UYIRKUDIL INSTITUTIONAL PARTNERSHIP PROPOSAL

Empowering Students Through Daily Guided Mindfulness & Breathing

A scientifically calibrated, culturally resonant wellness ecosystem designed for K-12 schools, higher education institutions, and campus communities to enhance cognitive focus, reduce examination stress, and build lifelong emotional resilience.

5–10 Mins
Daily Practice Requirement

11-Digit UDISE
Zero-Friction School Binding

45 Badges
Gamified Student Habit Loop

100% Offline
Local Cache Practice Guarantee



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🎯 The Challenge & The Uyirkudil Solution

Why modern schools need structured mindfulness integrated into daily routines.

Today's learners face unprecedented levels of academic pressure, digital over-stimulation, and chronic attention fragmentation. Standard educational curricula focus intensely on academic intake but provide students with few tools for nervous system regulation, mental recovery, and anxiety reduction.

💡 The Uyirkudil Institutional Approach

Uyirkudil delivers a complete turnkey mental wellness system. Students engage in 4-phase rhythmic pranayama breathing routines (Inhale, Hold, Exhale, Rest) synced with professional bilingual audio. Meanwhile, school administrators and teachers monitor engagement, consistency streaks, and school-wide wellness through the enterprise **Dashboard-KPI** portal.



Student Experience: Rhythmic 4-Phase Breathing Visualizer, Floating Heart Favorites FAB & Habit Streak Counter

STUDENT MOBILE APP

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10 Institutional Features for Schools

Engineered for seamless campus adoption, administrative governance, and student delight.



Dynamic School Curricula

Custom content roots (`dynamicStartPoint`) enable schools to deploy tailored breathing sequences for morning assemblies, exam-season calm, or sports training with automatic fallback to standard Tamil Nadu curricula.



Institutional Dashboard-KPI

Real-time web portal for Principals and Class Reps. Monitor class-by-class participation, daily meditation minutes, practice streaks, and export certified PDF reports for academic audits.



Automated UDISE Binding

Auto-generates standardized 11-digit UDISE category bindings. Bulk student onboarding via Excel/CSV, instant section transfers, and automated student profile credentialing without IT friction.



45 Gamified Badges

Five achievement tiers (Bronze to Diamond) reward consistent practice, streak milestones, and morning rituals. Drives intrinsic student motivation without unhealthy social media competition.



4 Dynamic Home Layouts

Students choose their visual learning space between **Orbital 3D**, **Story Deck**, **Cosmic Flow**, and **Classic Grid**, ensuring high engagement across all age groups.



Floating Favorites Hub

A persistent, glassmorphic floating heart button with live counter badge grants students instant 1-tap access to pinned exam-relief and focus exercises directly from any home layout.

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Institutional Event Engine & Formats

Host In-Person campus workshops with 1-tap Google Maps directions, live online webinars with countdown clocks, and hybrid multi-school broadcasts, complete with automated attendance rosters and verified certificates.

Offline Sovereign Storage

Students can practice anywhere—on rural commutes, in school buses, or during home study—without requiring cellular data. Audio sessions and progress synchronize smoothly once reconnected.

Privacy & Device Limit Security

100% ad-free, COPPA/FERPA-aligned student privacy standards, authorized device limits preventing credential misuse, and screenshot restrictions preserving institutional safety.

Multilingual Delivery (8+ Languages)

Studio-recorded native guidance in தமிழ் (Tamil), English, Hindi, Telugu, Kannada, Malayalam, Marathi, and Gujarati with dual-language morning assembly feeds for diverse schools.

Multi-Timezone & Circadian Scheduling

Dynamic UTC conversion supporting domestic and diaspora campuses across IST, SGT, GST, GMT, and EST/PST with automated 8:00 AM assembly pacing and 1-tap .ICS calendar export.

Multi-Regional UDISE Partitioning

Geographic tenant isolation mapped to 11-digit UDISE codes and state education boards, maintaining complete data segregation, compliance, and custom curriculum rules.

High-Concurrency Morning Assembly Scale

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Engineered to handle 500,000+ simultaneous assembly students at 8:30 AM without server crashes or latency, using client-side processing and secure local disk caching.



