

# Why Kota Coaching Attracts Competitive Aspirants

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**Abstract:** Kota is district of India's biggest state Rajasthan. Earlier it was known as Industrial city but in the last 3 decade it is emerged as an industry to produce IITans, Doctors and Engineers due to establishment of numberless entrance competitive coaching for National Level IIT, AIMS and Medical institutions. If the results of last years would be studied then it would come in the notice that more than 60% students in top 100 are from Kota Coaching Institutions. Kota city have 10 major coaching institutions and more than 300 hundred small or individual coaching hubs. This research paper highlights the reasons of Kota coaching institutions' success and key motivating factors of aspirants for Kota. For study 20 open ended interviews of successful students and 10 institutions' directors were taken. Results show that those who are really passionate about entrance exam, hard-working and accept the culture of it they get selection. The friendly environment, top class qualified faculty, systematic test series, effective interactive teaching and high national level of competitive feeling are the main reason to attract the students about Kota Coaching's Industry.

**Key Words:** Kota Coaching, Competitive Aspirants, Competition, IIT, JEE, AIIMS.

**Introduction:** Coaching can be defined as a 'result-oriented, systematic process in which the coach or instructor facilitates the enhancement of life experience and goal-attainment in the personal or professional lives of normal, non-clinical clients'. Coaching is also a part of educational training especially in Technical and Vocational Education Training and Professional Courses. The coaching institution seems, by all accounts, to be extending quickly in instruction, business and industry. It's 'the craft of encouraging the execution, learning and advancement of another. According to Curly Martin "Coaching closes the gap between *thinking about doing* and *doing*".

Coaching can focus on any aspect of a person's life in assisting personal growth. Coaching does not seek to give students the answers to their problems or difficulties, but through a collaborative process called guided discovery helps them to reach their own conclusions and solutions. Guided culture depends on Socratic philosophy whereby the mentor solicits the individual an arrangement from inquiries so as to bring data into his/her mindfulness. A coaching institute is good in which an average student can be groomed for better results. In the event that a normal aspirants gets chosen then it is the diligent work of training organization and aspirants. Since the aspirants who got rank under 100 are super canny and there is no endeavors from training organization for accomplishment of such super smart aspirants. So just that establishment is great which trust that each child is one of a kind and can qualify the exam if gave the direction. Kota is prominently known, 'The Coaching Capital of India', in the previous decade the city has risen as a prevalent instructing goal for competitive exams preparation. Kota has begun its excursion as an instructing goal for IIT, JEE, NEET study in 1985 when V. K. Bansal, a specialist who worked in J. K. Synthetics Ltd industry since 1971. He set up Bansal Classes that subsequently became Bansal Classes Private Limited. Mr. V.K. Bansal began giving tuitions to Class VII students in 1981 and subsequently took on Class X and XII students. The turning point came in 1985, when his first student cleared the IIT- JEE examination.

Coaching institutes generated numberless job opportunities and options to local. People rent out a portion of their houses to these students who shack up in groups of two- three in a room. Xerox vendors, fruit-vegetable seller, gift shopkeepers, city restaurants, mess owners and many too were happy to have assured customers whose number runs into thousands on a regular basis. Now Kota is very fortunate to have intelligent rush of nation. Almost 1 lakh 50 thousand students come every year with a dream of becoming IITian, JEEian, NEETian etc. Even when a JEE,NEET, IIT aspirant comes to Kota is told not to worry about Class XII board exams conducted by the CBSE or RBSE. Coaching institutes have their collaborations with

