

# APEEJAY SCHOOL BHUBANESWAR

Ref.no: CIR/116/2024-25

Date :08-10-2025

## COMMENCEMENT OF ASSET & MIND SPARK

**Dear Parents / Guardians,**

We are pleased to share with you all that our School have signed up an agreement with **Educational Initiatives (Ei)** to conduct **Ei ASSET** examination, a diagnostic, benchmarking assessment, once in a year and also introduce and implement **Ei Mindspark (Maths)**, a personalized and adaptive learning solutions for the students of our schools from this academic year only.

### **About Educational Initiatives – Ei**

Founded in 2001, Educational Initiatives (Ei) is a pioneer in the EdTech space, combining cutting-edge pedagogical research with technology-based solutions to transform how children engage with learning in the K–12 space with a singular vision of creating a world where every child are learning with understanding.

### **About Ei ASSET**

Ei ASSET is a skill-based diagnostic assessment that evaluates conceptual understanding, benchmarks performance at multiple levels, and provides actionable insights to improve learning outcomes.

Unlike rote-based examinations, Ei ASSET measures how well students can apply their learning. Each question is thought-provoking and designed to uncover strengths, weaknesses, and misconceptions.

The test provides benchmarks at national, regional, city, board, and top-school levels, giving schools a clear picture of where they stand. Fully aligned with the NEP 2020 vision for competency-based assessments, Ei ASSET reflects the direction in which school and board exams are evolving. Since 2001, over 4–5 lakh students annually have taken Ei ASSET, making it one of India's most trusted tools for measuring conceptual clarity.

### **Why We Consider Ei ASSET Important**

Schools use Ei ASSET to diagnose conceptual gaps accurately and track progress year-on-year for students, classes, and the entire school. Its detailed insights empower teachers to make targeted changes in lesson planning, ensuring learning gaps are addressed effectively.

School leaders use Ei ASSET to identify high-performing classes and teachers, enabling them to replicate effective teaching practices. Teachers and leaders benefit from capacity-building workshops that strengthen both instructional and assessment design skills.

Aligned with the NEP's emphasis on identifying and nurturing gifted students, Ei ASSET helps schools recognise academically bright students and connect them to global opportunities for advanced learning in reputed universities worldwide.

### **How Ei ASSET will work in our Schools**

The Ei ASSET programme begins with orientation sessions for our school leaders and teachers to explain its purpose, features, and integration into teaching. Ei ASSET will be conducted in English, Mathematics and Science for Grades 3–10 for all the 4 schools of the group.

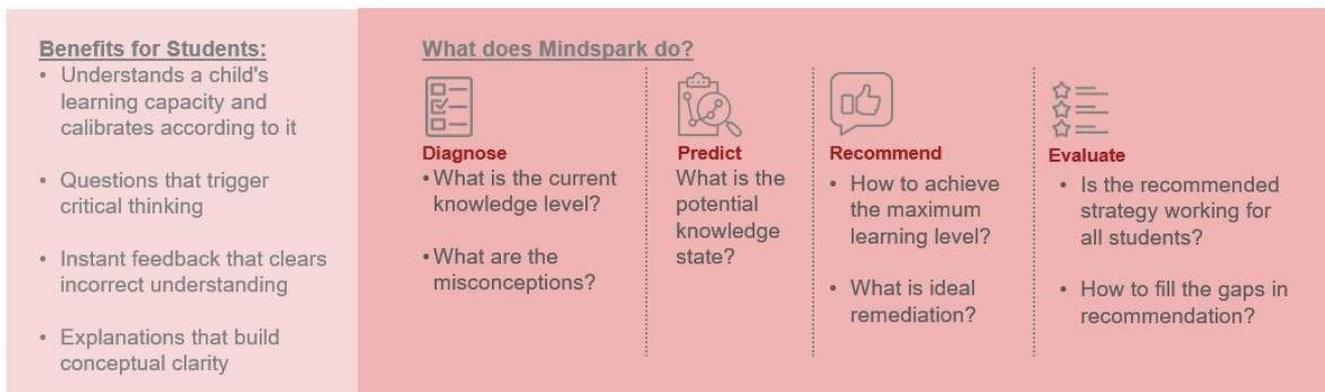
After the assessment, the students will receive:

- **Student Reports** – Skill-wise performance, benchmarks, strengths and improvement areas.

### About Ei Mindspark

Ei Mindspark is a **Personalized** and **Adaptive learning solution** for teaching Mathematics that has come out of a decade of experience in education research and analysis. It is personalized in nature and the adaptive logic identifies the strengths and misconceptions of a child and addresses them through various methodologies and tools to ensure that student masters the topic because every child is different and Ei Mindspark creates a custom learning journey based on the child's learning level.

It curates a tailored learning path for students, based on the information generated by an individual student's responses to questions and activities. It then adjusts the type and difficulty of content delivered as per their need, style and pace of learning. It not only accommodates these needs but also grows around it.



### How Ei Mindspark understands students' behavior?

- By asking Questions that stimulates critical thinking. That's what our questions are like.
- Students don't learn passively by listening or viewing, they learn actively by thinking over a question.
- The questions help to realize and reflect.

### Ei Mindspark Benefits:

Ei Mindspark adapts itself to every student's learning level & progressively questions a student on a particular concept, providing feedback for their answers. If the student responds correctly, the next question presented is marginally more difficult than the previous one, which enables the student to self-learn the concept gradually and thoroughly.

- Ei Mindspark will be conducted from Classes 1 to 10 for Mathematics
- Adapts to each student's individual learning pace
- Breaks concepts down to its granular level to promote real learning
- Puts students in the driver's seat of their learning journeys and helps them learn at their pace and clears misconceptions as they proceed
- Helps students discover the why behind subject
- Offers inquiry-based learning to ensure progress on the basis of real learning
- Provides immediate and specific and detailed feedback based on student response
- Allows for periodic revisions to improve understanding of weaker concepts

**We are pleased to inform you** that the **Ei ASSET Examination** will be conducted for **Classes 3 to 10**, and **Ei Mindspark (Mathematics)** will be implemented for **Classes 1 to 10**. The dates for the Ei ASSET Examination will be announced shortly, while the Ei Mindspark program will commence from **October**.

- i) **EI ASSET**-We are also delighted to share that although the **annual fee** for **Ei ASSET** (covering English, Mathematics, and Science) is **Rs. 1,500 per student**, the **School Management has generously decided to bear the full cost** of this assessment. **Parents will not be required to pay any fees.**
- ii) **EI Mindspark**- Although the **annual retail price of Ei Mindspark is Rs. 5499/- per student**, parents would be required to pay a special price of **Rs.2700/-** annually, and **the school shall absorb the remaining costs.** This fee will be collected at the start of the new academic year.
- iii) Since we do want to commence with Mindspark immediately from October this term and we still have 6 months before the next academic year, parents would be required to pay only for 3 months i.e **Rs 675/- @ 225/per month** as the monthly fee.

This thoughtful step by our School Management ensures that **every student benefits from these diagnostic assessments – completely free of cost and adaptive learning solutions – at half of the price**, helping them build a strong and lasting foundation for the future.

Thanking you.

Warm regards

ATANU RATH

Principal