



mind
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Mind a lot

EARLY YEARS

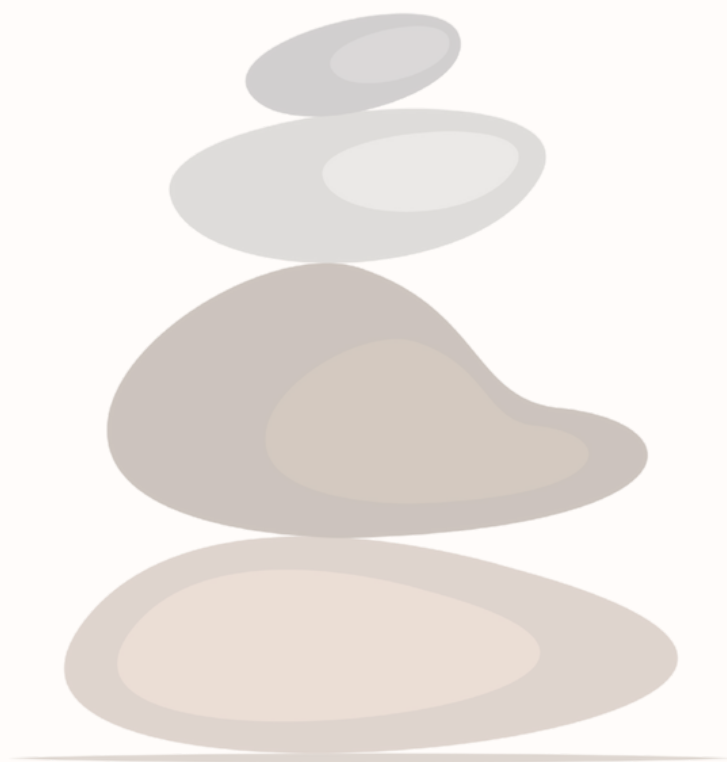
Daily stories · Monthly expert sessions · Private counselling



Presented by:

Jagrati EdTech Pvt. Ltd.

Empowering families with structured parenting support, emotional wellness, and expert guidance.



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If you read nothing else, read this.

THE PROBLEM:

Your preschool parents are overwhelmed, second-guessing themselves, and quietly leaning on teachers for parenting advice they were never trained to give — and it shows up as complaints, drop-offs, and pressure on your staff.

THE FIX:

Mind A Lot Early Years gives every family a year-long, expert-led parenting program — daily bedtime stories, monthly sessions with psychologists and paediatricians, private counselling credits, and practical toolkits for home. Parents subscribe directly. You add nothing to your team's plate.

THE MODEL:

Parent pays → Mind A Lot delivers → School earns a revenue share

*Reference pricing: ₹3,000 – ₹4,000 per parent, per year (₹250–₹330/month) –
final pricing and your revenue share depend on enrolment volume, delivery model, and branding.*

YOU PROVIDE

**Nothing extra —
no staffing, no delivery**

PARENTS PROVIDE

**An annual
subscription fee**

YOU RECEIVE

**A revenue share
on every enrolled
family**

THE ASK:

20 minutes. See exactly how this looks inside your school, with no commitment

THE PARENTING GAP IN TODAY'S WORLD

Modern parents are struggling with:

Screen Addiction

Emotional Outbursts

Sleep & Nutrition Issues

Discipline Confusion

Lack of Routines

Over-Dependence

Anxiety & Insecurity

Attention Problems

Children don't learn from instructions. They learn from observation. They mirror. When parents evolve, children automatically transform.

Every preschool today faces the same reality.

