



Heartfulness Education Trust

From Wonder, **Wisdom**

The HELP Program

Heartfulness - Experience of Life's Potential

A 16 week certificate course for Intermediate Students on
Life Skills in association with Board of Intermediate Education,
Government of Andhra Pradesh



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Through Education, Empowerment



Experience. Explore. Discover

The HELP Program

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in association with Board of Intermediate Education,
Government of Andhra Pradesh

Scope

13 Districts

500 Colleges

2,00,000 Students

Program

Training on Life Skills integrated with experiential Heartfulness
Meditation Sessions

Purpose

Improved Concentration
Effective Stress Management
Balanced Living

Period

16 weeks course for Students, weekly one-hour sessions

Goal

Inspired and engaged students, a joyful environment and
overall happiness

Our Vision

Our vision is to enable teachers and students to live a balanced, purposeful, happy life through educational programs and workshops to contribute to sustainable school reform. The idea is to create a loving and compassionate learning environment in educational institutions.

About Heartfulness Education Trust

Heartfulness Education Trust (HET) was born from the vision that the most effective way to transform society in a generation is to equip teachers with the opportunity and tools for change, empower them to transform their students and work towards social transformation by offering tools for individual change. Our self-development programs in schools and colleges are creating a culture of values for both teachers and students.

Along with our educational programs and workshops we offer simple yet effective relaxation, meditation and rejuvenation techniques which have been actively researched by the scientific community. It has been shown to improve focus, concentration, collaboration and creativity as well as alleviates stress. Other benefits include an enhanced personal efficiency, effectiveness, physical and mental health. The experiential and interactive sessions are aided by a rich body of literature and facilitated by certified heartfulness trainers, coaches and volunteers.

Educational System and it's problems

The current Indian education ecosystem is still characterised by inflexible delivery models, focusing on subjects in silos in order to cover prescribed syllabuses. Generally, it does not provide students with opportunities to solve real-world problems and acquire relevant practical and soft skills. When we shift our focus to the global stage in education, a revolution is underway, as a result of strengths like Emotional Intelligence, Social Intelligence and communication being valued more highly than IQ in the workplace. In fact, research by Daniel Goleman and others shows that success in a career requires Emotional Intelligence more than anything else. As he says, *"If you look at IQ alone, it predicts about 6 to 10 percent of career success."*

During the last 70 years, there have been many scientific and medical studies that show both relaxation and meditation having a significant impact on Emotional Intelligence, Social Intelligence, overall well-being, neuroplasticity, brain development and hence heightened learning ability. One recent reference that summarizes many of the key studies is 'The Science of Meditation' by Daniel Goleman and Richard Davidson, two of the key researchers in this field of mind-body medicine.

With over 70 years of experience in teaching Heartfulness methods, our HELP Program a 16-week certificate course for students of junior colleges is designed specifically for students overall well-being by allowing them to tap into their inner potential for excellence and growth.

The HELP Program - Theory of Change

THE NEED	THE INTERVENTION	THE IMPACT
<p>It is a well-known saying that "Our Children are our Future". These children, under the current system of school education, are largely being nourished by their lecturers.</p> <p>The result-oriented, examination based education system puts a lot of pressure on students to focus only on academic results, leading to a stressful life.</p> <p>While students develop well and become subject-matter experts, most of them lack the basic life skills.</p> <p>There is little time to focus on values and morals. A slow downfall in the moral standards of today's youth is quite visible in our current society.</p>	<p>HELP: 'Heartfulness – Experience of Life's Potential.' Impart the Heartfulness methods to students through a 16- week certificate course.</p> <p>The course will cover:</p> <ul style="list-style-type: none"> - Heartfulness tools and techniques. - Essential life skills like managing stress, time, conflicts, habits, etc. - Basic human values and positive relationships. 	<ul style="list-style-type: none"> - Improved Concentration and Focus in students. - 'Centred Students': where 'centredness' is defined as a person who is self-confident, emotionally stable and well balanced. - A life where stress is well managed, leading to a joyful and happy society. - Students displaying values of compassion and respect for each other.

