. Run a test: have one student log in to Eklavya and ask any question. Within a few minutes, the activity should appear in ApniPrerna under that student's profile.
67. Confirm you can generate a sample progress report: Reports → Student Report → Select student → Generate. This is what you will send to parents monthly.

Screenshot placeholder — ApniPrerna monthly report preview: Student name, sessions completed, topics covered (subject-wise bar chart), questions asked count, trend graph (week-by-week engagement). Clean, parent-friendly layout.

The screenshot shows the Apni Pathshala dashboard with the following sections:

- Dashboard Overview & Stats:** Includes a search bar and notification icons.
- Most Usage Users:** A table listing the top 5 users by total usage time.

#	User	Pod	Total Usage	Active Time	Visits
1	Vansh Patel vanshpater	LFP Tardeo POD-633BB0	3h 58m	3h 15m	35 visits 0 blocked
2	Raiyan Ansari raiyanansari	LFP Tardeo POD-633BB0	3h 51m	3h 19m	327 visits 4 blocked
3	Atharva Vanga atharvavanga	LFP Tardeo POD-633BB0	2h 57m	2h 56m	430 visits 0 blocked
4	Anmol Tiwari anmoltiwari	LFP Tardeo POD-633BB0	2h 36m	2h 32m	325 visits 12 blocked
5	Nusrat Shaikh nusratshaikh	LFP Tardeo POD-633BB0	2h 25m	2h 20m	243 visits 0 blocked
- Top Performing Pods:** A table showing pod performance metrics.

#	Pod	Engagement	Activity Volume	Performance Score
1	LFP Tardeo POD-633BB0	41.51% 22/53 students	3268 visits	38h 17m
- Learning Centers:** Shows 1 active center in the current filter scope. Includes buttons for 'Manage Centers' and 'Report an Issue'.
- Navigation & User Info:** A sidebar on the left contains menu items like 'Command Center', 'Projects', 'Live', 'Centers', 'Students', 'POD Leader Activity', and 'Parents'. At the bottom, it shows 'Admin Super Admin' and a 'Log out' button.

Step 6: Daily Startup Routine (30 seconds per PC)

68. Power on all 10 PCs at least 15 minutes before the first batch
69. Confirm internet connection is working on at least 2 PCs (if 2 work, all 10 should be fine)
70. Log in to Eklavya on all 10 PCs — leave it on the student login screen
71. You are ready for students

Troubleshooting Quick Reference

Problem	First Response
PC won't turn on	Check power cable connection and surge protector switch. Try a different socket.
PC turns on but no display	Check monitor cable at both ends. Try pressing the monitor's input button to cycle sources.
Eklavya won't load	Check internet connection. Restart Firefox. If still failing, restart the PC.
Internet not connecting	Restart the router (unplug, wait 30 seconds, replug). Check that the router's internet light is on.
PC running very slowly	Restart the PC. If persistent, contact Apna PC support — may be a RAM or storage issue under warranty.
Student accidentally deleted something	Zorin OS has protected system files. Most accidental deletions affect only the student's session files, not the OS. Restart resolves most issues.
Keyboard/mouse not responding	Unplug and replug USB. Try a different USB port. If still failing, swap with a spare.

Support Contacts

Issue Type	Contact
Apna PC hardware support	apnadc.com/support — warranty repairs and replacements
Eklavya technical support	eklavya.io — use the Help chat icon in the app
ApniPrerna support	apniprerna.com — use the Support tab
Franchise operational support	teachtoearn.in/contact

Appendix G: Eklavya Session Templates & Facilitation Guide

These templates help you structure what students do during each session. You don't need to follow them rigidly — they are starting points, not scripts.

Template 1: New Topic Exploration (for students starting a new chapter)

Setup (5 minutes)

Student opens Eklavya and types: 'I am in Class [X] studying [Subject]. I am about to start [Chapter Name]. Please give me a 5-point overview of what this chapter is about and why it matters.'

Exploration Phase (60 minutes)

Student works through the overview, asking Eklavya to explain each point in more detail. Good prompts to encourage:

- 'Explain [concept] as if I have never heard of it before'
- 'Give me a real-life example of [concept]'
- 'How does [concept] connect to what I learned in [previous chapter]?'
- 'What is the most common mistake students make with [concept]?'

Consolidation (15 minutes)

Student types: 'Now ask me 5 questions to test if I understood this topic.' Student answers each question. Eklavya confirms or corrects.

