

# NATIQA

## NATIONAL & INTERNATIONAL TALENT IDENTIFICATION, APTITUDE & ASSESSMENT SYSTEM

### Tagline

BEYOND MARKS. DISCOVER TALENT.

### Core Philosophy

ASSESS → DISCOVER → DEVELOP → RECOGNIZE

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## 1. EXECUTIVE SUMMARY

NATIQA is envisioned as a structured academic assessment and talent-identification initiative designed to identify abilities that are not always visible through conventional school examinations.

Traditional examinations primarily answer:

“How much has a student learned?”

NATIQA additionally asks:

“How does the student think, reason, analyse, solve unfamiliar problems and apply knowledge?”

Therefore, NATIQA is not intended to be merely another subject Olympiad.

Its long-term objective is to establish a credible:

### **National Talent Identification & Development System**

with the potential to evolve into an:

### **International Talent Assessment Platform.**

NATIQA will initially operate in India for Classes 3–10 and subsequently expand to college/campus and international assessments.

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## 2. NATIQA VISION

### Vision

To create a transparent, scientifically designed and academically credible assessment system that identifies diverse forms of student talent beyond conventional marks.

### Long-Term Vision

To become a trusted national and international platform for identifying:

- Aptitude
  - Reasoning
  - Analytical ability
  - Scientific thinking
  - Problem solving
  - Creativity
  - Quantitative ability
  - Verbal ability
  - Spatial thinking
  - Critical thinking
  - Innovation potential
- 

## 3. NATIQA MISSION

NATIQA's mission is to:

1. Assess students through high-quality questions.
  2. Identify different dimensions of talent.
  3. Provide students with meaningful feedback.
  4. Help schools understand student strengths.
  5. Recognize exceptional and emerging talent.
  6. Provide scholarships and educational support.
  7. Encourage students from different socio-economic backgrounds.
  8. Create multilingual access.
  9. Develop a reliable national talent database.
  10. Eventually provide an internationally comparable assessment.
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## 4. WHAT MAKES NATIQA DIFFERENT?

### Existing ecosystem

Many examinations focus primarily on:

- Mathematics
- Science
- General knowledge
- School curriculum
- Memorization
- Subject-specific performance

NATIQA will focus on:

### **MULTI-DIMENSIONAL TALENT.**

A student may not be the highest scorer in conventional school examinations but may demonstrate exceptional:

- logical thinking
- spatial reasoning
- scientific thinking
- problem solving
- creativity
- analytical ability

NATIQA aims to identify such students.

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## 5. NATIQA CORE MODEL

### **ASSESS**

Measure different cognitive and academic abilities.

↓

### **DISCOVER**

Identify strengths, potential and exceptional patterns.

↓

## **DEVELOP**

Provide preparation resources, feedback and development opportunities.



## **RECOGNIZE**

Awards, certificates, scholarships, school recognition and talent categories.

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# **6. NATIQA BRAND ARCHITECTURE**

## **NATIQA INDIA**

### **NATIQA General Aptitude & Talent Olympiad**

For Indian schools.

Initial target:

#### **Classes 3–10**

Languages:

- English
- Hindi
- Punjabi
- Urdu
- Bengali
- Gujarati
- Marathi
- Odia
- Tamil
- Telugu
- Kannada
- Malayalam
- Assamese

Additional languages may be introduced based on demand.

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## 7. FUTURE INTERNATIONAL BRAND

### NATIQA GLOBAL

#### International Talent Assessment

The international version will retain the NATIQA philosophy but will use a more curriculum-independent examination framework.

#### Core international principle

**Same philosophy — different blueprint.**

The international paper will not simply be a translated Indian paper.

It will be designed around universal competencies.

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## 8. NATIQA TALENT DIMENSIONS

Every significant NATIQA question should be tagged internally with one or more talent dimensions.

