



BRAIN RECODING

A GENERATION OF LEARNING

A REVOLUTIONARY STEP INTO EDUCATION

CERTIFICATE NO:
DIPP102320

#startupindia

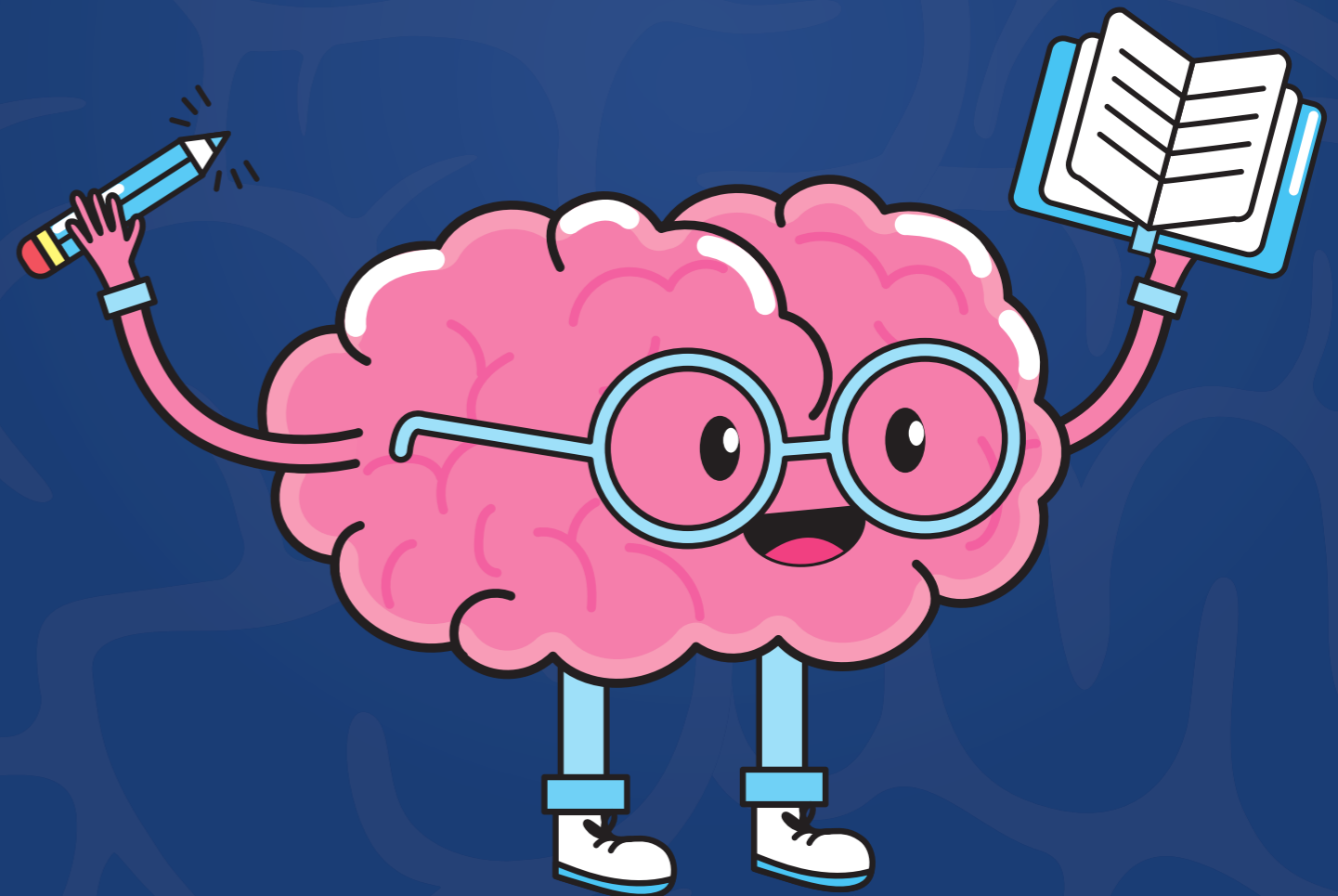


Government of India
Ministry of Commerce & Industry
Department for Promotion Of Industry and Internal Trade

Certified and Recognised by Department for Promotion
of Industries and Internal Trade for working in
Education and Skill Development.