Mentor Check-in

Walk past the student's screen near the end. Ask: 'What's the one thing from today you could explain to someone else?' If they can answer this, the session worked.

Template 2: Exam Revision (for students approaching school exams)

Setup (5 minutes)

Student types: 'I have an exam in [Subject] in [X] days. My exam chapters are [list]. Help me make a study plan for the time I have.'

Revision Phase (70 minutes)

Eklavya will generate a prioritised revision plan. Student follows it, using these prompts:

- 'Summarize [chapter] in the most important 10 points'
- 'What types of questions typically appear in exams on this topic?'
- 'Give me a practice question on [topic] and tell me the answer after I try'
- 'I got confused by [specific concept] — explain it a different way'

End-of-Session Review (5 minutes)

Student types: 'Rate my readiness for the exam based on what we covered today, and tell me what to focus on in my next session.'

Template 3: Doubt Clearing (for students with specific questions)

This is the simplest template. Student arrives with a specific doubt — a homework problem, something the school teacher explained badly, a concept they're stuck on.

The Session (80 minutes)

Student opens Eklavya and types their doubt directly. No preamble needed. Eklavya responds. Student asks follow-up questions until the doubt is fully resolved. Then, if time remains, student asks: 'What else should I understand about this topic to have a complete picture?'

The Mentor's Role

In a doubt-clearing session, your job is the lightest. Circulate, confirm students are actively engaging (typing questions, not just reading), and check in with any student who's been quiet for 20+ minutes.

Template 4: Peer Teaching Session (once a month per batch)

This is a powerful session type where students teach each other. It deepens understanding for the explainer and fills gaps for the listener.

72. 10 minutes before session ends, ask 2–3 students to prepare a 3-minute explanation of something they learned that week
73. In the last 15 minutes, those students stand up (or stay seated) and explain their topic to the batch
74. Other students can ask questions — Eklavya is available for fact-checking on the spot
75. You give brief, positive feedback on each explanation

The student who stands up and explains a maths concept to 9 other students in a room — that student will remember that concept for years. Public explanation is the deepest form of learning. Build this into your monthly routine.

Prompts to Display in Your Center

Print these prompts on an A4 sheet and stick them near each PC. Students who don't know how to start a session can read them and begin.

Situation	Suggested Eklavya Prompt
Stuck on a concept?	Type: 'Explain [concept] simply with an example'
Starting a new chapter?	Type: 'Give me an overview of [chapter name] for Class [X]'
Preparing for exams?	Type: 'What are the most important topics in [subject] for Class [X] exams?'
Finished your topic?	Type: 'Test me on [topic] with 5 questions'
Bored / not sure what to do?	Type: 'What is something interesting and surprising in [subject]?''

Appendix H: Financial Templates & Tracking

These templates are designed to be set up once in a simple spreadsheet (Google Sheets or Excel) and maintained monthly. No accounting background needed — if you can add and subtract, you can run these.

Template 1: Monthly Revenue Tracker

Create one sheet per month. One row per student.

Student Name	Batch	Fee Due	Date Paid	Amount Paid	Balance/Notes
Student 1	1 or 2	₹1,000	01/[Month]	₹1,000	Paid ✓
Student 2	1 or 2	₹1,000	01/[Month]	₹1,000	Paid ✓
Student 3	1 or 2	₹1,000	01/[Month]	₹1,000	Paid ✓
...	1 or 2	₹1,000	01/[Month]	₹1,000	Paid ✓
TOTAL		=SUM		=SUM	

Template 2: Monthly Expense Tracker

Expense Category	Budgeted	Actual	Notes
Room Rent	₹10,000	₹_____	
Internet (Broadband)	₹1,750	₹_____	
Electricity	₹2,500	₹_____	
Franchise / Platform Fee	₹1,000	₹_____	
Stationery / Printing	₹500	₹_____	
Miscellaneous	₹500	₹_____	
TOTAL EXPENSES	₹16,250	₹_____	
TOTAL REVENUE	₹_____	₹_____	
NET INCOME (Revenue – Expenses)	₹_____	₹_____	

Template 3: Break-Even Tracker

Track your cumulative profit against your initial investment each month. When cumulative profit = ₹4,23,000, you have broken even.