#### Primary dimensions

1. Quantitative Intelligence
  2. Logical Reasoning
  3. Analytical Thinking
  4. Scientific Thinking
  5. Verbal Intelligence
  6. Spatial Intelligence
  7. Creative Thinking
  8. Problem Solving
  9. Data Interpretation
  10. Critical Thinking
  11. Attention & Accuracy
  12. Practical Intelligence
- 

## 9. NATIQA TALENT INDEX

NATIQA should not initially claim to provide a clinical or standardized psychological IQ score.

Instead, NATIQA will develop a:

# NATIQA TALENT INDEX

The index may combine validated assessment dimensions such as:

- Quantitative Score
- Logical Reasoning Score
- Analytical Score
- Scientific Thinking Score
- Verbal Score
- Spatial Score
- Problem-Solving Score
- Creativity Indicator
- Critical Thinking Indicator

The methodology should be refined as sufficient data becomes available.

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## 10. TALENT CATEGORIES

Students may receive recognition in categories such as:

### **Academic Excellence**

Exceptional overall performance.

### **Logical Thinker**

Exceptional logical reasoning.

### **Young Scientist**

Strong scientific reasoning and application.

### **Quantitative Talent**

Exceptional numerical and mathematical thinking.

### **Analytical Thinker**

Strong analysis and information processing.

### **Creative Innovator**

Strong creative and unconventional problem solving.

**Problem Solver**

Exceptional ability to solve unfamiliar problems.

**Communication Talent**

Strong verbal/language ability.

**Spatial Thinker**

Strong visual-spatial reasoning.

**Emerging Talent**

High potential despite not being among top overall scorers.

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## **11. INDIAN EXAMINATION STRUCTURE**

**Initial target**

Classes:

**3 to 10**

The structure should remain age-appropriate.

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## **12. CLASS 3–5**

**Foundation Level**

Each class:

**One integrated paper**

Areas:

- Quantitative Thinking
- Logical Reasoning
- Verbal Ability
- Science & Observation
- Spatial Thinking
- Creativity

- Problem Solving
- General Awareness
- Basic Data Interpretation

Suggested question count:

| Class | Questions | Time   |
|-------|-----------|--------|
| 3     | 40        | 60 min |
| 4     | 45        | 60 min |
| 5     | 50        | 70 min |

## 13. CLASS 6–8

Two-paper structure.

### Paper A

#### General Aptitude & Reasoning

Areas:

- Quantitative Aptitude
- Logical Reasoning
- Analytical Reasoning
- Verbal Reasoning
- Spatial Reasoning
- Problem Solving

### Paper B

#### Subject & Applied Thinking

Areas:

- Mathematics
- Science
- English
- Data Interpretation
- General Awareness
- Application
- Innovation

Suggested:

**40 + 40 questions**

per class.

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## **14. CLASS 9–10**

Three-paper structure.

### **Paper A**

#### **General Aptitude & IQ/Reasoning**

- Quantitative
- Logical
- Analytical
- Verbal
- Spatial
- Data Interpretation
- Problem Solving

### **Paper B**

#### **Mathematics + Science**

- Mathematics
- Physics
- Chemistry
- Biology
- Application
- HOTS

### **Paper C**

#### **Communication + General + Innovation**

- English/Verbal
- Social Science application
- General Awareness
- Data Interpretation
- Critical Thinking
- Innovation
- Problem Solving

Suggested structure:

| Paper | Questions | Time   |
|-------|-----------|--------|
| A     | 50        | 75 min |
| B     | 50        | 75 min |
| C     | 40        | 60 min |

## 15. QUESTION DIFFICULTY MODEL

Every question should receive a difficulty tag.

### L1 — Basic

Fundamental understanding.

### L2 — Application

Known concept applied to a situation.

### L3 — Reasoning

Requires logical analysis.

### L4 — Advanced

Non-routine problem.

### L5 — Exceptional

Requires insight, creativity or advanced reasoning.

## 16. QUESTION MIX

Target overall mix:

| Type                 | Approx. |
|----------------------|---------|
| Knowledge/Foundation | 15–20%  |
| Application          | 20–25%  |
| Reasoning            | ~25%    |

| Type                       | Approx. |
|----------------------------|---------|
| Unfamiliar Problem Solving | ~20%    |
| Creative/Insight           | 10-15%  |

The exact distribution may vary by class.