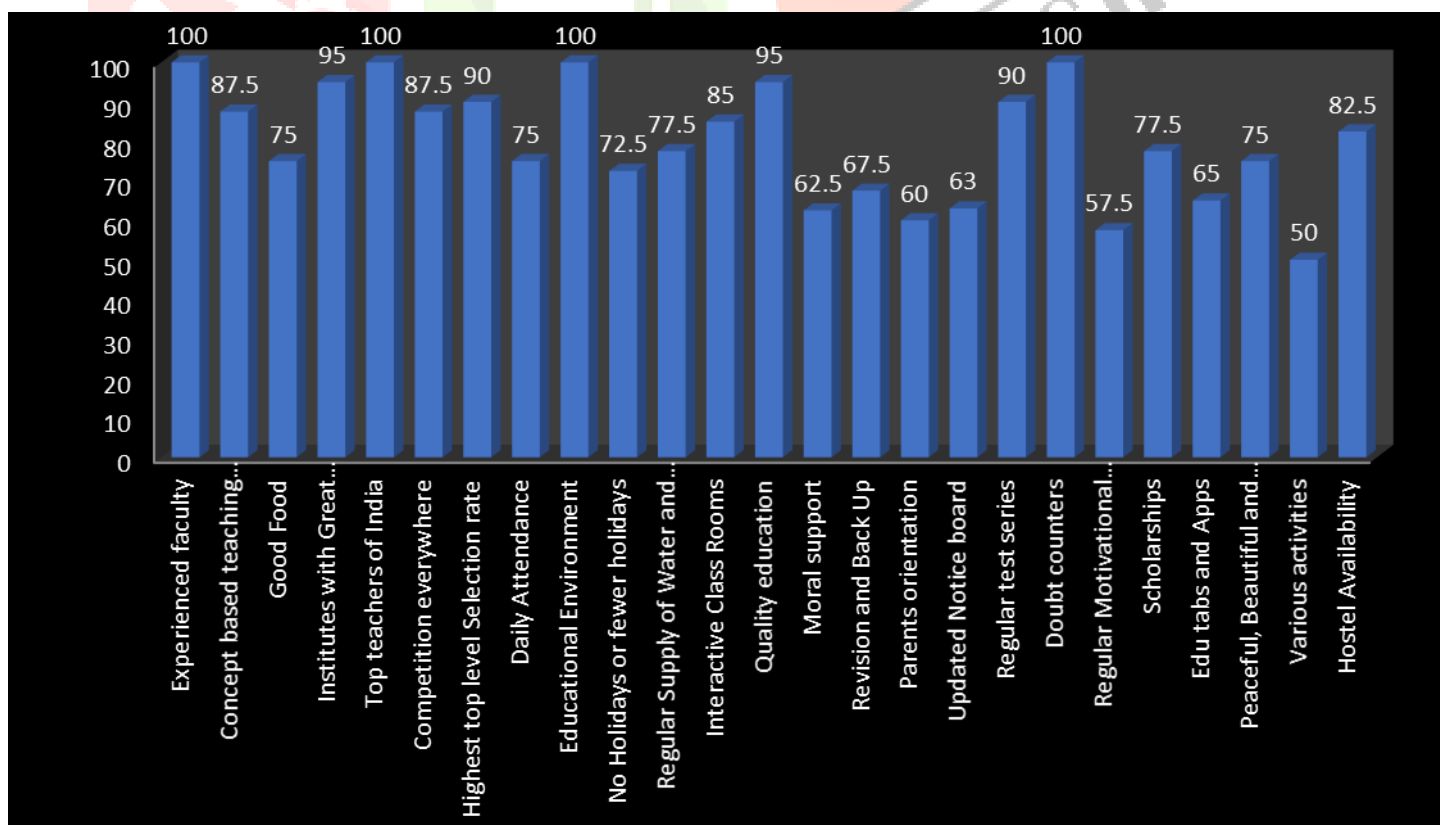
senior secondary school from where students can appear in their final exams. So now it becomes an industry who earns 600crore annually with around 1.5 lakh students those are visiting the city.

Now it depends on the child whether he/she able to crack the entrance or not. The main objective of the coaching institution is to guide and motivate children towards achieving their goal, they can't spoon feed you into solving each and every problem but they are guiding path for future.

One question raises here that why students are so passionate about Kota Coaching Institutes? There are so many factors which attract the aspirants to come Kota and influenced parents to depart their young ones from themselves.

**Research Methodology:** For study 20 open ended interviews of successful students and 10 institutions' directors' interviews and 10 parents' interviews have been taken. After data collection in qualitative form that was arranged in tabular form and analysed through percentage statistic.

