



About Palashya

Palashya is a structured after-school enrichment programme designed to nurture the creative, physical, and intellectual development of children within the school ecosystem. It brings together multiple disciplines under one cohesive framework—ensuring that learning continues beyond academics, in a safe, familiar, and inspiring environment.



Why After School Matters Today

In today's fast-paced world, many parents struggle to balance their professional commitments with their child's developmental needs. Palashya addresses this gap by offering:

- A safe, supervised on-campus environment
- Structured, skill-based learning
- Holistic child development beyond academics
- Meaningful use of school infrastructure
- A seamless alternative to scattered hobby classes

This creates peace of mind for parents and a stronger value proposition for schools.



Programme Structure

Palashya is built on three integrated learning streams:

- Creative Development -



Speech & Drama



Dance



Music

- Kinesthetic Development -



Sports Literacy

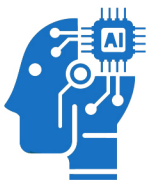


Yoga & Meditation



Athletics

- Intellectual Development -



Robotics & AI



FLN (Foundational Literacy & Numeracy)



Sanskrit



Foreign Languages



Civic Sense

Modules marked are being introduced in a phased manner.

Each stream complements the others—creating a balanced ecosystem that nurtures expression, discipline, and thinking.

Many more new avenues of activities are lined up for launch after in-depth research.

How the Programme Works

Palashya operates as a fully managed First Grade onwards after-school ecosystem:

- Structured weekly schedules aligned with school timings
- Expert-led sessions across all activities
- Centralised planning and coordination
- Consistent quality across all programme partners
- One unified experience for students, parents, and schools

A dedicated School Programme Coordinator ensures smooth on-ground execution and acts as a single point of contact.

Role of the School

The programme is designed to be low-effort and high-impact for schools.

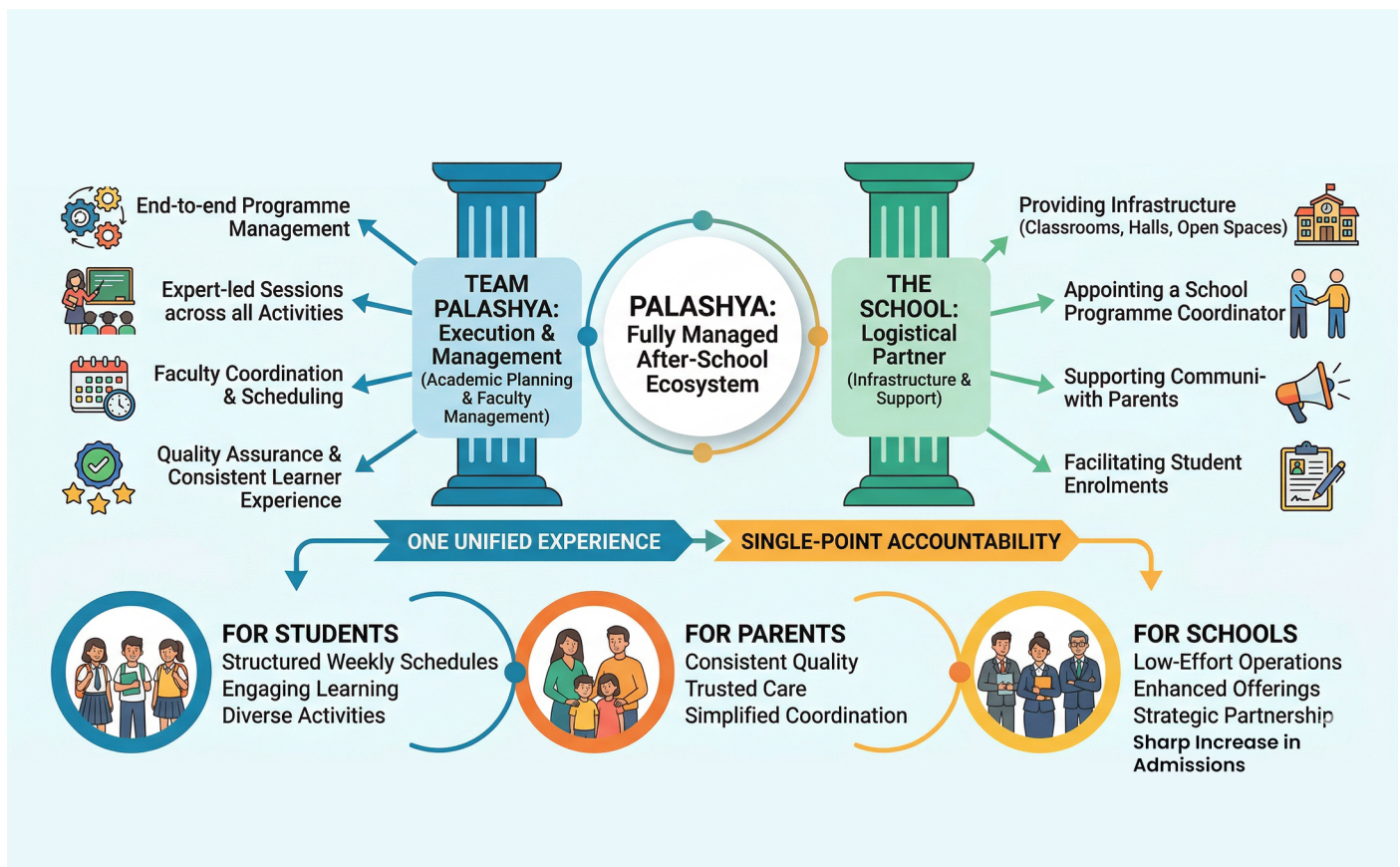
The school's role includes:

- **Appointing a School Programme Coordinator**
- Providing infrastructure (classrooms, halls, open spaces)
- Supporting communication with parents
- Facilitating student enrolments
- All academic planning, faculty management, and execution are handled by Team Palashya.

Programme Management & Execution

Palashya ensures:

- End-to-end programme management
- Faculty coordination & scheduling
- Quality assurance across all activities
- Consistent learner experience
- Single-point accountability
- Schools interact with one structured system, instead of multiple vendors.

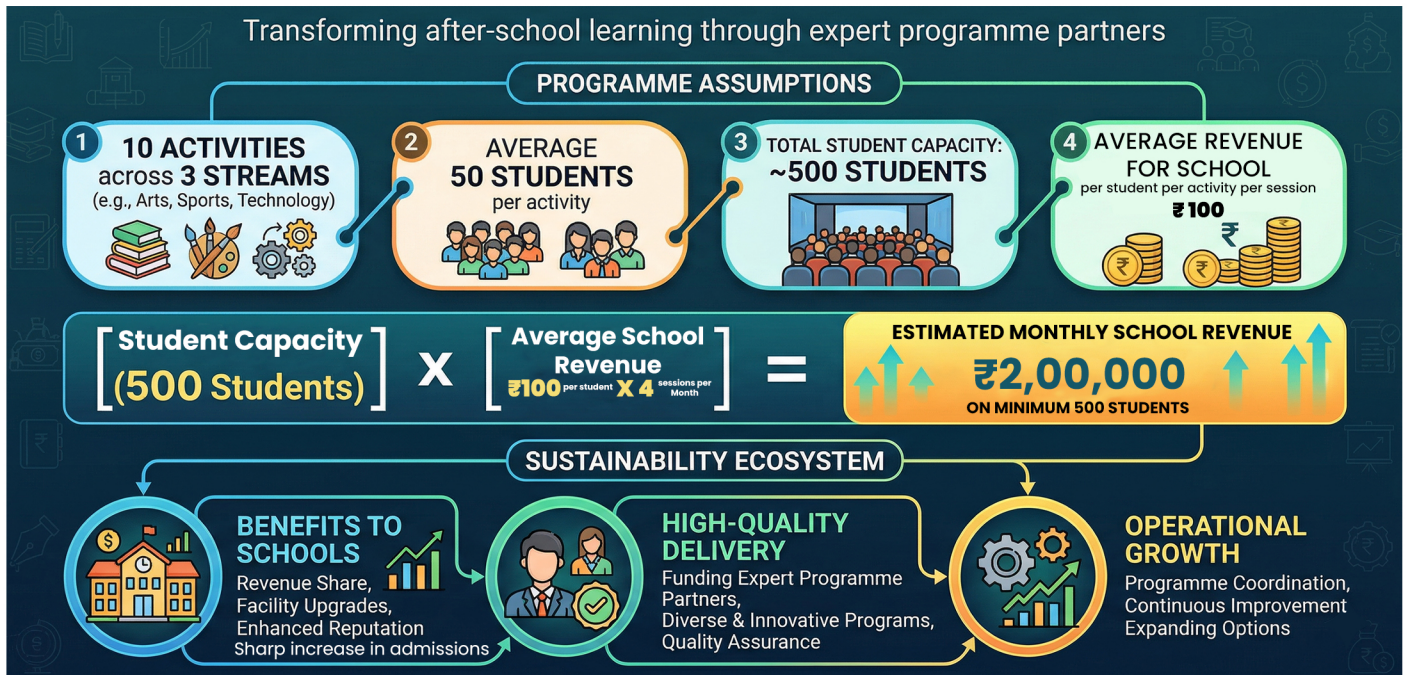


Financial Model

Palashya is designed as a sustainable and revenue-generating ecosystem for schools, while ensuring high-quality delivery through expert programme partners.