Parents are
overwhelmed

Parenting advice is
scattered & unreliable

Behavioural concerns
are on the rise

Schools are expected to
solve parenting problems

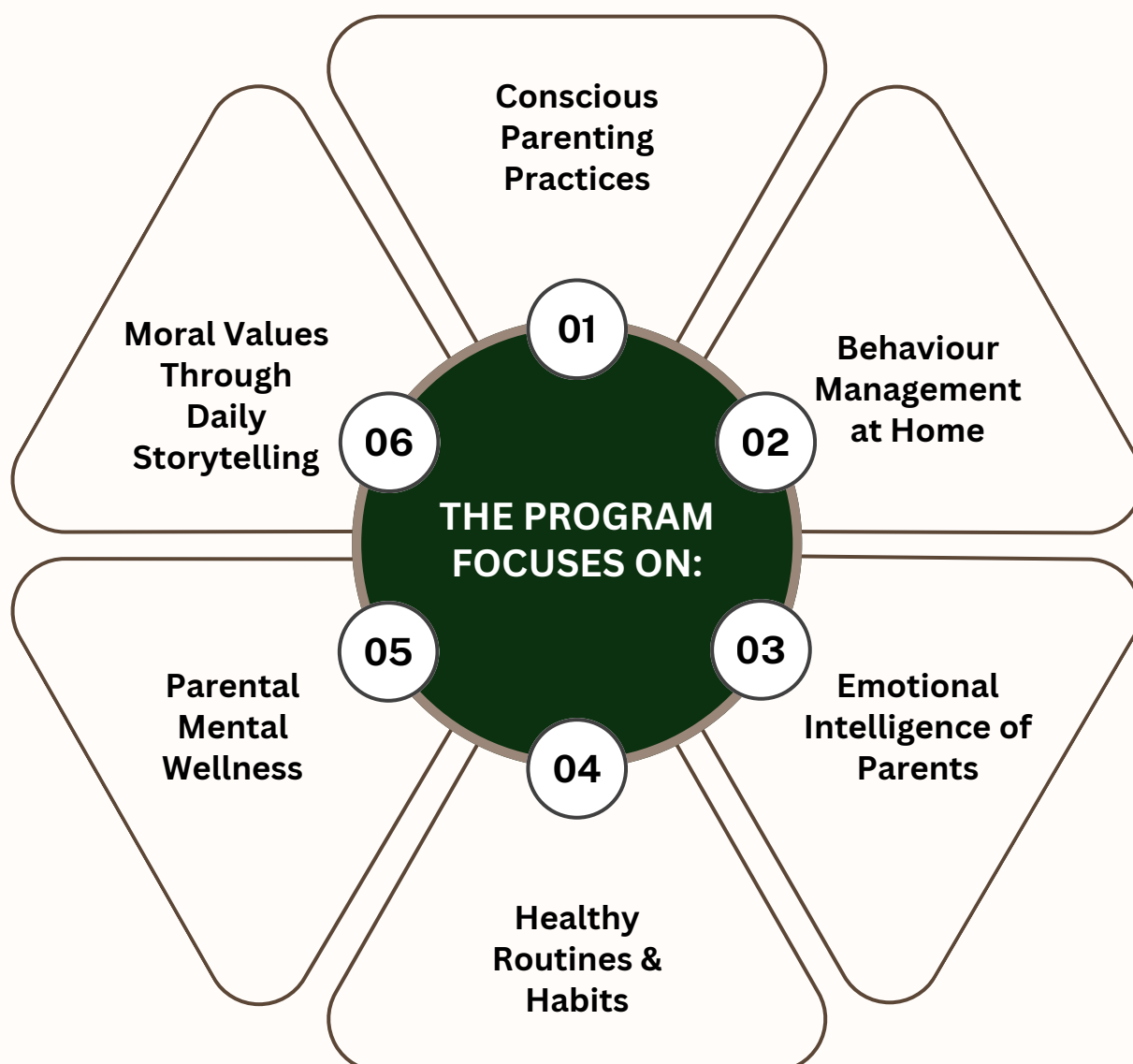
Teachers are not
psychologists

Parent dissatisfaction affects
retention & admissions

Mind A Lot Early Years turns your preschool into your families' lifelong parenting partner.

WHAT IS MIND A LOT EARLY YEARS

A structured annual Parent Development & Counselling Program, delivered digitally through the Mind A Lot platform.



India's National Education Policy names the early years as the most critical stage of development – and parents as a child's first teachers. This program puts that vision into practice.

THE OPPORTUNITY FOR YOUR SCHOOL

A new revenue stream, built on a service you don't have to deliver.



Parents pay, not you

The annual subscription is billed directly to enrolled parents.



Zero delivery cost

No new hires, no added workload for your teachers or admin staff.



A revenue share, every year

Your school earns a share of subscription revenue for every enrolled family – for as long as they stay enrolled.



Fewer escalations to your staff

Parenting concerns go to licensed psychologists, not your classroom teachers.



A retention & differentiation lever

A visible, branded parenting benefit that competing preschools don't offer.

You're not adding a program to manage. You're adding a benefit to offer – and a line to your revenue.

FIVE THINGS EVERY FAMILY GETS

1

Daily Kathaavritta Stories

Bedtime stories rooted in Panchatantra & Jataka traditions, building moral values and emotional skills, every night.

2

Monthly Expert Group Sessions (12/yr)

Led by child psychologists, paediatricians, therapists, nutritionists & parenting experts.

