



Drishti IAS

(a unit of VDK Eduventures Pvt. Ltd.)

Date: 06-02-2025

To
The Honorable Authority
Ceremonial & Welfare Directorate (CW-3)
AG's Branch, Integrated Headquarters of Ministry of Defence (Army)
206G, South Block, DHQ PO
New Delhi - 110011

Subject: Proposal for Educational Assistance for Indian Army Wards – Drishti's Indian Army Wards Scholarship Initiative (IAWSI)

Respected Sir/Madam,

Group Drishti takes immense pride in presenting the Drishti's Indian Army Wards Scholarship Initiative (IAWSI)—a dedicated program designed to empower the wards of Indian Army personnel to prepare for prestigious competitive examinations, including the UPSC Civil Services and State PCS exams. This initiative reflects our sincere commitment to supporting and nurturing future leaders by providing them with comprehensive educational support, expert guidance, and high-quality learning resources. We have enclosed detailed proposal that outlines the objectives, structure, eligibility criteria, and comprehensive learning programme of the IAWSI program.

It would be an honour and privilege for Group Drishti if the esteemed Indian Army accepts this proposal and allows us the opportunity to contribute to the educational advancement of its wards. We are confident that this collaboration will empower young aspirants to fulfil their ambitions and serve the nation with distinction. We look forward to your valuable feedback and suggestions on this proposal. Please feel free to contact us for any further information or clarifications.

Thank you for considering this initiative. We eagerly await the opportunity to partner with the Indian Army in this noble endeavour.

Gaurav Bana

Gaurav Bana,
Chief Marketing Officer,
Group Drishti
VDK Eduventures Pvt Ltd

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CIN : U80902DL2017PTC314430
Website : www.drishtiIAS.com

1. Executive Summary

Group Drishti proposes a partnership with the Indian Army to support the educational aspirations of Army personnel and their families. This initiative includes a **40% discount on all Online courses** and **25% discount on all Offline courses** offered by Group Drishti, which includes courses for all prestigious competitive examinations, including the UPSC Civil Services and State PCS exams available on Drishti Learning App. The offer is extended to:

- *Serving and retired Army personnel*
- *Spouses of Army personnel*
- *Children of Army personnel*

By providing affordable and quality educational resources, we aim to empower Army families to pursue careers in civil services and other competitive examinations. Group Drishti is committed to simplifying the enrollment and verification process to ensure a seamless experience for Army families.

2. About Group Drishti

Group Drishti, a premier organization registered under the name **VDK Eduventures Pvt. Ltd.**, is a leading educational institution dedicated to empowering aspirants preparing for India's most competitive examinations. Established in **November 1999** by **Dr. Vikas Divyakirti** and **Dr. Taruna Verma**, Group Drishti has evolved into a comprehensive educational ecosystem that supports students across diverse fields, including the **UPSC Civil Services Examination, State PCS, Judiciary Examinations, Teaching Examinations, and CUET.**

Under the visionary leadership and esteemed mentorship of Dr. Vikas Divyakirti, one of India's most respected educators, Drishti has continually set benchmarks in the field of competitive exam preparation. The institute provides **specialized coaching** in both **English** and **Hindi** mediums, ensuring inclusivity and accessibility for a broad spectrum of aspirants across the country.

Group Drishti's commitment to holistic education is reflected in its diverse verticals:

1. **Drishti IAS** – Premier coaching for the **UPSC Civil Services Examination.**
2. **Drishti Judiciary** – Specialized guidance for **Judiciary Examinations.**
3. **Drishti PCS** – Comprehensive coaching for **State PCS Examinations.**
4. **Drishti Teaching** – Focused preparation for **Teaching Examinations.**
5. **Drishti CUET** – Structured guidance for the **Common University Entrance Test (CUET).**

Student-Centric Learning Programme

- Accessible and Reliable Study Materials for Every Mode of Learning
- Answer Writing Enhancement Programs
- Personalized Guidance and Doubt Resolution
- Mentorship Assistance
- Interview Guidance

Supporting Resources for Comprehensive Learning

- **Drishti Publications:** Publishes a wide range of study materials, including the highly acclaimed bilingual monthly magazine, *Drishti Current Affairs Today*, available in **Hindi and English**. The publication also offers tailored books and resources designed to strengthen the knowledge base of Civil Services and other exam aspirants.
- **Drishti Media:** The digital content arm of Group Drishti, producing high-quality educational audio-visual content. This innovative platform complements traditional learning with interactive videos and programs, enhancing students' understanding and retention.

Drishti Welfare Foundation

In line with its commitment to societal development, **Drishti Welfare Foundation** was established under the leadership of **Mrs. Taruna Verma**. This philanthropic wing focuses on empowering underprivileged girls and fostering sustainable social development. Notably, the foundation has adopted **Kasturba Gandhi Awasiya Balika Vidyalaya** in **Ghaziabad**, providing essential infrastructure upgrades like smart boards and computers. The foundation's outreach has expanded to schools in **Uttar Pradesh, Madhya Pradesh, and Rajasthan**, reflecting its dedication to educational empowerment and social progress.

3. Proposal Details

Objective:

To provide affordable and high-quality educational opportunities to Indian Army personnel and their families by offering a **40% discount on all Drishti Online courses** and a **25% discount on all Drishti Offline Classroom courses**.

Offer Details:

- • **Discount:** 40% on all Online and 25% on Offline courses. For courses availed through EMI, the discount will apply exclusively to the first installment.
- **Eligibility:** Serving and retired Army personnel, their spouses, and their children.
- **Courses Covered:** UPSC CSE, State PCS, Judiciary, Teaching, SSC and other competitive exams.
- **Mode of Learning:** Offline (physical centres) and online (Drishti Learning App).

Eligibility Verification:

- Army Personnel Serving Certificate/Canteen Card (for serving personnel).
- Discharge certificate or pension documents (for retired personnel).
- Dependent card or government-issued proof (for spouses and children).

4. Implementation Plan

Enrollment Process:

1. **Application:** Eligible individuals can apply via our website or visit any Group Drishti centre.
2. **Document Submission:** Submission of a copy of the Army Personnel Serving Certificate, Canteen Card, or proof of dependency is required for verification.
3. **Discount Activation:** Upon verification, the 40% discount is automatically applied.
4. **Course Access:** Immediate access to selected courses upon fee payment.

Verification Process:

- Dedicated team for document verification within 7 Days.
- Option for both online and offline verification.

5. Terms and Conditions

1. **Verification:** Only eligible Army personnel and their families with valid documentation can avail the discount.
2. **Non-Transferable:** Discounts cannot be transferred or combined with other offers.
3. **Validity:** The fees must be deposited within 30 days following the institute's acceptance of the application and confirmation of admission.
4. **Refund Policy:** As per Group Drishti standard refund policies.
5. **Term and Renewal of MOU:** This MOU will remain in effect from the date of signing until March 31, 2026, and may be extended further upon mutual agreement of both parties.

A. Contact Information

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