GOVERNMENT OF ANDHRA PRADESH RECOMMENDATION

BIE (Board of Intermediate Education) has issued a government recommendation Rc.No:05/BIE/2018, dt: 19th May 2018 addressing the principals of all Government Junior Colleges, Government-Aided Colleges and Private Unaided Colleges to incorporate the Heartfulness programs for all their students, in order to reduce stress and nurture ethics and moral values. It further mentions that such meditation workshops on Heartfulness have already been conducted for more than 50,000 students in the previous academic year (2017-18) and these workshops have resulted in:

- Considerable reduction in stress and anxiety levels
- Improved concentration and memory
- A more balanced state of mind
- Curbed the unfortunate tendency of suicides in some residential junior colleges.

This letter from the AP government requests all principals to utilize the services offered by the Heartfulness teams and help schedule and facilitate the conducting of the 16-week program for their students.

District wise Details of Workshops conducted in the academic year 2017-18

No. of Students - 51752
No. of Institutions - 115

S.No	District	No. of Institutions	No. of Participants
1	Krishna	33	25091
2	Guntur	12	5425
3	Visakhapatnam	8	1213
4	Anantapur	21	5007
5	Kurnool	10	3951
6	Chittoor	31	11065
	Total	115	51752

B. UDAYA LAKSHMI, I.A.S.
SECRETARY
BOARD OF INTERMEDIATE EDUCATION
GOVERNMENT OF ANDHRA PRADESH



D.NO : 48-18-2/A, NAGARJUNA NAGAR
OPP. NTR HEALTH UNIVERSITY
VIJAYAWADA-520008, ANDHRA PRADESH
PHONE : 0866-2974130, FAX: 0866-2970056
Email : bie.andhra@ap.gov.in

Rc.No.05/BIE/2018

Dated. 19.05.2018

To,
All the Principals,
Govt. Junior Colleges / Govt. Aided Colleges / Pvt.Un-Aided Colleges.
Andhra Pradesh.

Dear Principal,

Sub: Conduct of - Heartfulness programs at Intermediate Colleges in AP-
Regarding.

Ref : Heartfulness Zonal Coordinator's letter dated 4th May 2018.

Kind attention is invited to the reference cited and accordingly all the Principals of Government Junior colleges, Government Aided Colleges and Private unaided Junior Colleges are hereby informed that Heartfulness Institute has again come forward with a proposal to conduct a series of meditation workshops to reduce stress levels, nurture ethics and moral values among Intermediate Students in Andhra Pradesh. Heartfulness Institute a non-profit organization has already conducted meditation workshops for 50,000+ Intermediate students in the previous academic year and as per the reports received from various colleges it was found highly beneficial to the students for

1. Considerable reduction in Stress and Anxiety levels.
2. To Improve Concentration and Memory.
3. With better balanced state of mind.
4. Curbed the unfortunate tendency of suicides among the students in some of the Residential Junior Colleges.

Hence for the current year also a program schedule was proposed as follows.

1. Introduction sessions on 3 consecutive days(1 hour per day) where students will be taught meditation and relaxation practices.
2. 16-weekly sessions (1 session per week) by trainers who will conduct value-

based programs along with group meditation activities.

In this regard, I request all the Principals of all Government Colleges, Government Aided Colleges, Private un aided Junior Colleges to engage the services of Heartfulness trainers and volunteers to conduct the proposed programs in a meticulous way and to allocate daily one hour in the evening in the respective schedule of Time Table to allow interested students to practice meditation for a duration of 16 weeks to catalyze a marked change in the life style of the student community, thereby to contribute to the overall happiness and wellbeing of the state.

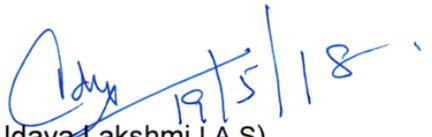
The following is the list of Zonal Coordinators who will organize the sessions with the help of 500+ trainers from their respective Districts/ Cities:

S.No	Name of Zonal Coordinator	District/City	Mobile No.	Email
1	S. Rama Koteswara Rao	Krishna & Guntur	9948234220	zc.ap1c03@srcm.org
2	K. Lakshmana Rao	Srikakulam & Vizianagaram	9948999116	klrao50@gmail.com
3	K. Srinivas	Chittoor	9440800450	zc.ap1d03@srcm.org
4	K. Gowri Sankara Rao	East Godavari	9502671060	kgsrao2010@gmail.com
5	K. Venkata Ramana Murthy	Kakinada City (East Godavari)	7702177444	kvrmurthy@hotmail.com
6	N Babu Ramchandra	Kadapa	9440990924	dr.nbram@gmail.com
7	M. Uma Gangadhar	Nellore	9246439333	umagangadharmachani704@gmail.com
8	G. Ravindranath	Rajahmundry (East Godavari)	7799291661	g.ravindranath@ymail.com
9	K. Ramanjaneyulu	Ananatapur & Kurnool	9989022122	k.ramanj@gmail.com
10	P. Pandurangaiah	Prakasam	9440784974	rangam4u@gmail.com
11	R. V. Apparao	West Godavari	8074174733	zc.ap1b01@srcm.org