3

Counselling Support Credits

3 private 30–45 min sessions per year with a licensed psychologist, redeemable anytime.

4

Practical Toolkits

Screen Time Kit, Grandparent & Joint-Family Communication Guide, and more – digital, ready to use at home.

5

Year-End Parent Growth Report

A reflective summary marking each family's progress across the year.

A year-long support system – not one-time help.

THE DAILY HABIT:

Everything else in this program happens monthly, or when a parent reaches out. This happens every night.

01

Rooted in tradition

Drawn from India's own storytelling heritage — Panchatantra, Jataka Tales, and more.

02

Built for a purpose

Every story is chosen to build socio-emotional skills and moral values — through story, not lecture.

03

A few minutes, every night

Delivered inside the same app parents already use for everything else in the program.

04

The highest-frequency touchpoint

The reason parents open the app on the nights nothing else is due.

KATHAAVRITTA BEDTIME STORIES

Sessions build understanding once a month. Kathaavritta builds a habit every day.

PRACTICAL TOOLKITS

DAILY HABIT:

Advice alone doesn't change a Tuesday evening. A tool does.

SCREEN TIME KIT

- ✦ A digital toolkit with age-appropriate rules, daily routines, and replacement activities — parents can put it to work the same evening they receive it.



GRANDPARENT & JOINT FAMILY COMMUNICATION GUIDE

- ✦ Helping households where parents, grandparents and caregivers don't always parent the same way find common ground — especially relevant for India's joint family homes.

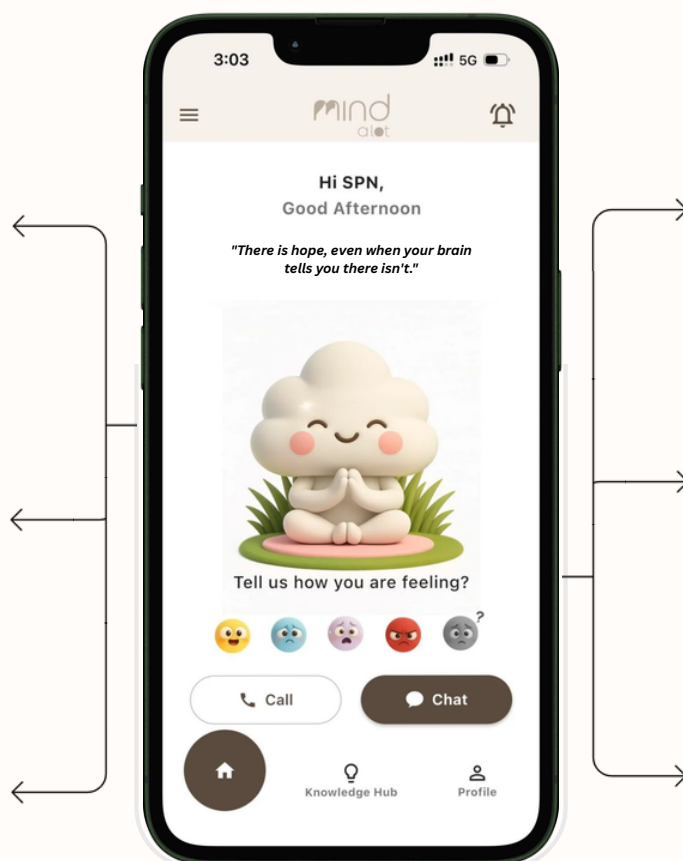
Both delivered digitally, inside the Mind A Lot app, at no extra cost to families or your school — with more toolkits added to the library over time.

THE MIND A LOT DIGITAL PLATFORM

Everything runs through the Mind A Lot app—nothing for your school to host, manage, or maintain.

- Secure • Accessible • Confidential

- Daily Kathaavritta bedtime stories
- Screen Time Kit & practical toolkits
- Counselling booking system



- Expert session recordings & parenting resources
- 9 AM–9 PM on-demand access to experts
- Secure communication channel

Continuous engagement, flexible learning, easy access to experts, on-demand support — all from one app parents already trust.

THE RETURN FOR YOUR SCHOOL

- Improved parent satisfaction
- Better child emotional regulation & school readiness
- Competitive differentiation from other preschools
- A new, recurring revenue stream
- Daily engagement through bedtime stories, not just monthly touchpoints
- Reduced behavioural complaints reaching your staff
- Stronger parent trust in your school
- Improved retention & referrals
- Positioned as a trusted parenting institution, not just an education provider

This is not a program. It is a long-term parent partnership model.