Month	Revenue	Expenses	Net Profit	Cumulative Profit
Month 1	₹_____	₹_____	₹_____	₹_____
Month 2	₹_____	₹_____	₹_____	₹_____
Month 3	₹_____	₹_____	₹_____	₹_____
Month 6	₹_____	₹_____	₹_____	₹_____

Month 12	₹ _____	₹ _____	₹ _____	₹ _____
Month 18	₹ _____	₹ _____	₹ _____	₹ _____
Month 26 (Break-even)	₹ _____	₹ _____	₹ _____	₹4,23,000 ✓

Download a pre-built version of all three financial templates as a Google Sheet from teachtoearn.in/resources. All formulas are already set up — just fill in your numbers each month.

Appendix I: Marketing Flyers & Parent Report Samples

Part 1: Marketing Flyer Template

Use this template for a printed A5 flyer (hand-delivered in your neighbourhood) or as a WhatsApp image. Keep it simple. Parents in Tier 2/3 cities respond to clarity and credibility — not fancy design.

[POD NAME]

Digital After-School Learning Centre

Classes 8–12 | CBSE & State Board

What your child gets:

- ✓ AI tutor (Eklavya) — answers every question, any time, any subject
- ✓ Monthly progress report — you see exactly what your child learned
- ✓ Personalised pace — not a 40-student lecture class
- ✓ Safe, small group of 20 students | 2-hour sessions
- ✓ Free one-week trial for new students

₹1,000 per month | No registration fee | Pro-rata refunds

Batches: 4–6 PM and 6–8 PM (Mon–Sat)

Location: [Full Address]

Contact: [Your Name] | [Mobile Number]

WhatsApp us to book your free trial week

Part 2: What NOT to Put on Your Flyer

Ministry of Education guidelines prohibit misleading claims. Avoid these:

- 'Your child will score 90%+' — you cannot guarantee this
- 'Top results guaranteed' — prohibited
- 'Better than [competitor name]' — unprofessional and invites legal problems
- Fake testimonials — use only real parent quotes, with permission

Part 3: Sample Parent Monthly Report

This is what an ApniPrerna-generated report looks like, formatted for sharing with a parent. Use this as the template for your monthly WhatsApp PDF or printout.

[Pod Name] — Monthly Learning Report

Student: [Student Name] | Class: 9 | Month: April 2026

Metric	Detail	Notes
Total sessions attended	22 out of 26	Attendance: 85%
Total questions asked on Eklavya	143	Very active learner
Most active subject	Mathematics	45 questions
Second most active subject	Science	38 questions
Topics covered — Maths	Polynomials, Linear Equations, Triangles	Chapter 2, 3, 7
Topics covered — Science	Motion, Laws of Motion	Chapter 8, 9
Peer teaching session	Participated — explained 'Laws of Motion'	Excellent confidence
Engagement trend	Growing — up 18% vs last month	Positive trajectory
Areas to focus next month	Coordinate Geometry, Chemical Reactions	

Mentor's Note:

[Student Name] has had a strong April. The jump in Maths questions (45 this month vs 28 last month) shows real growing confidence in the subject — something that was a struggle in February. I'm particularly pleased that she volunteered to explain Laws of Motion to the batch in our peer session. That takes courage.

Next month we'll push into Coordinate Geometry. Please encourage her to ask us any doubts from school homework — the more specific her questions to Eklavya, the faster she'll progress.

— [Your Name], [Pod Name] | [Date]

Part 4: Site Selection Quick Guide

Choosing the right location for your pod is one of the most important early decisions. Get this right and student acquisition becomes easy. Get it wrong and you fight every day for visibility.

Ideal Location Profile

Factor	What to Look For
Type of area	Residential neighbourhood, near a government or affordable private school
City tier	Tier 2/3 cities, large town outskirts, urban slums / low-income colonies in metros
Walk distance from students	Within 500 metres — parents want children to walk, not commute
Floor	Ground floor strongly preferred — parents uncomfortable with upper floors for children
Nearby competition	Avoid the same lane as an established coaching centre; different lanes fine
Space size	250–300 sq ft preferred; 150 sq ft minimum for home-based setup
Space type	Own home: best (no rent, maximum trust). Rented ground floor: second choice.
Internet availability	Confirm fiber or cable broadband available at the address before signing any lease

Green Flags — Good Signs When Scouting

- Multiple government school students walking through the area at 3:30–4:00 PM
- Parents visible at school gates or at a nearby park at 4 PM — this is your target market
- No existing quality digital learning centre within 1 km
- Area has improved recently (new shops, cleaned roads, new apartments) — indicates growing middle-class population
- Your own network in the area: relatives, former classmates, family friends who can spread the word