12	P. Satyanarayana	Visakhapatnam (Metro Zone)	9705295582	zc.ap1b06@srcm.org
13	P. Rama Rao	Visakhapatnam	9422055875	zc.ap1b05@srcm.org

Whenever Heartfulness Teams visit or contact the concerned principals you are requested to extend your full cooperation and provide necessary assistance to them as the training to students is rendered by them **in a selfless way, i.e on "free of cost" basis** and inform all the students to make use of this program to improve their life – skills and reduce the stress levels.

Hence you are hereby directed to make use of their services for the benefit of the student community at large to reduce the suicidal tendencies and to develop a positive and pragmatic approach in the mindset of the teenaged intermediate students.


(B.Udaya Lakshmi I.A.S)
Commissioner & Secretary
Intermediate Education

SCOPE :

The overall scope of the above-mentioned government recommendation actually covers about 3,000 colleges and more than 10 lakh students. During the academic year 2018 – 2019, the HELP Program will cover most of the government junior colleges, a subset of government-aided colleges and private colleges totalling around 500 colleges and 2 lakhs students across all the 13 districts of Andhra Pradesh.

CONTENT:

The HELP program is a 16-week certificate course for students of Intermediate Education in Andhra Pradesh. This course will be delivered as weekly sessions, with one-hour per week as the delivery mechanism. Every session will cover a unique topic on life skills and values, followed by practical experiential session on Heartfulness tools and techniques.

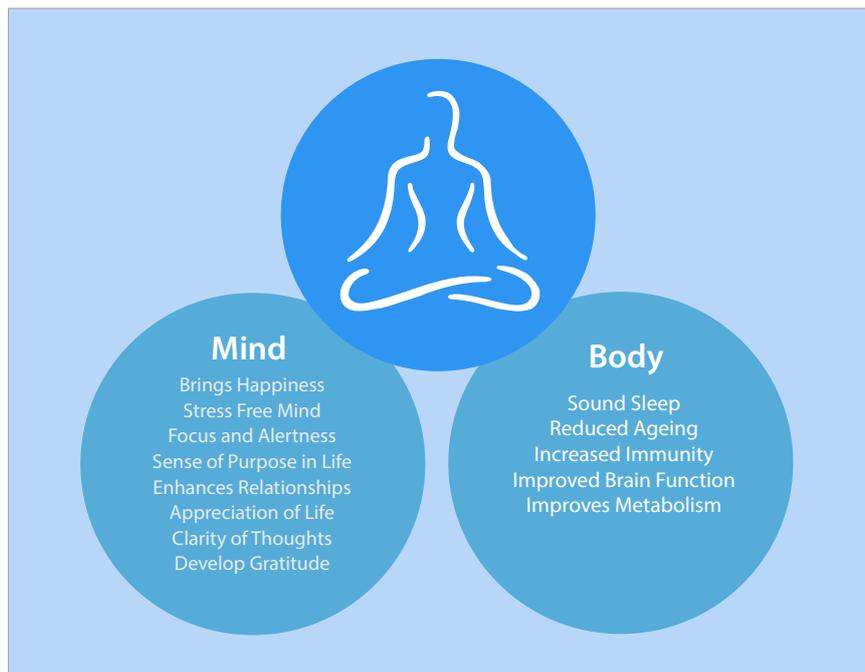
A typical session breakup is as follows:

- 20 minutes: Topic-related presentation and discussion
- 30 minutes: Experiential session on Heartfulness Relaxation, Meditation and Rejuvenation tools
- 10 minutes: Q&A and follow-up

Topic-related presentations will be guided by high-quality video content. Topics will include various elements of science, activities, stories, quotes and morals, which are built into the presentations. The video will equip the presenter with interactive tools to engage with the students and communicate the message in a subtle yet powerful way, where the students learn by listening and engaging actively. The course content outline is as follows:

Topics	
Goals and Aspirations	Ethics & Human Values
Healthy Habits	Decision Making Skills
Overcoming Stress	Conflict Resolution
Time Management	Overcoming Obstacles
My Strengths	Leadership Skills
Self-Confidence	Communication Skills
Power of Thought	Health & Hygiene
Healthy Relationships	Sharing & Caring

Benefits of Heartfulness practices of Relaxation, Meditation and Rejuvenation which will be taught to Students in these sessions



EXECUTION STRATEGY:

Delivering the HELP course to such a large number of students spread across all districts of AP is a challenging task. A simple and scalable three-step approach model is designed to deliver content to all students in the selected colleges.