COMMERCIAL MODEL & REVENUE SHARE

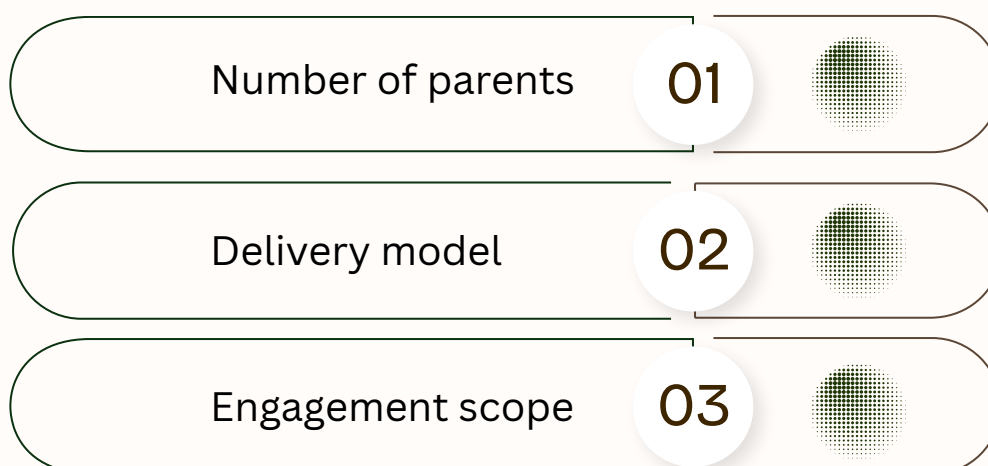
Mind A Lot Early Years is offered as an annual parent subscription program.

indicative Pricing:

Annual subscription per parent:

₹3,000 – ₹4,000 per year
(₹250 – ₹330 per month)

Final pricing depends on:



Revenue Share for Your School

Your school receives a share of subscription revenue for every enrolled parent — finalised based on enrolment volume, engagement model, and branding structure.

Parent pays → Mind A Lot delivers → School earns

WHY PARENTS TRUST IT

The biggest barrier parents face is fear of judgement — being labelled a bad parent, judged by teachers or other parents, misunderstood, or embarrassed.

It is built as a confidential, judgement-free support system:

01

Parents can speak openly without fear

02

Counsellors do not have access to school records

03

Counsellors do not interact with the school regarding individual parents

04

No session information is shared with teachers or management

05

All counselling conversations are strictly private

06

Parent identity is protected within the platform

The school receives only:

- Overall engagement reports
- Attendance metrics
- Anonymous impact insights — never personal counselling data.

QUESTIONS OWNERS ASK US

Q. Will this add work for my teachers?

A. No. Delivery, scheduling and counselling all run through Mind A Lot and the app – your staff aren't involved unless they choose to be.

Q. What if parents don't want to pay?

A. Enrolment is optional per family. Most schools see strong uptake once parents see the first session – we support your launch communication to help with this.

Q. Is my school liable for what's discussed in counselling?

A. No. Counsellors don't share session content with the school, and don't have access to school records – this is by design, to protect both families and you.

WHO'S BEHIND MIND A LOT

About the Company

Jagrati EdTech Pvt. Ltd. is the company behind **Mind A Lot** — building confident learners, emotionally resilient individuals, and resilient professionals.

Our work spans schools, colleges, and corporates, enabling holistic development at every stage of life. Through our patented tools and tailored programs, we've impacted lives across India by:

- Supported over 2,00,000 students and professionals.
- Partnering with 100+ educational institutions and organizations.
- Supported by India's largest school counselling network of 80+ trained psychologists.

We empower individuals to unlock their potential, overcome challenges, and thrive—both academically and professionally.

About the Founder

A Chartered Accountant and Ph.D. in Educational Psychology, Dr. Sandhya combines analytical precision with psychological insights.

Additionally, Dr. Nagar has undergone training in Multiple Intelligence Theory by Dr. Howard Gardner. With a talent for translating theory into practice, and a legacy of innovation in mental wellness, her mission is to create happier minds and healthier organizations.



Dr. CA Sandhya P Nagar

LET'S GIVE YOUR PARENTS THE SUPPORT THEY'RE ALREADY LOOKING FOR.

THREE WAYS TO SAY YES

1. Book the call

20 minutes — we'll show you exactly how this looks inside your preschool.

2. See a live demo

Walk through the app and experience a sample expert session before deciding.

3. Pilot with one batch

Start with a single age-group batch, expand once parents respond.



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