Red Flags — Warning Signs

- Area already has 3+ coaching centres on the same street — saturation
- Predominantly college-age population (18+) — wrong demographic for your model
- Very high-income area — families here pay ₹5,000+/month for premium coaching; your ₹1,000 positioning confuses them
- No stable broadband provider available — check before committing to a space
- Landlord unwilling to allow a commercial/educational activity from the premises

Home-based pods have a secret weapon: parents inherently trust a person who runs a learning centre from their own home more than they trust a commercial coaching shop. It signals that you're not chasing money — you're building something in your own space, with your own commitment. Use this to your advantage.

Appendix J: Visual Reference Gallery

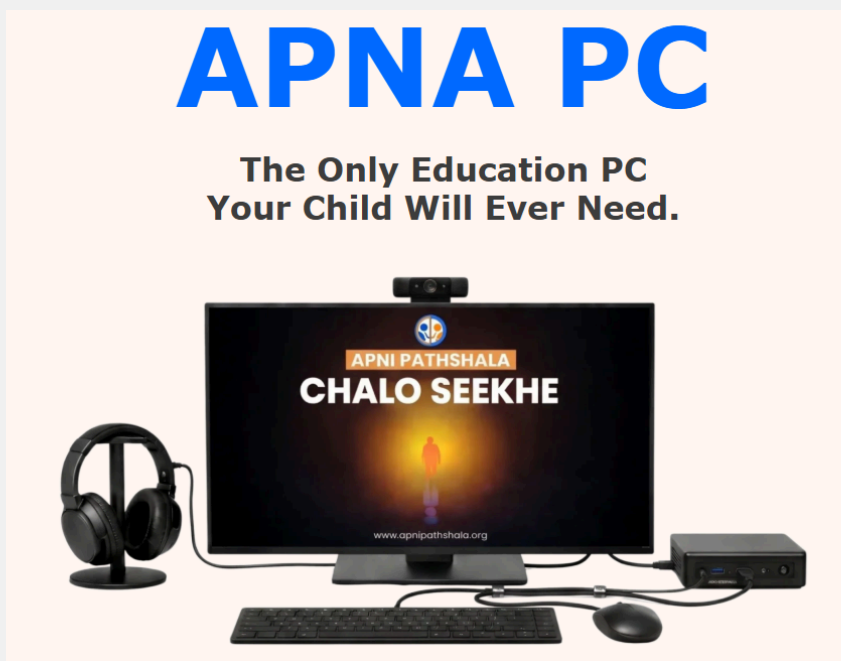
This appendix contains photographs and screenshots of the tools, hardware, and real learning pods that form the Teach to Earn ecosystem. All images are sourced from the network's own platforms. Visit the URLs listed to see more, including student stories, pod tours, and video walkthroughs.

Section 1: The Apna PC

The Apna PC is your core hardware. Every unit comes pre-configured with Zorin OS, Eklavya, and ApniPrerna — ready to use on day one. The photographs below show the unit as it arrives and in a live pod environment.

Apna PC — Front View

Photograph of the Apna PC desktop unit with monitor, keyboard and mouse. Note the compact form factor suited for classroom tables.



Source: www.apnadc.com

Apna PC — In a Live Learning Pod

Five Apna PCs arranged in a pod setting, with students seated in pairs. Shows the typical table layout and cable management.



Source: www.apnipathshala.org/apna-pc

Apna PC — Zorin OS Desktop

Screenshot of the Zorin OS desktop as it appears when students log in: Eklavya icon, ApniPrerna icon, Google Chrome browser. Clean, distraction-free.