## 17. QUESTION DESIGN PRINCIPLE

NATIQA should avoid becoming a memory contest.

A good question should preferably answer at least one of:

- Does it test reasoning?
- Does it test application?
- Does it test problem solving?
- Does it test analysis?
- Does it reveal a misconception?
- Does it distinguish high performers?
- Does it test an important talent dimension?

## 18. QUESTION LIFECYCLE

Every question will pass through:

**Topic Finalized**

↓

**Question Assigned**

↓

**Question Drafted**

↓

**Solution Prepared**

↓

**Writer Self-Check**



**Subject Expert Review**



**Difficulty Review**



**Language Review**



**Talent-Dimension Tagging**



**Final Academic Approval**



**Database Entry**



**Practice Pool / Examination Pool**

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## 19. QUESTION STATUS SYSTEM

Recommended statuses:

- NOT STARTED
  - IN PROGRESS
  - SUBMITTED
  - UNDER REVIEW
  - REVISION REQUIRED
  - APPROVED
  - REJECTED
  - FINAL EXAM LOCKED
-

## 20. QUESTION DATABASE

Each question should have a unique ID.

Example:

**N10-A-Q001**

Meaning:

N = NATIQA

10 = Class 10

A = Paper A

Q001 = Question number

Language versions:

- EN
- HI
- PA
- UR
- BN
- GU
- MR
- OR
- TA
- TE
- KN
- ML
- AS

All versions remain linked to the same master Question ID.

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## 21. QUESTION DATABASE FIELDS

Minimum fields:

- Question ID
- Class
- Paper
- Section

- Topic
- Subtopic
- Question
- Option A
- Option B
- Option C
- Option D
- Correct Answer
- Detailed Solution
- Difficulty
- Talent Dimension
- Expected Time
- Question Type
- HOTS/Normal
- Original/Reference
- Writer
- Reviewer
- Language
- Translation Status
- Academic Status
- Final Approval
- Year Used

Additional fields:

- Reference Source
- Reviewer Comments
- Revision History
- Exam Used
- Practice Used
- Statistical Performance

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## 22. REFERENCE BOOK POLICY

Reference books may be used for:

- concept understanding
- topic mapping
- difficulty benchmarking
- pattern understanding
- idea generation

Examples:

- R.S. Aggarwal
- Kiran Publications

- NCERT
- reputable Olympiad books
- established aptitude references

However:

**NATIQA must not copy commercial questions, solutions, diagrams or wording without appropriate rights.**

Workflow:

#### **REFERENCE**

→

#### **CONCEPT UNDERSTANDING**

→

#### **ORIGINAL QUESTION DESIGN**

→

#### **NATIQA REVIEW**

→

#### **APPROVAL**

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## **23. YEAR-1 CONTENT STRATEGY**

NATIQA should NOT attempt to build a massive 8,000–10,000 question bank before launching.

### **Year 1**

Create:

#### **1 Final Examination**

+

#### **3 Practice Papers**

+

Answer Keys

+

Detailed Solutions

+

Blueprint

+

Preparation Material

+

Selected Videos

+

Results

+

Reports

+

Awards

+

Scholarships

This will allow NATIQA to launch faster while maintaining quality.

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## 24. YEAR-2 CONTENT STRATEGY

Build the large master question bank.

Target:

**8,000–10,000+ high-quality questions**

Then introduce:

- multiple exam versions
- topic tests
- chapter tests
- adaptive practice
- books
- advanced mock tests
- teacher resources

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## 25. QUESTION QUALITY SCORE

Every question can be evaluated on:

| Parameter                   | Weight     |
|-----------------------------|------------|
| Academic Accuracy           | 25         |
| Reasoning Quality           | 20         |
| Talent Identification Value | 20         |
| Difficulty Accuracy         | 10         |
| Originality                 | 10         |
| Language Clarity            | 10         |
| Time Suitability            | 5          |
| <b>Total</b>                | <b>100</b> |