A BRAIN MANUAL

Whenever we purchase any goods, we get a manual for how to use it. But for this most powerful system The BRAIN, there is no manual existing. So Brain Recoding initiates to come up with.



ABOUT US

Modern advancement in science and research in the field of the brain and habit formation have substantially proven the importance of learning behaviour among students and Academy time. And again it has been proven that by altering our way of thinking we can really bring Revolutionary transformations in our life saving sections this scientifically envisioned program Brain Recording ports in various researches in one basket to bring out various fruits helpful for the students and the society.



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EDUCATION SYSTEM IN INDIA



SCHOOL

15 LAKH
26.5 CR
STUDENTS



COLLEGE

50,000 +



UNIVERSITY

950 +

3.5 CR
STUDENTS

TOTAL STUDENTS = 30 CR

BIGGEST PROBLEM

IF **100** STUDENTS ENTERS IN CLASS - 1



ONLY **76** COMPLETE CLASS - 10



ONLY **55** COMPLETE CLASS - 12



ONLY **26** COMPLETE COLLEGE

AFTER **15 YEARS OF SCHOOL EDUCATION**
AND **3-4 YEARS OF COLLEGE**

93 %

UNDER EMPLOYMENT RATE AND ONLY

4-5

STUDENTS ARE SUCCESSFUL IN CAREER

REASONS OF

Purpose of Education is Missing



- Navigation
- Rhetorics
- Character



Applicability of Educational Content Delivery



- Experiential Learning
- Cognitive Domain
- Whatever we learn, students don't know how to apply in real life

FAILURE

Mindset & Skill development is Missing



According to United Nation Research in 2021

Knowledge	60 %
Skills	17 %
Mindsets	20 %
Other	6 %

In 2010

Knowledge	13 %
Skills	42 %
Mindsets	41 %
Other	5 %

In 2030

Knowledge	3 %
Skills	39 %
Perspective/Mindset	52 %
Other	6 %

In 2040

ISSUES



IMPACT

BRAIN RECODING BRINGS

YOU THE ULTIMATE SOLUTION

WELCOME ON BOARD OF NEW INSIGHTS ON LEARNING THROUGH COGNITIVE & BRAIN SCIENCE

300+
GLOBAL
RESEARCHES

500+
SCHOOLS WERE
RESEARCHED

18+
YEARS RESEARCH

90+
MODULES

“
UNTIL BROUGHT IN
LIFE, EDUCATION
REMAINS A TEXT
”

Our Team



GAJENDRA SINGH
FOUNDER
IIT ROORKEE 2010-14
10+ EXPERIENCE



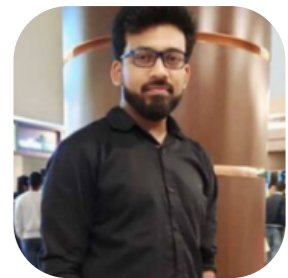
DR. NAGPAL SINGH
COGNITIVE PSYCHOLOGIST
SENIOR RESEARCH
ANALYST (ACADEMICS)
18+ EXPERIENCE



SHAILESH PANDEY
IIT KANPUR
ADVISOR



SUNIL KUMAR
IIT ROORKEE
TECHNOLOGY EXPERT



AKSHANSHU PAL
IIT ROORKEE
ADVISOR



EMBARK ON A DYNAMIC JOURNEY WITH BRAIN RECODING

CORE OF IDEA

On the pretext, if we go back around 27 million years ago, humans were insignificant animals roaming somewhere in the jungles of Africa went on to become the most dominant species under whose control has taken everything as he or she perceives. Now, this long journey integers various transitions the humanity has undergone to mention a few coming out of the man from jungles walking on two feet. Entering an era of hoarding Essentials and very importantly the cognitive revolution that put forth him in the rhymes of dominance following afterward the era of Agricultural Revolution, Renaissance and Industrial Revolution change the entire path of humanity. A Marvel of formal education better known as Public Education, set forth the agenda of humans in the future. This very education also has undergone multiple transformations and the changes shift to make it relevant with the demands of the future.