Programme Assumptions

- 10 Activities across 3 Streams
- Average 50 students per activity
- Total Student Capacity: ~500 students
- Average Fee: ₹500+ Applicable GST per student per activity per session (Avg. 4 sessions in a Month)



What This Means for the School

- Revenue share to school
- Zero academic or operational burden
- Revenue generated using existing infrastructure

Your spaces continue working, even after school hours.

Flexible & Scalable Model

The programme is adaptable based on:

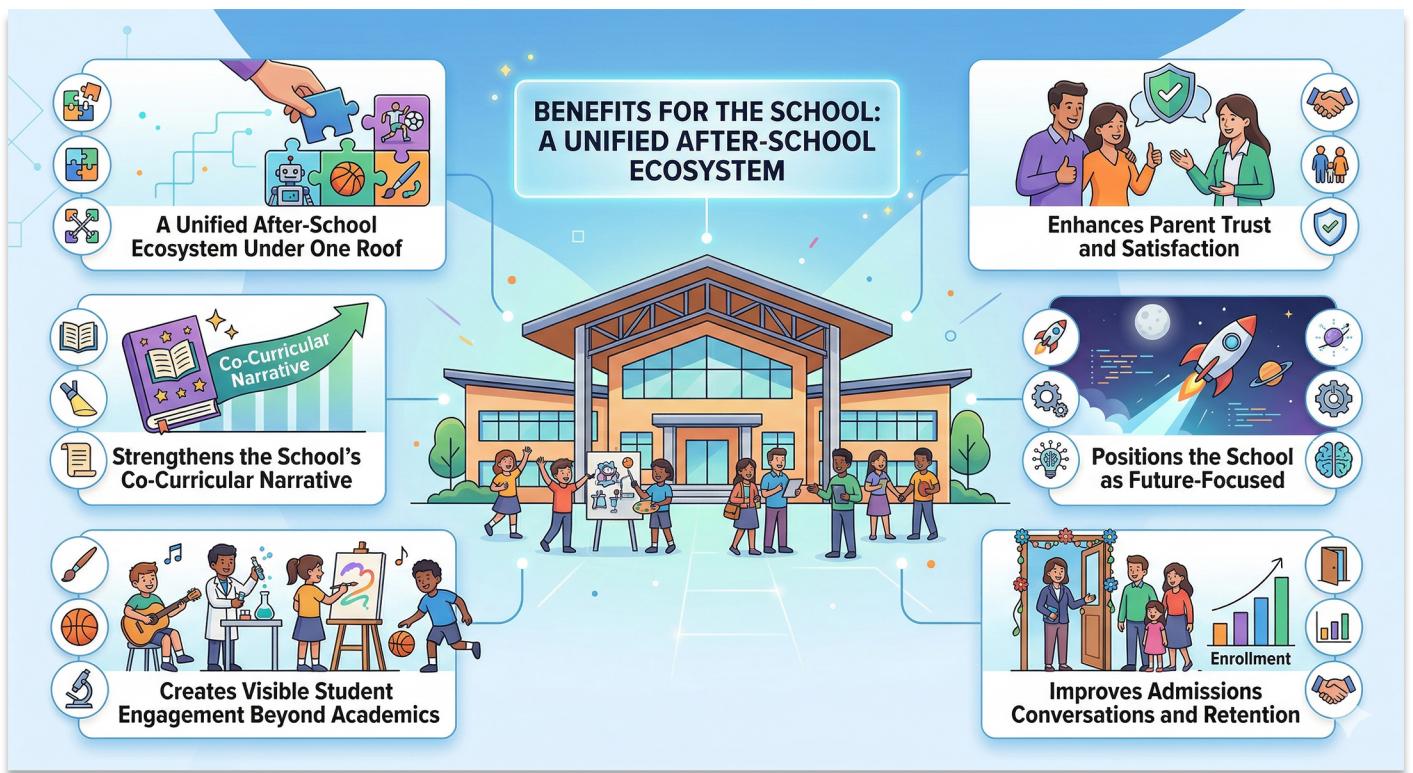
- Number of activities offered
- Student enrolments
- Fee structure (₹500 per session)

Even with a reduced / rescaled financial model, the structure remains profitable and sustainable.

