



## Company Profile

Nayi Disha Studios Pvt. Ltd. is a fast growing, Delhi based start-up that was founded by two engineers from BITS-Pilani and an educator from the Stanford School of Education in June 2012 with a vision of helping children learn with understanding while they have fun.

Nayi Disha creates amazingly fun educational games for primary school children with a strong focus on the syllabus. These games make learning fun and require kinesthetic participation from the children. By making use of natural interfaces like the Microsoft Kinect, that are extremely easy to use and by weaving stories around the curriculum we immerse the child in a 3D virtual world where he/she can actively interact with educational content.

Our immersive game based curriculum, which is designed after several rounds of consultations with researchers and educators in India and the United States, engages the child on four levels:

- **Kinesthetic** : All our games encourage physical participation from the child.
- **Auditory** : Our games have music and background sounds and prompts that are composed to reinforce the learning.
- **Visual** : All our games have rich 3D worlds and adorable characters that children love.
- **Emotional** : All our games have short stories weaved around them that give children an emotional connect with the characters. Besides the stories, since every concept is taught via a game, children feel the need to "win" the game and this keeps them thoroughly engaged.

[To view a demo of our product, please visit this link.](#)

We provide a complete end to end solution to the school which includes providing hardware, installation, teacher training and support. Our content is licensed to the school on an annual basis and the school is charged separately for the hardware.

## Customer Testimonials

"Nayi Disha Studios is creating something truly amazing.. Our teachers and students are involved with their work since the beginning as part of our innovation incubation programme. We have found that the children's engagement in the learning process results in higher retention of the concepts. Children love and connect with the adorable characters and stories that they have created in their games. Most of all, Nayi Disha's games solve one of our most challenging problems as educators - to make learning an enjoyable experience for the children."

- *Ashok Pandey, Principal, Ahlcon International School, Delhi*



## Founding Team

### **Kartik Aneja**

Kartik leads the technology development and game production at Nayi Disha

Kartik has worked extensively on Human Computer Interaction at Hewlett-Packard Labs, Bangalore where he developed a spatially independent gesture and speech based multi-display interaction system using multiple Kinects. Kartik came up with the idea behind Nayi Disha while working at HP. He built and piloted two games in an orphanage in Bangalore. The project was a roaring success and won several accolades and got attention worldwide, being featured on the [Microsoft Software Developer Network blog](#) and the Time of India. Inspired by the response, Kartik decided to pursue his passion of integrating natural interfaces into the education system in India.

Kartik holds a Masters in Science (Tech.) in Information Systems from BITS-Pilani, Goa Campus.

### **Kushal Bhagia**

Kushal leads marketing and business development at Nayi Disha.

Kushal has extensive experience in business development, market research and finance. Prior to co-founding Nayi Disha, Kushal worked as a Market Analyst at Development Consultants Pvt. Ltd., India's leading power sector consultancy, identifying new opportunities for the company in the Solar energy sector. As an undergraduate he co-founded Socialite - a Social Media Consultancy that helped brands manage their online presence (with Kartik). At Socialite he brought on board several clients including the Government of Holland. During college he led a team of 60 students while raising funds worth more than \$150,000 for the student organized college festivals. The team managed successful tie-ups with international brands such as Dell, Reebok, Mahindra, Aircel, Knorr, Pepsi etc.

Kushal holds a Bachelor's degree in Mechanical Engineering from BITS-Pilani, Goa Campus.

### **Kunal Chawla**

Kunal leads the company's research on educational and pedagogical methodologies.

Kunal is a Masters student in the Learning, Design and Technology program at Stanford University School of Education. At Stanford's Transformative Learning Technologies Lab, Kunal develops bifocal models (think of them as physical and virtual tools) that help learners investigate math and science topics.

Before coming to Stanford, Kunal taught sixth grade science at Ahlcon International school in India. During this year, Kunal used constructionist learning principles to encourage his students to solve problems. You can view more on his work as an educator [here](#).

Prior to teaching, Kunal worked as a consultant for Google -- leading the development of their online education platform to bring real-time quizzing tools to middle school students across north India.

Kunal holds a Bachelors degree in Computer Science from the University of Texas at Austin.