



## **Nepathya Fashion Design Studio & Academy**

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# **Nepathya Business Associate (NBA)**

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## **An Entrepreneurial Opportunity for Nepathya Students**

Dear Students,

At **Nepathya Fashion Design Academy & Boutique**, we strongly believe that every student should not only learn **fashion designing skills**, but also develop **business and entrepreneurial skills**.

To encourage confidence, communication, and real-world experience, we are introducing a special initiative:

## **Nepathya Business Associate (NBA)**

The **NBA Program** is an opportunity for **current and former Nepathya students** to become ambassadors of the academy and earn **attractive incentives and bonuses** while helping others discover the world of fashion designing.

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# **Role of a Nepathya Business Associate**

As an NBA, you will represent Nepathya in your community and help spread awareness about our academy.

Your responsibilities include:

1. Introducing **Nepathya Fashion Design Academy & Boutique** to your neighbourhood, friends, family, and relatives.
2. Generating **leads and walk-ins** for the academy.
3. Guiding interested students by doing **basic counseling about courses**.
4. Helping convert your leads into **confirmed admissions**.
5. Achieving **monthly targets** and earning exciting incentives.

This role allows you to gain **real business exposure, communication skills, and leadership experience**.

# NBA Walk-in Incentives

Walk-ins Generated	Incentive
30 Walk-ins in a month	₹500
60 Walk-ins in a month	₹1200
100 Walk-ins in a month	₹2000

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# NBA Admission Incentives

## Level 1

Admissions	Per Admission Incentive	Bonus	Total Income
1 – 5 Admissions	₹200	₹2500 (for 5 admissions)	₹3500

Calculation

$$(5 \times 200 = ₹1000) + ₹2500 \text{ bonus} = \mathbf{₹3500}$$

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## Level 2

Admissions	Per Admission Incentive	Bonus	Total Income
6 – 10 Admissions	₹300	₹5500 (for 10 admissions)	₹8500

Calculation

$$(10 \times 300 = ₹3000) + ₹5500 \text{ bonus} = \mathbf{₹8500}$$

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## Level 3

Admissions	Per Admission Incentive	Bonus	Total Income
11 – 15 Admissions	₹400	₹10500 (for 15 admissions)	₹16500

Calculation

$$(15 \times 400 = ₹6000) + ₹10500 \text{ bonus} = \mathbf{₹16500}$$

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## Level 4

Admissions	Per Admission Incentive	Bonus	Total Income
16 – 20 Admissions	₹500	₹12500 (for 20 admissions)	₹22500

Calculation

$$(20 \times 500 = ₹10000) + ₹12500 \text{ bonus} = \mathbf{₹22500}$$

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## Level 5

Admissions	Per Admission Incentive	Bonus	Total Income
21 – 25 Admissions	₹600	₹15500 (for 25 admissions)	₹30500

Calculation

$$(25 \times 600 = ₹15000) + ₹15500 \text{ bonus} = \mathbf{₹30500}$$

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## Level 6

Admissions	Per Admission Incentive	Bonus	Total Income
26 – 30 Admissions	₹900	₹21000 (for 30 admissions)	₹48000

Calculation

$$(30 \times 900 = ₹27000) + ₹21000 \text{ bonus} = \mathbf{₹48000}$$

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# Special Rewards

In addition to the above incentives:

-  **Special Gift Hampers**
-  **Exciting Surprise Bonuses**
-  **Recognition for Best Performers**

These will be awarded to:

- Top NBA performers
  - NBA's achieving **10+ admissions**
  - Consistent monthly achievers
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## Tips for NBA's – How to Spread Awareness

1. Introduce Nepathya to **friends, neighbours, and relatives** who are interested in fashion.
  2. Share **Nepathya course information and student success stories**.
  3. Post about Nepathya on **WhatsApp Status, Instagram, and Facebook**.
  4. Invite interested students to **visit the academy and see the training environment**.
  5. Explain how Nepathya helps students **start their own boutique or fashion career**.
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## Tips to Generate Walk-ins & Admissions

- ✓ Talk to students who are interested in **fashion, tailoring, boutique work, or creativity**.
  - ✓ Speak with **parents looking for career options for their daughters**.
  - ✓ Share **photos and videos of Nepathya student work**.
  - ✓ Encourage interested people to attend a **free counseling session**.
  - ✓ Follow up politely with interested students and guide them to complete admissions.
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# Why Join the NBA community

The NBA program helps you:

- ✓ Earn **extra income while studying**
- ✓ Learn **real sales and marketing skills**
- ✓ Build **confidence and communication skills**
- ✓ Gain **business exposure**
- ✓ Work with **respect and dignity as a Nepathya ambassador**

This opportunity can also help students who dream of **starting their own boutique or fashion business in the future.**

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## Final Message

At Nepathya, we believe that our students are not just learners — they are **future entrepreneurs and leaders.**

The **Nepathya Business Associate (NBA) Program** is designed to empower you with **skills, income opportunities, and confidence** while helping more people discover the world of fashion designing.

Together, let us grow the Nepathya family.

**Team Nepathya Fashion Design Academy**

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