**Factors effecting Students to come Kota for Coaching:** When the data was analysed below were the causes those come into front and affecting students to Kota institutions and try their destiny, calibre, academic performance with other aspirants at national level environment. Graph no. 1 show the various reasons of parents, students and coaching directors to be fascinated about Kota Coaching Culture. 100% stakeholders of coaching institutions are accepting that Kota has experienced, top teachers of India, educational environment and best doubt centers, faculty where 87.5% things that faculties have concept based teaching methodology. Here 75% are happy with food quality and 95% have accepted that kota has great institutional infrastructure and quality education. 87.5% are liked competitive environment while 90% stakeholders are inspired about highest top level selection rate and regular test series system. Peaceful, beautiful, secure city and daily attendance procedure are appreciated by 75%. 72.5% studious like no holidays or fewer holidays apart from this 60% stakeholders like parents orientation programmes by coaching institutions. Availability of scholarships and Regular Supply of Water and Electricity attracts 77.5%, 85% are influenced by Interactive Class Rooms, 62.5% people like moral support by everyone in Kota, 67.5% are inspired by revision and back up. 63% like Updated Notice board of coaching institutions, 57.5% like regular motivational workshops organized by institutions, 65% like e – education and portal via Edu tabs and Apps, 50% stakeholders have accepted that various activities also invite people. Last but not least 82.5% said that easy availability of hostels is also a reason which attract students to Kota.



Graph 1: Factors Inspiring Students to Come KOTA.

Below are descriptions of the above mentioned causes.

1. **Experienced faculty:** The faculties in Kota are mesmerizing, amazing, highly qualified, experienced and are always available to guide. Teachers are hired after a difficult process of test and interviews followed by a teaching program where they are taught how to deliver lecture in class so that students do not get bored and find study to be a fun. Most of the teachers have even worked in reputed companies like Google, Microsoft, Amazon, Reliance, Flipcart. The faculties in almost all the coaching hubs' of Kota are from all part of the nation. For getting best results for a particular coaching they do lots of efforts. Their unique methods of teaching can able to child to see the problem in a very different way and provide unique way of problem solving. Top faculty teaches mandatorily to top batches. Regular doubt lectures are arranged, which is very important as students should be clear with their concepts. They also arrange camps and workshops starting from the month of December which helps students in last minute revision. They arrange motivation classes for students regularly in order to boost up their confidence. They have an extremely supportive administration, who dependably take into account the necessities of the aspirants and prepare the time table accordingly.
2. **Concept based teaching Methodology:** Students used to mug up all the study material day and night. But "Mugging up" is the worst phrase for competitive preparation. For nay competitive exam concepts of study material and syllabus must be crystal clear in the aspirants' mind. In Kota institutions faculties used to use a scientific approach to teaching called 'Concept Based Learning'. A solid comprehension of ideas is essential to perform well in any science subject or focused exams. Our students learn specific concepts, strategies and then practice working out problems that relate to a particular concept or strategy. Concept based encouraging methodology is by a long shot best showing strategy with regards to scholarly greatness examinations training.
3. **Good Food:** Whenever students are going they are worried about food in the particular area. But in Kota students have many varieties of foods, snacks and drinks. Any state's regional food is available in Kota at footsteps. At every 20 steps or so anyone can find coffee, café, fast food and juice corner. Students only need to find out their taste nearby area.
4. **Institutes with Great Infrastructure:** Kota institutions have very well developed vast infrastructure for students. Classrooms of coaching classes in are really good. There are air conditioned, air cooled classrooms for students with speakers so they do not feel at all tired while studying. It includes projector, air cooler, lights, quality audio system (JBL speakers) and proper ventilation. There are rooms available for students according to students' requirements. All types of mess are there with different types and qualities of food are available.
5. **Top teachers of India:** To become the pioneer in the field of coaching institutes are hiring top teachers from anywhere in the nation. Many Doctors and engineers have left their actual profession and serving in this educational industry. Here institutions are paying corers of rupees as salary to teachers to maintain their academic standard and grasp the ranks.
6. **Competition everywhere:** Every child is unique and having individual differences. Students those are coming to Kota for coaching from various part of India having different intellectual levels. When they come here they face a tough competition and comes to know where actually they stands in the crowd and also how much more effort they have to put to crack the examination. One special feature is also here that good students are made to share classrooms with good students based on their academic performance. This step taken by coaching centers to avoid disturbance of good students with nuisance of weak, careless students and this system build up a sense of healthy competition among aspirants. Every student here looks like a rival (in a good way).
7. **Highest top level Selection rate:** Kota is one of the best places to get entered in India's IIT, JEE, NEET institutions because the result which they provided to the student is very good. After analysis of last 10 year results it is proved that the number of students from Kota who get admission into IIT is higher than the other places. Every second student is from Kota coaching industry. In top 100 hundred more than 60% toppers are from here.