Financial Flow & Payment Structure

To ensure compliance, transparency, and efficiency:

- Fees are collected directly by the school from parents
- After deduction of school share, balance payments will be disbursed to Team Palashya for further disbursement to program partners in a structured manner
- Payment Cycle: Quarterly/Half Yearly/Yearly
- Advance collection model to ensure uninterrupted programme delivery



Long-Term Impact

Palashya is not a short-term activity programme—it is a long-term enrichment pathway. Over time, it becomes:

- A strong differentiator for the school
- A driver of parent word-of-mouth
- A platform for showcases, performances, and student visibility

**ONE PROGRAMME. THREE DIMENSIONS: Creative, Kinesthetic and Intellectual Development
WHOLISTIC CHILD DEVELOPMENT WITHIN YOUR SCHOOL.**





SHRUTIDHARA ARYA

CHAIRPERSON VIDYA VAIBHAV EDUCATIONAL CONCLAVE AND AWARDS
MD/FOUNDER VACATIONS EDUTAINMENT PVT. LTD.

He is a Debater, Writer, Editor, Poet, Wholesome Motivator, Worldwide Traveler, Space Science & Technological Educator, Mass leader & efficient Manager, Visionary, Go-getter and risk taker. He is Winner of INDIA'S OUTSTANDING ICON OF THE AWARD 2020 & Jaipur Ratan Award. His best achievement was to speak at United Nation Headquarter New York representing India on World Yoga day in 2018. He got various opportunities to meet & interact with various World leaders, Business CEOs and Celebrities. Throughout his life, he significantly contributed for uplifting education standards in India to empower kids with latest of Knowledge, Experience, Exposure and Technology.



GAURAV MATHUR

DIRECTOR - PERFORMING ARTS: RUDRAM THEATRE ACADEMY

A great leader and a head honcho who binds us together with his role in developing creative guidelines. He loves mixing and fitting between technology and art to come up with something innovative and fresh. As a powerhouse of knowledge and experience, we can say undoubtedly that he fuels real change in our organization. Started off his career as a Theatre Artist from Bharatendu Natya Academy [B.N.A], Lucknow. His first big break was with Doordarshan National as an Associate Director. He has also handled casting direction for numerous prime-time running daily soaps, Ek Ghar Banaunga – Star Plus, Satrangj Sasural – Zee TV, one of the longest running TV Show Crime Patrol – Sony TV and Chandrashekhar – Disney+ Hotstar to name a few. He was spearheading Production for Roomies in Dreamland with Jaaved Jaafferri on Amazon Mini TV. Having contributed to the Film and Television Industry as the Casting Director for more than 15 years.



NIKUNJ NAYANA

ACTOR - FOUNDER AND M.D.: RUDRAM THEATRE ACADEMY

Having been trained under Late Shri. Shashi Kapoor & Shri. Ramnath Tharwal as an Actor, he has his base from Prithvi Theatre, Juhu. Famous for his roles of Dambar in Traffic Signal, Chance Pe Dance, Poshter Boyz produced by Shreyas Talpade. Trained at the Shaimak Davar's Institute of Performing Arts as a Dancer. He is much loved for his Marathi Television appearances on Lakshya, Maharashtra Jagate Raho / Hindi Television appearances, be it Aahat, Savdhaan India or the much acclaimed Chandrashekhar on Jio Hotstar which saw him playing the role of Shaheed Rajguru.



ISHITA ARYA

CHIEF - PRODUCT AND BUSINESS DEVELOPMENT
PALASHYA AND VACATIONS EDUTAINMENT PVT LTD

Ishita is a detail-oriented professional with experience in both corporate and creative environments. She brings a strong blend of dedication, creativity, and a client-focused approach to her work. With a keen eye for detail and a commitment to excellence, she consistently strives to deliver high-quality outcomes. She has the ability to balance professionalism with creativity and can easily adapt to diverse roles and responsibilities. She is passionate about continuous learning, skill development, and staying updated with evolving industry trends. Ishita is also driven by her ability to build meaningful connections and foster collaborative relationships, while continuously evolving in both her professional and personal journey. She demonstrates strong communication skills, time management, and a proactive mindset in achieving her goals.

Get In Touch

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