1. Identify Champions who will take responsibility for colleges. One champion for 2-3 colleges.
2. Heartfulness core team of trainers will train these Champions on the content and delivery.
3. Champions will deliver the course to the students in their respective colleges.

<u>Trainers</u>	<u>Champions</u>	<u>Students</u>
Core Training Team Create Digital Content Train the Champions	Volunteers and Lecturers Champions for Colleges Get trained on content Deliver content to Students	Course on Life Skills Integration with Meditation Digital Delivery of Content (or) Delivered by Champions

CHAMPIONS:

The success of this program depends on the effectiveness of the champions who are the actual members in the field, delivering the content to the students.

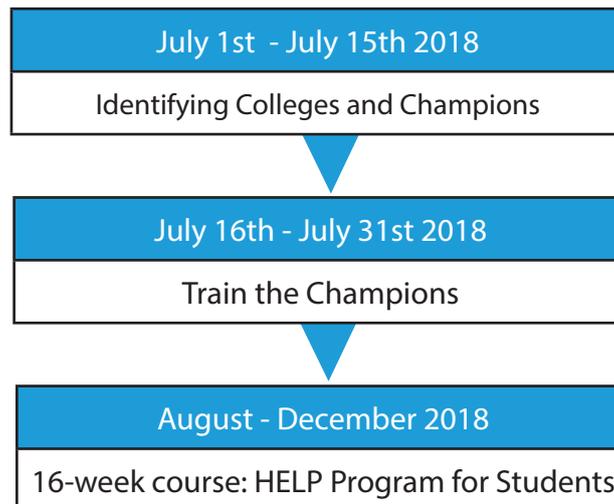
- Champions will be a combination of volunteers, prefects, lecturers and interns
- Champions will deliver the Life-Skills topic to students.
- They will be capable of both digital delivery as well as by themselves.
- Content will be given to Champions as videos along with booklet
- All champions will undergo training before content delivery

DELIVERY:

The content delivery mechanism will have a two-fold approach:

- 1. Digital Delivery:** Colleges with projectors will be able to use the digital mode of delivery, which is the preferred approach. This helps in a uniform delivery mechanism that will be captivating and attractive to students.
- 2. Champions Delivery:** In those colleges without digital smartboards, the Champions will deliver the content to the students by first going through the video content and preparing themselves.

TIMELINES:



COLLABORATION:

The success of this program depends on the proactive collaboration between multiple parties:

- 1. Heartfulness Education Trust:** The organization that is designing and executing this program
- 2. Government and Private Junior Colleges of AP:** The program is specifically designed for the students of all Junior Colleges of AP. A smooth and cordial collaboration with the Principals and Management of these colleges is essential for the proper implementation of the course.
- 3. AP Government Education Department:** The Board of Intermediate Education (BIE) has already issued the Government Recommendation to conduct this 16-week course for all their students in Intermediate Colleges.
- 4. Third Party Funding Agencies:** It is clear that to undertake this large initiative, there is cost associated with the effort. Due to the large scale of this program, the 'per-student cost' is quite small and manageable, but it still needs sponsorship from various funding agencies to sponsor the program costs for a successful launch and deployment.

COST:

There are several components in this program that contribute to the overall cost of the program. A detailed budget has been created with all categories and components taken into consideration. The broad categories of cost are shown in the table below. The per-student cost comes to about INR 50/-

EXPENSE CATEGORIES

Category	Cost
Personnel	24,90,000
Capex	8,50,000
Content Design	11,40,000
Stationery	20,50,000
Impact Assessment	5,00,000
Training Champions	90,000
Delivery	25,00,000
Total	96,20,000
Cost per Student	Rs. 50/-