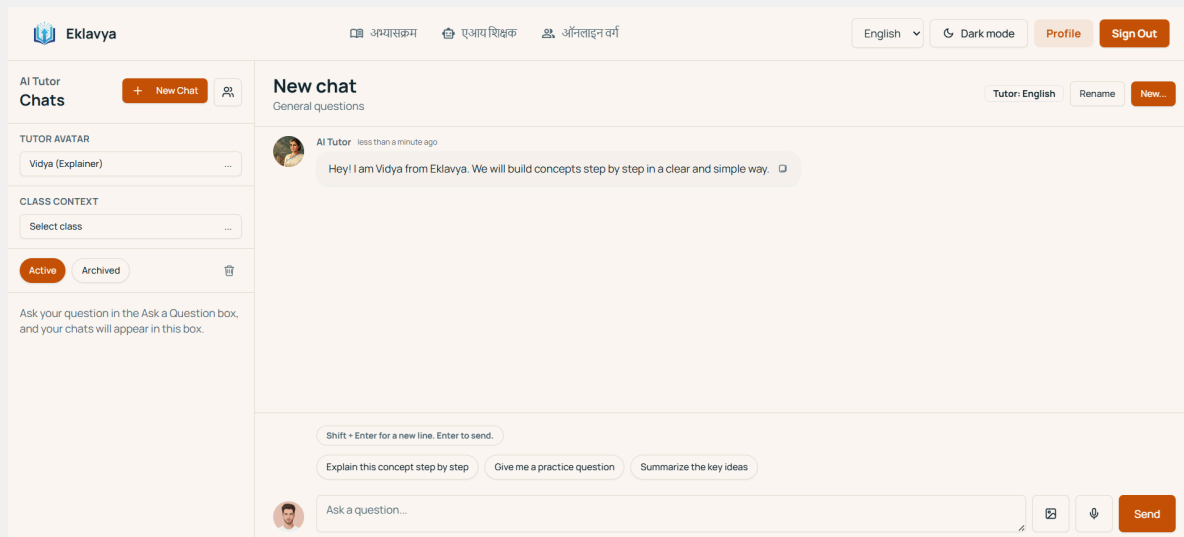
Source: www.apnappc.com

Section 2: Eklavya.io — The AI Tutor

Eklavya.io is the free AI tutoring platform pre-loaded on every Apna PC. These screenshots show the student experience — from the welcome screen to an active learning session.

Eklavya.io — Student Welcome Screen

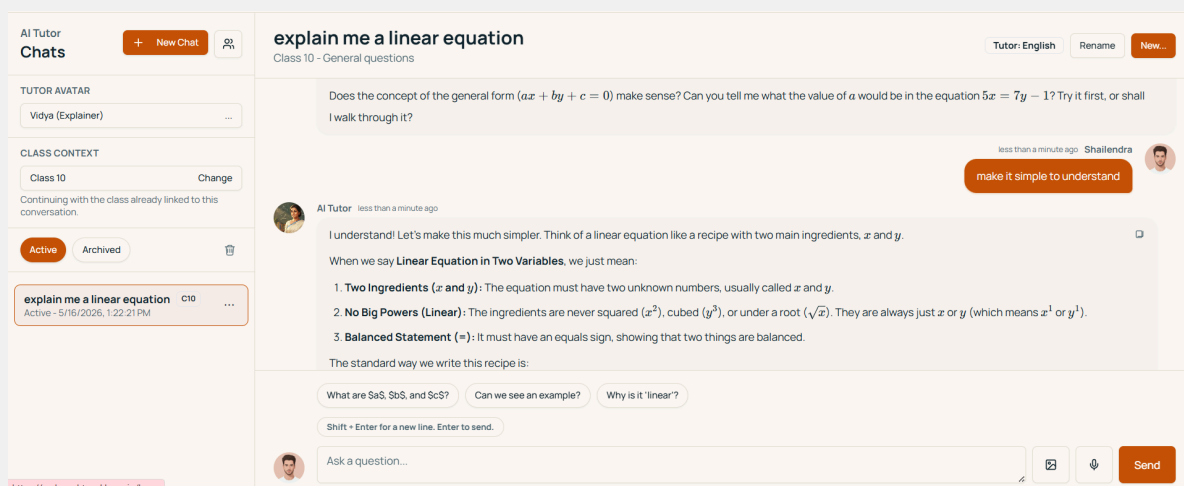
Screenshot of the Eklavya student login page showing the orange and white interface, student name field, and class selector.



Source: eklavya.io

Eklavya.io — Active Learning Session (Maths Example)

Screenshot showing a student conversation with the AI: student types a question about quadratic equations, Eklavya responds with a step-by-step explanation and worked example.



Source: eklavya.io

Eklavya.io — Maharashtra State Board (maharashtra.eklavya.io)

Screenshot of the Maharashtra Board-specific version showing Marathi/English bilingual interface for HSC Science students.