8. **Daily Attendance:** These institutions are not schools but like schools they took daily attendance via bio matric attendance system if a child is absent more than 3 days then parents are getting information about that. Students can't bunk their classes. In hostels also students need to do punch in punch out.
9. **Educational Environment:** Kota's atmosphere is educative. When all around competitive aspirants see the institutions, newspaper advertisement, hoardings of the success stories and best results in India, students in prescribe uniform and supportive attitude of landlords, faculty they got inspiration. Here every second person is talking about education and coaching. As students get down on platform or bus stand they get warm welcome by Auto drivers and information about coaching. Things are available for cheap rent: like you can rent cycle, cooler, AC, gas etc.
10. **No Holidays or fewer holidays:** Unlike school coaching institutions have very less Holidays. They have 6 days working or study and 1 day for regular tests. Their holidays are designed as per their study requires. Mostly students used to go attend classes even on government declared holidays like Ambedkar Jayanti, Gandhi Jayanti, Chetichand, Navratra, Ramdev Jayanti etc. They don't have even winter's break.
11. **Regular Supply of Water and Electricity:** One of the best facilities of Kota is availability of power and water for 24 X 7. While if we talk about other places of India we can't find these features for annum. UP, Bihar, Jharkhand, Chattishgarh, Madhya Pradesh, Odisha and Maharashtra are the places where power and water availability are less. Students are basically coming from these states are in large numbers.
12. **Interactive Class Rooms:** In institutions class room communication by faculty and students is interactive. Students have rights to ask any question. Two ways communication system is applied. Through videos, audios, smart classes, smart white boards, projectors etc. concepts of content were explained in such a way that knowledge remains in the memory for long term.
13. **Quality education:** Kota is a place where more than 10 big coaching institutes and hundreds small individual coaching are going on so be in the competition all institutes are providing quality education. Study material which is provided to aspirants is of very high quality and error free. Self-prepared notes of the faculty members enhance the quality of lecture delivery.
14. **Moral support:** For students better performance everyone in Kota is very supportive and cooperative whether that is district administration, faculty members, counselors, NGOs, CWC members or individual local person. Physical, Medical, Moral, Spiritual and Emotional all kind of help is provided to students. At their stress duration students.
15. **Revision and Back Up:** Institutions are very keen about regular revisions of syllabus for various competitive exams. In revisions students can clear doubts and even go to one to one interaction with the top faculties of the concerned topic. Here institutions are providing syllabus into nutshell in revision and back up classes. Here revision isn't just for keeping students busy in study but also to do the paper quickly, group discussions, special recommendations, finding out common errors etc. Video solutions are provided for senior faculty members. Solutions with detailed step by step explanation are provided to helping students to develop problem solving techniques and personal attitude.
16. **Parents' orientation:** Parents' counseling is also a very vital responsibility of coaching institutes. Before starting any new batch institutions are organizing mega parental seminar in which complete procedure of coaching used to explain and role of parents in students' studies those are away from them. Parents' orientation lay out an outline of their responsibilities, level of acceptance and support towards their children.
17. **Updated Notice board:** All the institutions keep their students aware about the world's knowledge. On the notice boards institutions are displaying regular national, international news, researches, achievements in the field of coaching education, Olympiads in various streams, NTSE, KVPY, STSE exams, co-curricular, health, literary, sports activities with the special stress releasing activities like yoga, meditation, singing, bhajan sandhyan etc.
18. **Regular test series:** Regular in offline and online mode test series are designed to students considering the current trend of actual examination. Various test series' question papers are designed by coaching's 20-30 years' experienced faculties, professors, engineers. Tests are designed in such a

way that it covers fundamentals of concept and level of exam. Test Series always have objective papers. The test papers are produced considering past exam papers and standard of the inquiries takes after the genuine examination in every one of the angles, helping understudies to defeat their shortcomings, correct mistakes and perform better. Coaching institutes have committed innovative educationists' team which intently investigate the examinations patterns and made quality question papers as required for consistently. As per actual question paper pattern all the parameters like test standard, question quality, number of questions, negative marking are aligned as per the actual exam pattern. These test series are beneficial for students in creating aptitudes for patience, time management and accuracy required to clear the entrance examination. Tests are broke down on different components like Score, percentile, correlation with toppers, test insightful execution, cut-off investigation and so forth.