Decision:

**80+ = Approved**

**70–79 = Revision**

**Below 70 = Reject/Rewrite**

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## 26. WRITER PERFORMANCE SYSTEM

Writer evaluation:

- Accuracy — 30%

- Question Quality — 25%
- Originality — 15%
- Difficulty Accuracy — 10%
- Explanation Quality — 10%
- Timely Delivery — 10%

Important:

**The writer must not be the final reviewer of his/her own questions.**

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## 27. YEAR-1 TEAM

Recommended lean structure:

### Core Team

#### 1 Academic Head

Overall academic responsibility.

#### 2 Content Coordinator

Question allocation, tracking and database.

#### 3–4 Core Writers

Possible areas:

- Mathematics
- Reasoning
- Science
- English/Creativity

### Flexible Experts

External/project-based:

- Physics
- Chemistry
- Biology
- Advanced Mathematics
- Language
- Assessment/psychometrics
- Regional languages

This is more economical than maintaining a 15–17 person full-time academic team in Year 1.

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## 28. MULTILINGUAL NATIONAL SYSTEM

English will be the:

### MASTER LANGUAGE

The original question is locked in English.

Regional versions are derived from the English master.

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## 29. LANGUAGE TEAM

For each major language:

### 1. Translator

### 2. Academic Language Reviewer

### 3. Native Proofreader

Recommended workflow:

**English Master**

↓

**AI-Assisted First Translation**

↓

**Human Translator**

↓

**Subject/Academic Reviewer**

↓

**Native Proofreader**

↓

**Back Translation**

↓

**Central QC**

↓

**FINAL APPROVAL**

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## 30. BACK-TRANSLATION SYSTEM

Example:

English:

A train travels 120 km in 3 hours. What is its average speed?

Regional translation is produced.

A different person translates it back into English.

If the back-translated meaning differs materially:

### **FLAG FOR REVIEW**

This gives NATIQA central management an additional validation mechanism even when the central team does not know the regional language.

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## 31. REGIONAL QUESTION QC

Every translated question must pass:

- Question translated
- Options translated
- Answer unchanged
- Negative words checked
- Units checked
- Numbers checked
- Names checked

- Diagram checked
  - Mathematical notation checked
  - Meaning unchanged
  - Difficulty unchanged
  - Back translation completed
  - Native proofread
  - Academic reviewer approval
- 

## 32. SPECIAL RULE FOR MATHEMATICS & REASONING

Translation alone is insufficient.

A regional reviewer should understand:

- Mathematics
- Science
- Logic
- Reasoning
- Negative statements
- Conditional statements
- Word relationships
- Logical puzzles

Therefore:

### **Language Expert + Subject Expert**

must jointly validate difficult questions.

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## 33. URDU STRATEGY

Urdu should be treated as a strategic language because it can help NATIQA enter:

- Urdu-medium schools
- minority institutions
- madrasa-linked educational networks
- Urdu-medium student communities

Positioning:

**NATIQA — Talent Beyond Language and Geography**

The objective is that language should not become a barrier to participation.

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## **34. INTERNATIONAL NATIQA**

### **NATIQA GLOBAL**

The international examination should not simply translate the Indian paper.

It should have a separate:

## **INTERNATIONAL BLUEPRINT**

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## **35. INTERNATIONAL EXAM PHILOSOPHY**

International NATIQA should be:

**Curriculum-independent**

**Age/grade appropriate**

**Language-neutral where possible**

**Application-oriented**

**Reasoning-heavy**

**Problem-solving focused**

**Statistically comparable**

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## **36. INTERNATIONAL DOMAINS**

### **Domain 1**

#### **Quantitative Intelligence**

- Number sense
- Patterns
- Arithmetic reasoning

- Algebraic thinking
- Data interpretation

## **Domain 2**

### **Logical & Analytical Intelligence**

- Deduction
- Classification
- Sequences
- Relationships
- Logical puzzles

## **Domain 3**

### **Scientific & Problem-Solving Intelligence**

- Observation
- Cause/effect
- Scientific reasoning
- Experiment interpretation
- Real-world problem solving

## **Domain 4**

### **Critical & Creative Thinking**

- Decision making
- Evaluation
- Multiple solutions
- Innovation
- Non-routine problems

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## **37. INTERNATIONAL QUESTION PRINCIPLE**

International questions should preferably use universal contexts.