Real-time school attendance, Tamil Nadu district leaderboards & student breathing compliance heatmaps

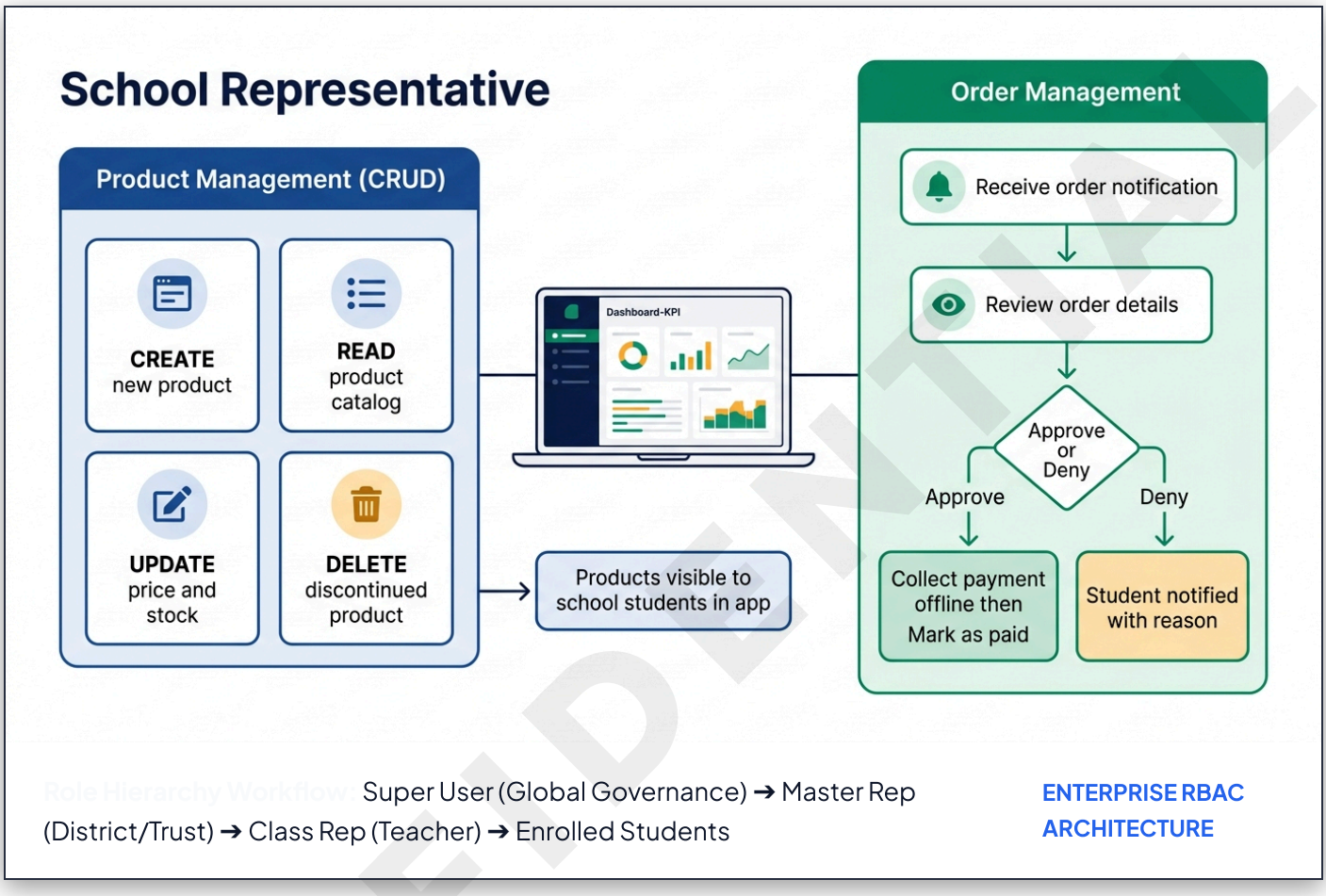
DASHBOARD-KPI PORTAL

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Administrative Governance & Representative Hierarchy

Enterprise Role-Based Access Control (RBAC) connecting education departments to classroom representatives.



Role Hierarchy Workflow: Super User (Global Governance) ➔ Master Rep (District/Trust) ➔ Class Rep (Teacher) ➔ Enrolled Students

ENTERPRISE RBAC ARCHITECTURE

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⏰ Daily Campus Integration Models

Flexible scheduling designed to complement academic timetables without disruption.

1

Morning Assembly & Classroom Kickoff (3–5 Minutes)

Conducted school-wide or in homerooms. Synchronized breathwork aligns student energy, lowers restlessness, and activates cognitive readiness for morning subjects.

2

Pre-Examination Stress Neutralizer (5 Minutes)

Executed 10 minutes before unit tests or board exams. Down-regulates sympathetic nervous system (fight-or-flight), preventing memory freeze and anxiety-induced performance dips.

3

Post-Lunch / Study Hour Reset (5 Minutes)

Counters post-prandial lethargy and restores laser focus during afternoon study blocks and laboratory sessions.