The screenshot shows the Eklavya.io AI Tutor interface. The main content area displays an explanation of linear equations in two variables (समीकरण) in Marathi. The text includes:

मी तुम्हाला पुन्हा एकदा अगदी सोप्या भाषेत समजावून सांगतो. आण **दोन चलांतील रेखीय समीकरण (Linear Equation in Two Variables)** म्हणजे काय, हे पाहूया.

या संकल्पनेत तीन शब्द आहेत. आणि प्रत्येक शब्दाचा अर्थ महत्त्वाचा आहे:

- समीकरण (Equation)**
याचा अर्थ असा की, गणितामध्ये दोन गोष्टी **समान** आहेत हे दाखवणे. यासाठी समीकरणात **बरोबरचे चिन्ह (=)** असणे गरजेचे आहे. उदाहरण: $10 = 5 + 5$
- दोन चले (Two Variables)**
याचा अर्थ आपल्याला एकाच वेळी **दोन वेगवेगळ्या अज्ञात (Unknown) संख्या** सोडवायच्या आहेत. आपण त्यांना सहसा x आणि y म्हणतो. उदाहरण: $x + y = 15$
- रेखीय (Linear)**
रेखीय म्हणजे रेषेसारखे. याचा अर्थ असा की, या समीकरणातून आलेखावर (Graph) एक सरळ रेषा तयार होते. हे तेव्हाच शक्य आहे जेव्हा x आणि y यांची शक्ती (Power) फक्त १ असेल.

Below the text are interactive buttons: 'याची उदाहरणे द्या?', 'समीकरण कधी रेखीय नसेल?', 'सराव करण्यासाठी प्रश्न द्या?'. At the bottom, there is a text input field 'Ask a question...' and a 'Send' button.

Source: maharashtra.eklavya.io

Section 3: ApniPrerna — Student Tracking Dashboard

ApniPrerna tracks every student's learning journey and generates the parent-facing reports that build your credibility. These screenshots show the pod manager view and the student report.

ApniPrerna — Pod Manager Dashboard

Screenshot of the manager dashboard showing all students listed, weekly engagement heat map, top/bottom learners for the week, and alert flags for students who haven't logged in for 3+ days.

The screenshot shows the ApniPrerna Pod Manager Dashboard. The main content area displays a 'Good afternoon' greeting and a status indicator 'All systems operational'. Below this, there are several metrics for the last 2 days (IST):

- Total Time Spent: 70h 18m
- Total Active Time: 62h 14m
- Total Idle Time: 8h 4m
- Student Accounts: 895
- Active in Range: 53
- Inactive in Range: 842

The dashboard also features a search bar, filters, and a sidebar with navigation options like 'Dashboard', 'Live', 'Centers', 'Students', 'Activity', 'Reports', and 'Blocking'. A user profile for 'Supriya Dubey' is visible in the bottom left corner.

Source: www.apniprerna.com

ApniPrerna — Individual Student Progress Report

Screenshot of the monthly report for a single student: sessions attended, topics covered per subject (bar chart), questions asked (trend graph), and a text field for the mentor's personal note.

Students
Student accounts

← Back to Students

saloni lakhawat
saloniLakhawat | Active | Class 12

Student analytics range
Default range is last 7 days | Last 7 days | Export CSV

Activity (Range) 82 page visits	Blocked (Range) 0 threats blocked	Time (Range) 31m 13s browsing time	Total Activity 82 all time visits	Total Blocked 0 all time blocked
--	--	---	--	---

Top Domains (Selected Range)
Most visited websites

#	Domain	Visits	Time Spent
1	dev-chittyjhabu.pantheonsite.io	28 visits	15m 42s
2	www.canva.com	16 visits	5m 42s

Blocked Categories
Types of blocked content in selected range

No blocked attempts today

Report an Issue

Source: www.apniprerna.com

ApniPrerna — Parent-Facing Report (WhatsApp/Print Format)

Report an Issue
Submit feedback, report a bug, or suggest an improvement.

Type: Issue / Bug

Subject: Brief summary of the issue

Description: Describe the issue or suggestion in detail...
0/2000

Include screenshot of current page
We will capture the visible page automatically when you submit. The report dialog itself will be hidden.

Attachments (optional) | Attach Images (0/5)
JPG, PNG, WebP. Max 5 MB each.

Cancel | Submit Report

The simplified parent report version — clean, one-page layout with the student's photo, key stats, and the mentor note. This is the document you send parents monthly.