Today's Academy is replete with innumerable tasks of academic deliverables to be achieved by students or to the whole system but undermining the challenges of future, sometimes the entire energy being channelized into the system appears to be insufficient. We are filled up with lots of approaches and discussions and chaos tasks from higher education to primary setup. If you look at the figures enumerated by various statistical information platforms such as MOPSI, Ministry of HRD and in which mean by National Education Policy 2020. All these documents have rhetorically demanded a system, which is robust and relevant with the questions of future. It has been hypothesized and propounded by various researches, that the Expectations of the future are not going to get achieved by the present system of education. The scenario of 2030, poses questions of knowledge, skills and mindsets which are deemed unimportant as of now. Brain Recoding system presents a scientific amalgamation of various reports and researches blended in a manner that, if applied to our present Academy will bring Revolutionary Changes in the Whole System leaving no space for entropy insuring success as expected.



**BEING YOUNGEST NATION OF
THE WORLD, INDIA HAS
OPPORTUNITY TO BE WORLD'S
LARGEST ECONOMY, IF
PERSPECTIVE IS REDEFINED**

WHY IT IS NOT HAPPENED BEFORE ?



The very purpose of education has been to bring up a society which is dependent on virtues of holistic development, harmony, peace, prosperity, and self independent in nature. Historically the very objective of every system was accorded as said earlier but no system can claim to be perfect existing systems of education, also suffered the same fate from the ancient Vedic Gurukul system to the modern technologically advanced, Every purpose caters to the objectivity of Education.

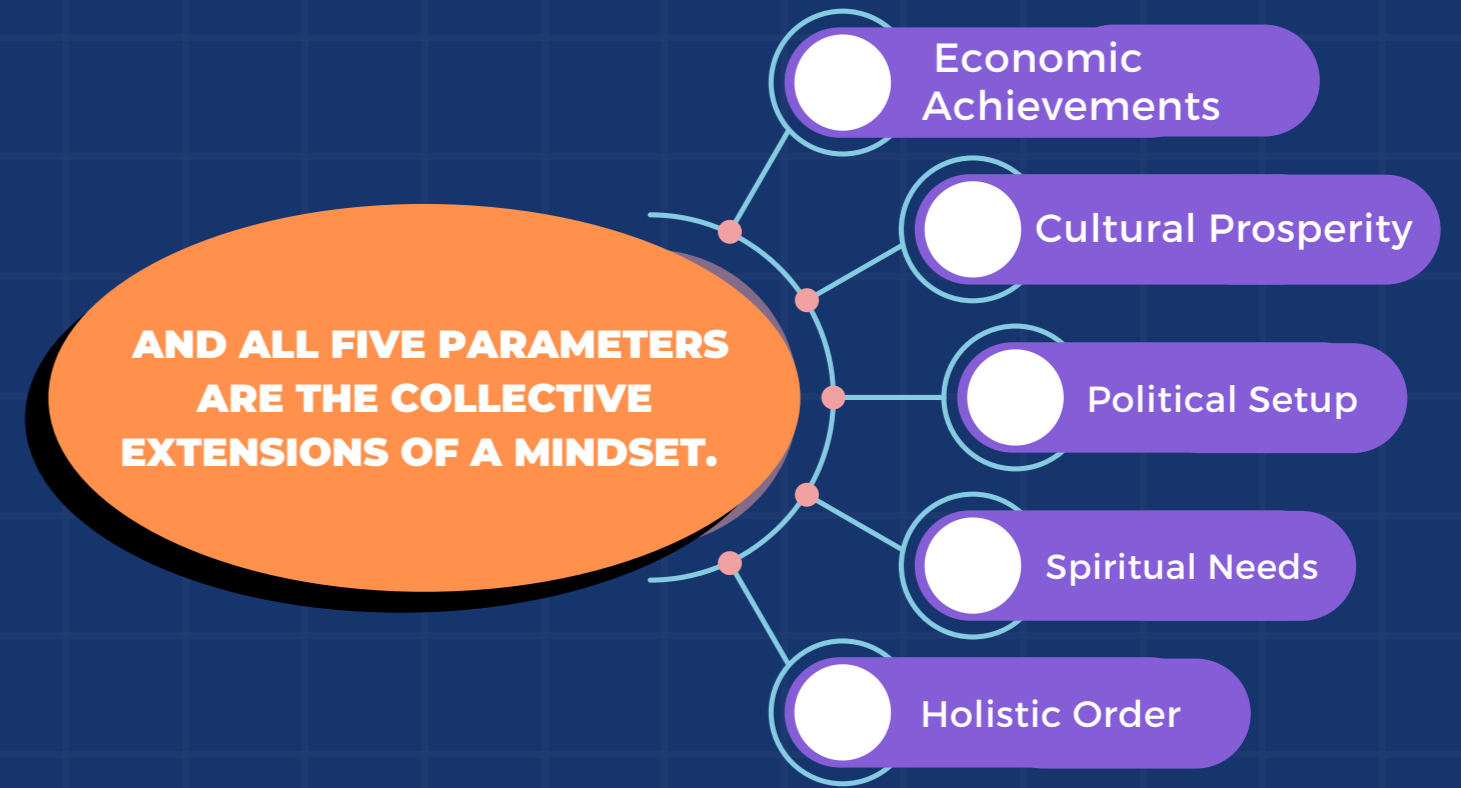
The big missing odd in this entire Education system, which has never been prioritized and identified is the mindset of the students. History reveals that all the discoveries and innovations or the laws and norms by which societies are governed are reminiscent of mindset.