Detailed Cost Breakup

S.No	Category	Title	Unit	Time	Unit Cost	Total	Notes
1	Personnel	Program Manager	1	6	₹ 25,000.00	₹ 150,000.00	For 6 months
		Interns / Teachers	65	6	₹ 6,000.00	₹ 2,340,000.00	5 per district; 6 months
2	Capex	Tablets for content and survey	65	1	₹ 10,000.00	₹ 650,000.00	5 per district
		Attendance / Feedback App	1	1	₹ 200,000.00	₹ 200,000.00	For students
3	Content	Phase 1: Design Creation	20	1	₹ 5,000.00	₹ 100,000.00	Basic content and design
		Phase 1: Language Translation	20	1	₹ 1,000.00	₹ 20,000.00	In Telugu
		Phase 2: Graphics Work	20	10	₹ 5,000.00	₹ 1,000,000.00	1-min graphics takes 20 hours work
		Phase 2: Language Translation	20	1	₹ 1,000.00	₹ 20,000.00	Dubbing In Telugu
4	Stationery	Booklet for Champions	1000	1	₹ 50.00	₹ 50,000.00	Supporting booklet for content
		Diaries for students	200000	1	₹ 10.00	₹ 2,000,000.00	
5	Impact	Feedback, Questionnaire, Impact	1	1	₹ 500,000.00	₹ 500,000.00	Baseline and Endline
6	Training	Champions Orientation Program	1	1	₹ 10,000.00	₹ 10,000.00	Orientation for Champions
		Champions Training Program	4	1	₹ 20,000.00	₹ 80,000.00	Weekend Training programs
7	Delivery	Champions travel to colleges	500	20	₹ 250.00	₹ 2,500,000.00	20 visits to every school
						₹ 9,620,000.00	TOTAL COST
						₹ 50.00	COST PER STUDENT

IMPACT ASSESSMENT:

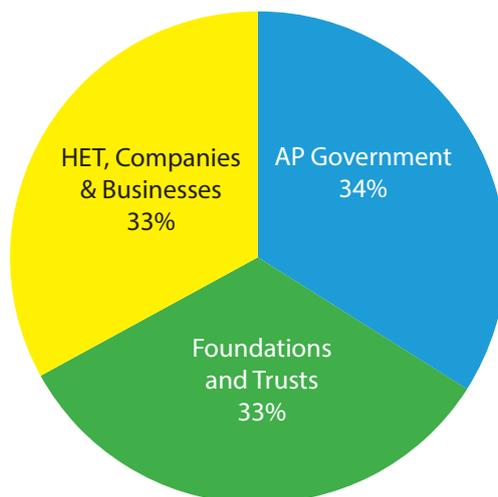
Monitoring and evaluation will be done with baseline and end-line measurements to determine the effect of the program on specific qualities of the students. Monitoring will be done using interviews, questionnaires, in-depth case studies, and additional psychometric tools. A comprehensive assessment framework will be put in place that has all the measurement points, tools, and data collection mechanisms in place.

REALTIME REPORTING: HELP REPORTING APP

An app will be developed with the specific purpose of reporting the ongoing sessions in real time. The Champions will upload the attendance details of students in each session along with a geo-location tagged photo for audit purpose. The reports from all 13 districts can be viewed at a glance in real time.

FUNDING MODEL:

As mentioned above, the cost per-student comes to about INR 50/-. We propose a funding model as shown in the diagram below:



This funding model can be expressed in simplified terms as following the one-third, one-third, one-third model. Under this model, HET will attempt to generate funding for this program broadly and equally from three sources:

1. Funding from AP Government - 34%
2. Charitable Foundations and Trusts - 33%
3. Private Businesses and Corporates - 33%

Within the 2nd and 3rd categories, funding agencies can sponsor a 'set' of students to help HET in successful rollout and implementation of the program. For example, an agency or organization can choose to sponsor say, 10,000 students and contribute to the program accordingly. The following are some of the key benefits that sponsoring agencies will get for being a part of this initiative.

- In every video used to deliver the content, the sponsors will be recognized at the end of the video for their contribution.
- The college management where these programs are happening will be informed about the

participating sponsors.

- Given that this is a government supported program, the list of sponsors will be mentioned in the report submitted to the AP government for supporting this initiative. To know more or to sponsor the program, please contact us at education@heartfulness.org

CONCLUSION:

We have an experienced team who systematically roll out the HELP program and provide follow-up, while an independent team will focus on impact measurement and the assessment report. We are eagerly looking forward to engaging with the various parties to take this initiative forward.