Avoid excessive dependence on:

- Indian Constitution
- Indian-specific history
- State Board terminology
- Indian festivals
- local political facts

Prefer:

- school situations
  - environment
  - science
  - transport
  - numbers
  - patterns
  - technology
  - everyday decision making
  - universal problem solving
- 

## 38. INTERNATIONAL PAPER

Initial suggested format:

**40–50 questions**

**60–75 minutes**

depending on age group.

Potential structure:

**Section A — Quantitative**

**Section B — Logical & Analytical**

**Section C — Scientific Reasoning**

**Section D — Critical/Creative Problem Solving**

The exact blueprint should be finalized after pilot testing.

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## 39. INTERNATIONAL LANGUAGE MODEL

Master:

**English**

Additional languages may be introduced according to country demand.

Possible future languages:

- Arabic
- French
- Spanish
- Portuguese

The same:

**Translation → Academic Review → Native Proofreading → Back Translation**

system should be used.

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## 40. INTERNATIONAL RANKING

Potential structure:

**School Rank**

↓

**City/Regional Rank**

↓

**Country Rank**

↓

**Continental Rank**

↓

**Global Rank**

However:

**Global ranking should only be published when sufficient participation and statistical comparability exist.**

NATIQA should never create artificial “World Rank” claims from a small sample.

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## 41. NATIONAL RANKING

India:

**School**

↓

**District**

↓

**State**

↓

**National**

For every ranking, rules must be published before examination.

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## 42. INTERNATIONAL RANKING METHODOLOGY

As NATIQA grows, ranking may consider:

- raw score
- difficulty
- percentile
- age/class
- paper version
- statistical normalization

The final methodology should be developed with an assessment/statistics expert.

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## 43. MULTI-STAGE NATIQA MODEL

Long-term structure:

### Stage 1

#### NATIQA School Assessment

Large participation.



## Stage 2

### **NATIQA Regional/District Talent Round**

Selected/high-performing students.



## Stage 3

### **NATIQA National Talent Final**

Best students nationally.



## Stage 4

### **NATIQA International Talent Challenge**

International participants.

This is inspired by the broader principle used by established talent programmes: a large participation stage followed by selective higher-level assessment. VVM, for example, uses multiple levels and has a final-stage assessment with additional formats and supervised examination procedures.

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## 44. SCHOOL REPORT

Every participating school should receive:

### **NATIQA School Performance Report**

Containing:

- Number registered
- Number appeared
- Average score
- Highest score
- Class-wise performance
- Domain-wise performance
- Participation rate
- Talent categories

- School percentile
- District comparison where statistically appropriate
- State comparison
- National comparison

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## 45. STUDENT TALENT REPORT

Instead of only:

"Your marks = 76%"

NATIQA should provide:

### Student Talent Profile

Example:

| Dimension       | Performance |
|-----------------|-------------|
| Quantitative    | Excellent   |
| Logical         | Very Strong |
| Analytical      | Excellent   |
| Scientific      | Strong      |
| Verbal          | Good        |
| Spatial         | Very Strong |
| Problem Solving | Excellent   |

Then:

### NATIQA Talent Index

and:

### Recommended Development Areas

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## 46. STUDENT CERTIFICATES

Potential categories:

**Participation Certificate**

**Merit Certificate**

**School Rank Certificate**

**District Rank Certificate**

**State Rank Certificate**

**National Rank Certificate**

**International Rank Certificate**

**Talent Excellence Certificate**

Certificates must have:

- Unique certificate number
- QR verification
- Student name
- Class
- Year
- Achievement
- NATIQA logo
- Authorized signature

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## **47. SCHOOL RECOGNITION**

Awards may include:

**NATIQA Excellence School**

**NATIQA Talent Development School**

**NATIQA Top Performing School**

**NATIQA Highest Participation School**

**NATIQA Emerging Talent School**

Recognition should be based on clearly published criteria.