OUR CORE IDEOLOGY OF OUR ENTIRE PROGRAM IS TO BUILD A MINDSET THAT CAN HELP STUDENTS ACHIEVE WHAT THEY ARE IN PURSUIT OF.



THE STRUCTURE OF MODERN EDUCATION SYSTEM STANDS

Irrespective of any geo-political difference corresponding to the globalized needs and requirements, the very imperatives of Modern Education stand on



If an educated mind is unable to find relevant economic means and then obviously the Education system is to be blamed for Global Anarchy, Cultural Conflicts, Religious Differences and pandemics like coronavirus prevalent in everyday life invokes our serious look in the approach of education.

The responsibility falls on the education system but in this present construct, we are trying to find solutions of the future by the weapons of the past if we are able to anchor the mind to the futuristic needs than outcomes can be streamlined as expected.

PURPOSE OF EDUCATION

Finding a Universal and symmetrical purpose of education remains a subject of various debates and discussions but takes very common aspects. We can primarily define the objective of Education.

Basically catering to the Three Purposes



This is a very ability of the humans shall possess to walk through various challenges in life poses in form of Emotional, Political, Physical & Geographical.



Which enables every individual with the ability to stand in the Right Context, Right Manner, Right Degree and the Right Time



An integration of attitude and aptitude

IF OUR EDUCATION SYSTEM IS ABLE TO DELIVER ANSWERS OF 3 THE VERY PURPOSE OF EDUCATION, THEN IT SHALL BE HAILED AT ALL LEVELS. OTHERWISE, IT BECOMES A PROCESS THAT FLOGS MINDS IRRESPECTIVE OF ITS VERY OWN OBJECTIVE.

**CONTROL YOUR
MIND
CONTROL YOUR
LIFE**

6

- GREAT INDIA
- PROSPEROUS YOUTH
- HAPPY LIFE

OUR ATTEMPTS

6

- SUSTAINED EFFORTS BRING MIRACLOUS FRUITS
- BRAIN IS THE CORE OF LIFE
- HUMAN PERSPECTIVE IS CENTRAL TO ALL EXTENSIONS OF LIFE, THOUGHTS AND MATERIALS

OUR VALUES

THIS COURSE IS NOT JUST A CUT, COPY, PASTE FROM ANOTHER COVENTIONAL EDUCATION SYSTEM, BUT PREPARING YOUNG MINDS THROUGH PROVEN SCIENTIFIC TOOLS IN ORDER TO EMPOWER THEIR CAPACITY AND PERSEVERANCE

90 DAYS

BRAIN RECODING DOESN'T ENGAGE YOU FOR LONG TIME BUT FREE'S YOU FOR LARGER GAINS



INVEST IN YOUR BRAIN, WHATEVER IT MAY BE

A sincere effort of Great Minds, Excellent Researchers and Perfect Educationist

CONSISTANCY

OPPORTUNITY

GAINS



PREFACE

25 million years back, Mega journey of human has made him stand on threshold of exploring the outer world beyond our galaxy and in word to quantum particle yet unknown if there is any term that explains this splendid journey from being insignificant to most advanced is evolution and capacity to transit from one event to another.

Humanity has stood five major transitions from taming fire 2,50,000 years ago, to language acquisition around 40,000 years ago, and from there on he rode the path of agricultural revolution to civilization conquest even continuing today. As visible from the above para our ancestor's took thousands of years from travelling in their transistors but pandemic COVID-19 has taught that we are able to transit in even worst moments in mere a day, and this successful transition enables us to take up life with more empowered tools.