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🎪 Institutional Events & 3 Delivery Formats

EXPERIENTIAL WELLNESS ENGINE

From daily morning assembly broadcasts to on-campus auditoriums and pre-exam webinars, Uyirkudil offers full-spectrum event orchestration.

CORE DELIVERY FORMATS (EVENTDELIVERYTYPE)

📍 1. In-Person Campus Workshops

Conducted by certified instructors at your school auditorium or open-air quadrangle. The event card displays verified venue details, hall name, reporting times, and **1-tap Google Maps** turn-by-turn navigation for visiting staff and parents.

💻 2. Online Virtual Masterclasses

Live interactive sessions streamed directly into student devices or classroom smartboards. Features real-time countdown clocks, in-app meeting links, and 1-tap **.ICS calendar sync** to avoid missed sessions.

🌐 3. Hybrid Blended Gatherings

Synchronized multi-campus delivery. Students practice together in their respective homerooms while receiving synchronized audio/video instruction from a central state master trainer.

INSTITUTIONAL USE CASES & ADMINISTRATIVE CONTROLS

🌅 Morning Assembly Broadcasts

Daily 3-minute guided audio/video streams broadcast across classroom smartboards, harmonizing campus focus before period one.

📝 Pre-Exam De-Stress Masterclasses

Targeted exam-calm webinars scheduled 1-2 weeks prior to board or term exams to eliminate performance panic and mental fatigue.

🔒 School-Specific Scope (UDISE)

Filter events exclusively to your student body using `allowedSchools` codes, preventing unauthorized external access.

📜 Verifiable Digital Certificates

Automated issuance of high-resolution, QR-verifiable certificates for student academic and extracurricular portfolios.

📊 Dashboard-KPI Attendance Rosters

Principals and Class Reps can monitor live attendance rosters and export PDF compliance records with 1 tap.

💬 WhatsApp Coordinator Hotline

Direct 1-tap WhatsApp chat with dedicated Uyirkudil event coordinators for effortless campus logistics and technical support.

⚡ **Automated Streak Credit:** Verified event attendance increments every student's daily habit streak

📚 **Curriculum Attachments:** In-app downloadable PDF practice sheets, slokas, and study aids

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🗣️ **Multilingual Guidance:** Real-time delivery in Tamil, English, and bilingual instruction

📈 Measurable Institutional Benefits

Quantifiable impact on academic performance and campus culture.

Assessment Area	Conventional Campus	With Uyirkudil Ecosystem
Exam Anxiety	High; panic episodes during mid-terms	✓ Significant reduction via rapid calming tools
Classroom Attention Span	Frequent drift & digital distraction	✓ Enhanced sustained cognitive focus
Institutional Wellness Data	Anecdotal or zero visibility	✓ Real-time Dashboard-KPI analytics & exports
Student Habit Consistency	Sporadic; high drop-off	✓ 45 Badges & streak tracking sustain practice
Infrastructure Cost	Heavy server / specialized room expenses	✓ Zero hardware investment; BYOD or smartboard

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🤝 Institutional Partnership & Commercials

B2B RATE: ₹60 / STUDENT / MONTH

Transparent, predictable institutional licensing structured to fit standard annual school budgeting cycles.

🎁 Exclusive Founding Partnership: Free Event Hosting & Store Availability for First 5 Schools Only!

The first five educational institutions to partner with Uyirkudil receive **100% complimentary on-campus & online event hosting** (expert-led workshops, exam de-stress sessions) plus **full campus & in-app store availability** (ergonomic meditation gear & lifestyle tools) with zero licensing surcharges for the entire academic year.

🌱 Campus Pilot (30 Days)

Complimentary Trial

- Up to 200 student enrollments
- Class Representative dashboard access
- Standard Tamil & English curriculum
- Free introductory teacher workshop
- End-of-pilot wellness impact report

🌟 Annual Institutional License (Popular)

₹60 / Student / Month (₹720/year)

- Unlimited student & faculty access
- Custom School Dynamic Start Point
- Full Master & Class Rep Dashboard-KPI
- **First 5 Schools:** Free Event Hosting & Store Access
- Dedicated WhatsApp coordinator helpline & support

🏛️ District / Trust Multi-School License

Custom Volume Pricing (Trust Rates)

- Multi-campus consolidated dashboard
- Custom district codes & start points
- Automated bulk UDISE synchronization
- Bi-monthly in-person masterclasses
- Custom curriculum co-authoring & accreditation

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Transform Your Campus Culture Today

Schedule a live 20-minute demonstration for your leadership team and launch a risk-free 30-day student wellness pilot.

✉ Request Institutional Pilot

🌐 Visit Uyirkudil Portal

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