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## 48. TEACHER RECOGNITION

Possible awards:

**NATIQA Mentor Teacher**

**NATIQA Talent Mentor**

**NATIQA Academic Excellence Teacher**

**NATIQA Outstanding Coordinator**

Criteria must not be based merely on the number of registrations.

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## 49. PRINCIPAL RECOGNITION

Possible:

**NATIQA Education Leadership Award**

For principals/school leaders demonstrating:

- student participation
  - academic engagement
  - talent development
  - inclusive participation
  - educational initiatives
- 

## 50. SCHOLARSHIP SYSTEM

NATIQA's scholarship system will remain an important part of the brand.

### **Principle**

Scholarships should be transparent and published before the examination.

Potential categories:

- National Rank
- Special Talent
- Need-based support
- EWS support

- Educational assistance

The previously approved scholarship-recipient count remains protected and should **not be reduced unless explicitly changed by NATIQA management**.

The scholarship budget can be expanded in future years without changing the original commitment.

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## 51. SCHOLARSHIP GOVERNANCE

Create:

### **NATIQA Scholarship Committee**

Responsibilities:

- eligibility
  - verification
  - documentation
  - selection
  - disbursement
  - audit
  - annual reporting
- 

## 52. SOCIAL IMPACT COMPONENT

A portion of NATIQA resources may be directed toward:

- educational support
- books
- scholarships
- needy students
- learning resources

This creates a strong social-impact dimension.

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## 53. EXAM MODES

NATIQA can support:

### **Offline OMR**

Best for large school participation.

### **Online**

For digitally equipped institutions.

### **Controlled Computer-Based Examination**

For advanced stages.

### **Special supervised examination**

For national/international finals.

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## **54. EXAM SECURITY**

Security system should include:

- encrypted papers
- controlled release
- unique paper sets
- centre codes
- student IDs
- OMR/barcode tracking
- invigilation protocols
- digital logs
- suspicious-pattern analysis
- result hold mechanism
- malpractice policy

CBSE's current Aryabhata Ganit Challenge illustrates the importance of controlled paper release, defined technical requirements and preservation of examination evidence for higher-stage online testing.

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## **55. MALPRACTICE POLICY**

NATIQA should publish an:

## Examination Integrity Policy

Examples:

- impersonation
- unauthorized assistance
- communication during examination
- paper leakage
- manipulation of answer sheets
- unfair digital assistance

Possible consequences:

- warning
  - result withheld
  - cancellation
  - school disqualification
  - future participation restriction
- 

## 56. RESULT SYSTEM

Result process:

**OMR/Online Data**

↓

**Validation**

↓

**Answer Key Verification**

↓

**Statistical Analysis**

↓

**Result Generation**

↓

**Quality Audit**



### **Final Approval**



### **Publication**

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## **57. ANSWER KEY POLICY**

Before result publication:

### **Final Answer Key Committee**

should verify:

- correct answer
- ambiguous questions
- translation issues
- disputed questions
- calculation errors

If a question is proven defective:

appropriate policy should be predetermined, such as:

- deletion
  - full marks
  - accepted multiple answers
- 

## **58. APPEAL/GRIEVANCE SYSTEM**

Schools should have a defined window for:

- result query
- certificate correction
- name correction
- answer-key challenge
- technical complaint

All requests should receive a tracking number.

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## 59. ACADEMIC GOVERNANCE

Create:

### NATIQA ACADEMIC COUNCIL

Suggested structure:

#### **Chairperson**

Senior educationist.

#### **Academic Director**

Overall academic operations.