Today, we are rowing in the most unpredictable challenges of the protruding in social, economical, and environmental horizons driven by accelerating globalization and faster rates of technological advancements.

Future is uncertain and we can't predict but we need to be open and ready for it children's entry into the education system are expected to deal with problems that yet have not been identified, prepare for props that yet have not been created, and technological that yet not have been created and to navigate through such uncertainties, students we need to develop curiosity, imagination, resilience, and self-regulation. They will need to respect and appreciate the ideas, perspectives, and values of others and they will need to cope with failure and rejection and to move forward in the face of adversity. Their motivation needs to be more than getting a job or higher perks they have to consider there surrounding and environment as their priority.

And to deal with such myriad trajectories the foremost need that hones skills needed is over perspective and our mindset. History is replete with examples of individuals and groups that one had clear perspective attained higher degree of wealth, be it the Britishers, hard work, sacrifice, and rule or individual perfection of Swami Vivekananda or Mahatma Gandhi.

Latest social discoveries and scientific innovation have proven that our biological, psychological and education triangle has capacity to motivate individual minds to regain higher order of focus.

Brain Recoding is a scientific essence of more than 300+ researches conducted on human perspective development which have been diligently colasced into one programme.

THE BACKGROUND OF HUMAN PERSPECTIVE



Philosophically, if I would like to put up some focus towards human perspective, it's an outcome of experience, imaginations, expectations, distortions and interventions from formal or informal educational systems. Various researches have proven from evidences and field trials at human brain and neurolinguistics with psychological research. That the prospective of individuals is a subject of transient order which can be altered or repositioned different levels scientific researches in the field of intelligence, psychology, brain mapping, neuroplasticity, Anatomical structures and behavioral psychology has proven again and again, that if applied in education it could bring remarkably Revolutionary change. To name a few, Daniel Goleman, who is the proponent of emotional intelligence. Daniel Coleman, who is high acclaimed psychologist professor Seligman, who propounded the theory of positive psychology, madam Dawey her remarkable research of growth mindset and multiple scientific research surrounding the brain has proven attitude to based on these researches we can very well change the human perspective and prove it biochemically conduct and behaviour and obviously an academic excellence



THE BACKGROUND



ELON MUSK

He plans to connect human brains with computers and colonize mars.

BILL GATES

Don't compare yourself with anyone in this world.... If you do, you are insulting yourself.



STEVE JOBS

Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma- which is living the results of other people's thinking. Don't let the noise of other's opinion drown out your own inner voice.



TATA GROUPS

Integrity. We will be fair, honest, transparent and ethical in our conduct, everything we do must stand the test of the public scrutiny.



DHIRU BHAI AMBANI

Our dreams have to be bigger. Our ambitions higher. Our commitment deeper. And our efforts greater.



MARY KOM

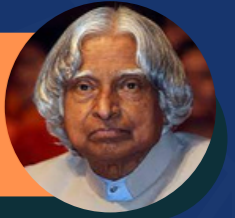
Obstacles cannot stop the Determined



OF HUMAN PERSPECTIVE

ABDUL KALAM

To succeed in your mission, you must have single-minded devotion to your goal.



SACHIN TENDULKAR

Never Surrender



USEN BOLT

Push yourself to the Limits



BARACK OBAMA

Understand that where you grow up shapes your perspective.



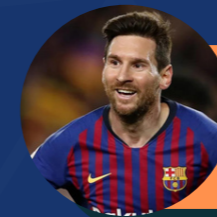
BHAGAT SINGH

They may kill me, but they cannot kill my ideas. They can crush my body, but they will not be able to crush my spirit



LIONEL MESSI

You have to fight to reach your dream. You have to sacrifice and work hard for it



PERCEPTION BUILDING SCIENTIFIC EXPLANATION

Perspective is basically an ability of the mind where it believes in certain possibilities it can achieve and it can do.

BUILDING BLOCKS OF PERCEPTION



SCIENTIFIC BASIS OF BRAIN RECODING

FOCUS

How to take control over the distractions.

There is research done **FLOW** by **Mihisli Chickmanheili**

Imagine you join a gym for 8 hours a day and 1 year.... 5 years... 10 years... of time. You'll be extremely Best.