Source: www.apniprerna.com

Section 4: Real Pods, Real Students — The Apni Pathshala Network

These photographs are from live, active learning pods in the Apni Pathshala network across India. These are real students, real spaces, and real results — not staged photography. Visit apnipathshala.org to see more, including video walkthroughs and student stories.

Students at an Apni Pathshala POD — Maharashtra

Two students sharing an Apna PC in a community learning pod in Maharashtra. Both are leaning in towards the screen, actively engaged with an Eklavya session.



Source: www.apnipathshala.org/student-stories

POD Interior — Urban Community Centre, Delhi

Interior photograph of an Apni Pathshala pod in a Delhi urban slum community centre: 6 PCs arranged in two rows, hand-painted welcome sign, student progress chart on the wall.



Source: www.apnipathshala.org/pods

POD Manager Working with Students

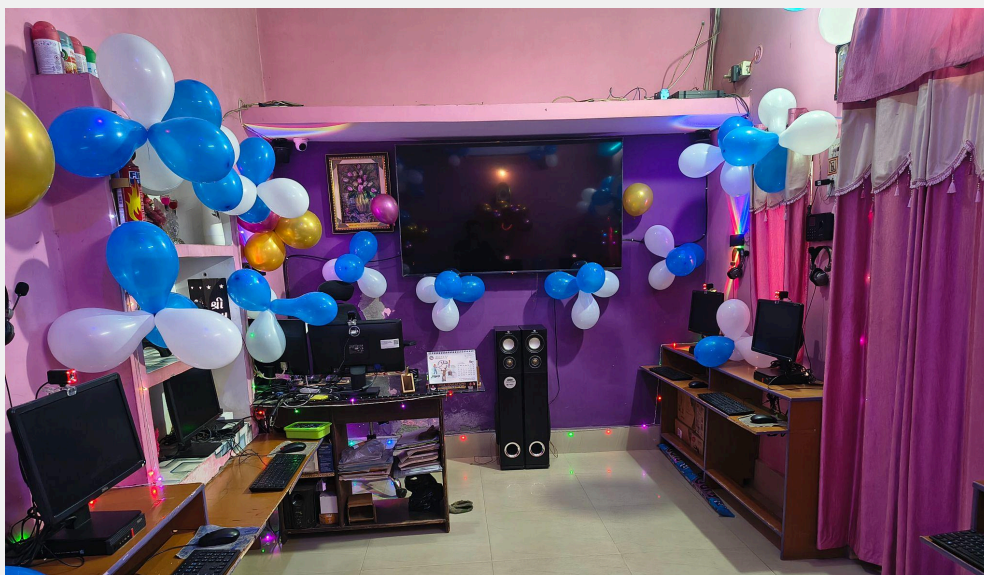
A pod manager circulating during a session, leaning over to speak with a pair of students at their PC. Captures the mentor relationship — not teaching, but guiding.



Source: www.apnipathshala.org/student-stories

Opening Day of a New POD

Photograph of a newly opened pod's first day: the pod manager, 8 students and 4 parents gathered in front of a small room with a fresh Teach to Earn signboard.



Source: www.apnipathshala.org

Section 5: The Apni Pathshala Network at a Glance

The map below shows the geographic spread of active pods in the Apni Pathshala network — your proof point when parents ask whether this model actually works.

Apni Pathshala Network Map — 120+ Pods Across India

Interactive map screenshot showing pod locations across 22 states, with dots concentrated in Maharashtra, Delhi, UP, Bihar, and Karnataka. Each dot is a live, active community learning centre.



Source: www.apnipathshala.org/pods

Network Metric	Current Figure
Total active pods in network	135+
States covered	22
Students served annually	5,000+
Model in operation since	2022
Average pod rating (parent survey)	4.6 / 5
Pod retention rate (Month 6)	82% of initial students

Every number in this table represents a real pod run by a real person just like you. The model works. The network is alive. Your pod, when you open it, will be part of something that already has momentum — and that momentum will help you.

How to Find More Visual Resources

Resource	Where to Find It
Live pod photos and student stories	www.apnipathshala.org/student-stories
Apna PC product page with specs	www.apnapc.com
Eklavya live demo	eklavya.io
Maharashtra Board version	maharashtra.eklavya.io
ApniPrerna walkthrough	www.apniprerna.com
Teach to Earn franchise info	www.teachtoearn.in
ApniPathshala pod network	www.apnipathshala.org/pods
YouTube channel (pod tours, tutorials)	@apnipathshalain
Instagram (daily pod life)	@apnipathshalain