19. **Doubt counters:** Kota institutes provide extra times for students, that's known as doubt classes or since 4:00pm–9:30pm daily faculties are available for any type of doubt. These doubt classes are also very helpful for boosting students' confidence by one to one interaction. It is a unique platform for those students who are unable to understand content in the classroom teaching or in revision at room and ideas are reinforced. This fastidiously arranged stage clears the start of advance, the virtuoso of reason and the pathway to progress by clearing up the questions from the plain grass root level.
20. **Regular Motivational workshops:** To keep the students calm and focused on studies institutions are organizing motivational seminars with renowned personalities of nation. National figures like Pt. Vijay Mehta, Chetan Bhagat motivational speakers and writers, Anna Hazare Anti-Corruption activist, Sri Sri Ravi Shankar founder of Art of Living and Gulab Kothari Founder of Patrika Group are often come to Kota to inspire aspirants. They provide insight of success and failure. Defense mechanism is taught by them with unlimited real life examples.
21. **Scholarships:** Coaching institutions are not providing best coaching to students but also providing scholarships to meritorious students. Here scholarship slab starts from 100% to 10%. As per student performance in entrance exam in coaching and last year grades or marks students get scholarships. Some time to hold the national, international level Olympiad's medal winners these institutions are offering free hostel facilities also.
22. **Edu tabs and Apps:** Time has changed the use of technological tools in the field of education. So many technical tools are introduced in the coaching field with success. Now they are providing pre-loaded tablet and apps for students to change their study pattern with technological enhancement. Content USB (Pen drives) are with students through which they can study anytime, anywhere. In the soft copy of content everything is explained in a very beautiful way with examples. PDF files, videos, recorded lectures, animation of difficult topics, test series are available. Apps are easy to access and make study interactive and interesting. For doubt it follows the liner and branching programmed instructional system.
23. **Peaceful, Beautiful and Secure City:** Kota is a beautiful, lush green, full of natural vegetation and wildlife, historical heritage, acquainted with malls, playgrounds, gardens and peaceful city. After facing stress and hectic schedule of coaching classes, one can think of enjoying weekend. Chambal garden, city mall and temples are best options for this. For adventurous children tracking is also an option.
24. **Various activities:** Kota institutions are not providing best environment but also engaging children in other stress free, entertaining, healthy, humanity based social activities like blood donation, plantation, singing concert, cleaning, independence day, republic day celebration, yoga, happiness programmes etc.
25. **Hostel Facilities:** Kota is a place where so many hostels and PGs are available near coaching centres only which far more than any city in India. Students can choose hostel according to their budget. Cost of rooms varies from Rs. 7000 to Rs. 25000 including or excluding water, electricity, food, laundry charges etc. Landlords are used to very helping in nature and try to provide best security to tenants.

**Conclusion:** Kota is considered as one of the best place to take coaching for NEET/JEE preparation and really provide good coaching. It may be possible to anyone that they meet to any IITan or Doctor who had

cracked their entrance exams from Kota Coaching Factory. Institutes in Kota are very supportive and provide students with very good academic support. They keep motivating the students so they can prepare very well for the exams. Kota is a place where students are not only learning how to crack your exam but also how to deal with life. They learn to have a control over themselves. They learn to make decisions. They learn to make friends. They learn to talk to people. They learn to bargain with Autowala, Rikshawala, grocers etc. They learn to respect themselves. They gain self-motivation. These all experience are very helpful in real world. Complete preparation of competition including motivational seminar, teaching, self-study, solving practice questions, daily practice sheets, doubt removal etc.- everything is done under high level supervision of the faculty members. For hard working and average students it is just like Kashi. After a year experience students' can be able to step stone in any field.

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