Kids have hundreds of reasons to be distracted and if we think that kids start studying then it is not possible, because our brain works on repetition. They have been trained for Distractions. So yes, we are the last hope for taking control over distractions based on scientific Research.

CONTROL OVER FAILURE

How to take control over the Failure

THERE IS RESEARCH DONE **POSITIVE PSYCHOLOGY** BY **PROF. SALIGMAN**

ACCORDING TO NCRB (NATIONAL CRIME RECORD BUREAU), IN INDIA EVERY **3.44 MINUTES, ONE SUICIDE HAPPENS** BECAUSE THEY HAVE NO CONTROL OVER THE FAILURE.



Distraction is the Biggest Challenge in 21 st Century

OPTIMISM

Optimism is most important factor to develop Pseudoscience.
There is research done **Sustained Optimism** by **Daniel Kahnman**

According to Daniel Kahnmam, there are two things



ACTIVE MEMORY → **LONG TERM MEMORY**

So in school, we teach students, they listen everything but they do not remember it.

In Brain Recoding Programme, we have designed certain activities and Approaches so that we can convert students from Sense of Perception to Memory of Rememberence.

CONTROLS

Emotional Control

Physical Control

Theory of **Emotional control and Robustness** by **Danial Goleman**

Situations when you feel hurt or emotionally changed



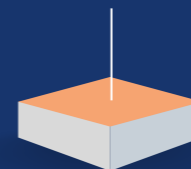
OUR PROGRAMME

This entire programme is not a motivational but this is a programme which has been derived from collection of 300 + Reasearches conducted on human behaviour, Psychology and human brain. These are the scientific evidences and Globally Accepted.

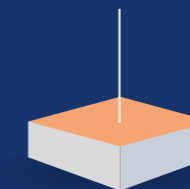
This programme is 100 % evidence based, so after taking consent from parents, Brain Recoding will provide evidences of changes that are coming in students.

WE'LL PROVIDE EVIDENCES

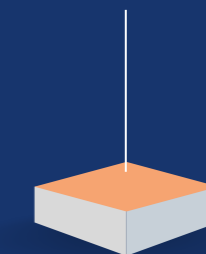
Academic evidences
(Based on percentage gains or lost)



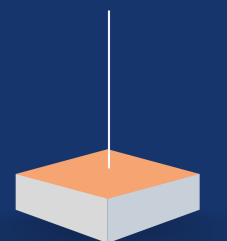
17 Behavioural evidences
(Based on parents judgement)



Longitudinal Research
will be conducted



Bio Chemical
Evidences



THE EXPRESSIONS

Task Performance

- Responsibility
- Persistence
- Self Control



Emotional Regulation

- Stress Resistance
- Optimism
- Emotional Control



Collaboration

- Empathy
- Trust
- Co-operation



LINGUISTIC

NUMERIC

PHYSICAL

SKILL

OF BRAIN RECODING

Open Mindedness

- Tolerance
- Curosity
- Creativity



Engagement

- Socialbility
- Assirtiveness
- Energy



Other

- Self Efficiency
- Growth Mindset
- Motivation



APPROACHES

PREPARE

- ✓ Introduction
- ✓ Pyschometric Analysis
- ✓ 7 Days Trial

TRAIN

- ✓ Physical
- ✓ Scientific Interventions
- ✓ Regious Motivation
- ✓ Strict Follow Up

OF BRAIN RECODING

REVIEW

- ✓ Academic Evaluation
- ✓ Parent Feedback
- ✓ Self Declamation
- ✓ Bio Chemical Analysis

EXPRESS

- ✓ 17 Behavioural Conduct
- ✓ Academic Performance
- ✓ Self Apprasal
- ✓ Social Apprasal

FIELD RESEARCH



MAHESHWARI

PUBLIC SCHOOL BHILWARA

Affiliated to CBSE Delhi

Affiliation No.1731011

Based on accelerated learning programme and cognitive science this whole system was implemented in MPS Bhilwara (rajasthan) to estimate Academic, Cognitive and Perceptive skills on students.

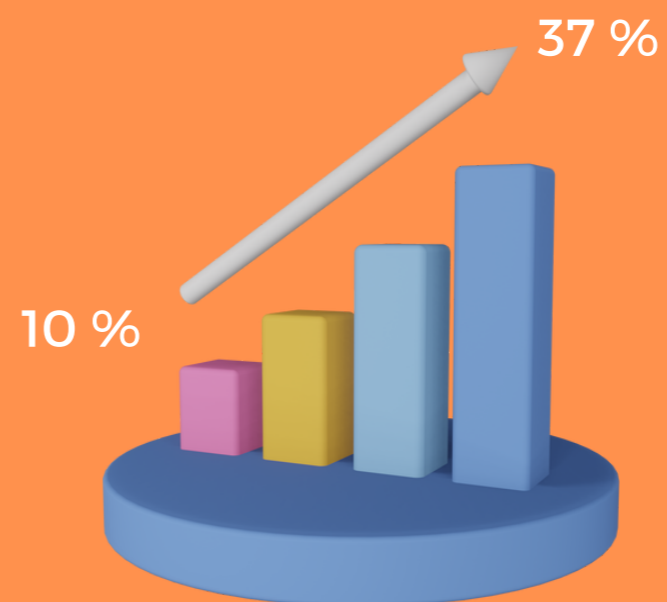
METHOD

It was a longitudinal research in which entire academic syllabus was integrated with perception building/ developing strategy and academic, disciplinary were observed.

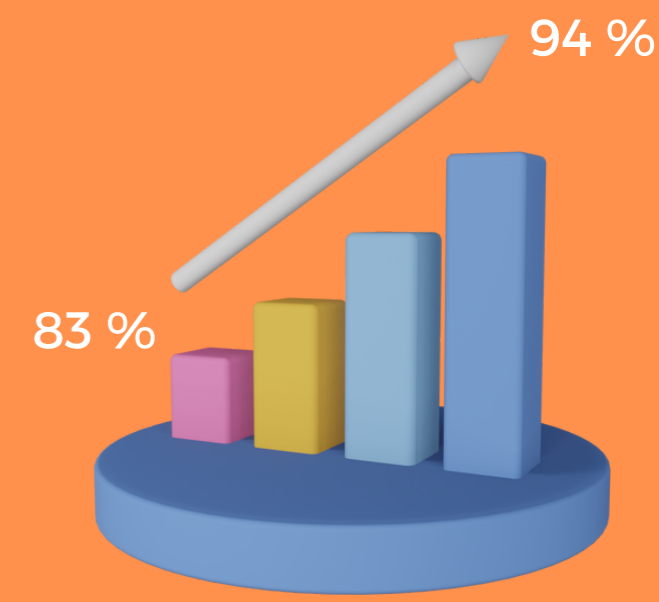


2 YEARS RESEARCH

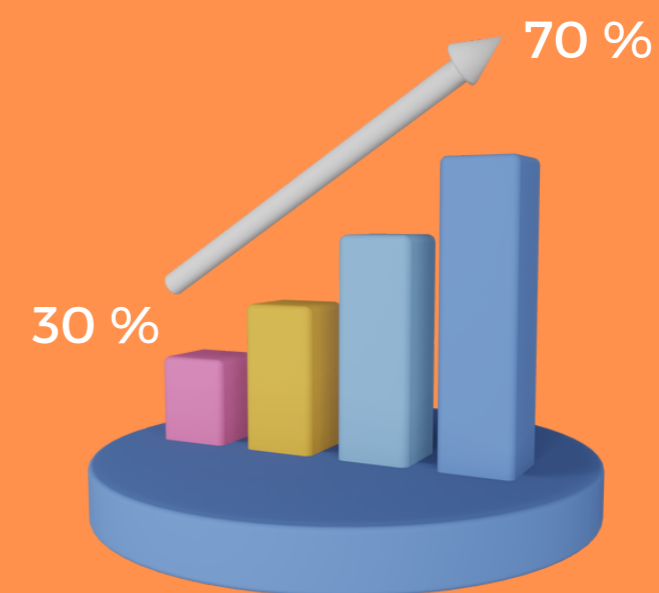
OUTCOMES



AVERAGE MARKS SCORED



STUDENTS ATTENDANCE



APPRASAL FROM PARENTS

**BRAIN RECODING
INVITES YOU TO
BE A PART OF
GLOBAL ACADEMIC
REVOLUTION**



BRAIN RECODING
NEW GENERATION OF LEARNING

**CHANGE YOUR
PERCEPTION
TO CHANGE YOUR
LIFE**

EASETM
"शिक्षित और समृद्ध भारत"


SchoolPlus



 **Edukit**
Your Tech & Growth Partner