#### **Mathematics Expert**

#### **Science Expert**

#### **Reasoning/Assessment Expert**

#### **Language & Multilingual Expert**

#### **Assessment/Statistics Expert**

#### **International Advisor(s)**

The council should approve:

- syllabus
- blueprint
- major question papers
- ranking methodology
- examination rules
- major academic changes

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## 60. INDEPENDENT QUALITY CONTROL

NATIQA should maintain separation between:

## **Question Creation**

and

## **Final Approval**

This reduces bias and errors.

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# **61. INTERNATIONAL ACADEMIC BOARD**

When international expansion begins:

## **NATIQA INTERNATIONAL ACADEMIC BOARD**

Possible members:

- international educationist
  - assessment expert
  - mathematics expert
  - science expert
  - cognitive/educational assessment specialist
  - language specialist
  - international school representative
- 

# **62. RECOGNITION STRATEGY**

Recognition should be viewed in stages.

## **Level 1**

### **Academic Credibility**

Strong assessment design.

## **Level 2**

### **School Adoption**

Schools voluntarily participate.

## **Level 3**

### **Institutional Partnerships**

School groups, associations, educational organizations.

## **Level 4**

### **Government/Board Endorsement**

Formal written support/endorsement where applicable.

## **Level 5**

### **National Reputation**

Large participation and strong annual track record.

## **Level 6**

### **International Recognition**

International school network + academic governance + validated assessment.

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## **63. IMPORTANT RECOGNITION RULE**

NATIQA must never claim:

“Government Recognized”

unless written official recognition/endorsement actually exists.

Correct language before that:

**National-Level Talent Identification Initiative**

or:

**National Talent Assessment & Olympiad Initiative**

Once a specific organization formally supports NATIQA, its exact approved wording should be used.

VVM's published endorsement page demonstrates the value of maintaining formal documentary evidence for such claims.

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## 64. SCHOOL PARTNERSHIP MODEL

NATIQA should offer schools:

### **Student Assessment**

+

### **School Performance Report**

+

### **Talent Identification**

+

### **Certificates**

+

### **Awards**

+

### **Teacher Recognition**

+

### **Preparation Resources**

+

### **Scholarships**

This makes the proposition much stronger than simply selling an examination form.

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## 65. SCHOOL COORDINATOR

Each partner school may nominate:

## **NATIQA School Coordinator**

Responsibilities:

- registration
- student data
- examination coordination
- communication
- certificates
- result distribution

Coordinator may receive recognition/certificate.

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## **66. SCHOOL REGISTRATION**

School can:

### **Option A**

Bulk upload students.

### **Option B**

Students select their school.

### **Option C**

School creates consolidated registration.

System should support:

- school code
  - permanent school account
  - coordinator login
  - student mapping
  - class mapping
  - payment reconciliation
- 

## **67. STUDENT IDENTITY**

Every student should receive:

## **Permanent NATIQA Student ID**

Example:

**NTQ-2026-XXXXXX**

This can remain associated with the student across future NATIQA examinations.

Benefits:

- historical performance
  - longitudinal talent profile
  - certificates
  - future exams
  - scholarship records
- 

## **68. DATA PRIVACY**

NATIQA should establish:

- privacy policy
- consent policy
- student data protection
- access controls
- role-based permissions
- secure storage
- retention policy
- data deletion/archiving policy
- parental consent where required

Children's data must be handled particularly carefully.

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## **69. WEBSITE/PORTAL STRUCTURE**

Suggested modules:

### **Public Website**

- Home
- About NATIQA
- Examination
- Syllabus
- Schedule

- Schools
- Awards
- Scholarships
- Results
- Talent Profiles
- Preparation
- News
- Partners
- Contact

## **Student Portal**

- Profile
- Registration
- Exam
- Practice
- Result
- Talent Profile
- Certificates
- Scholarships

## **School Portal**

- Dashboard
- Students
- Registration
- Payments
- Exam
- Results
- Certificates
- School Report

## **Admin**

- Schools
- Students
- Questions
- Papers
- Languages
- Payments
- Results
- Awards
- Certificates
- Reports
- Audit

## 70. DATABASE LANGUAGE ARCHITECTURE

The database should support:

**Question ID + Language ID**

Example:

N10A-Q001

Versions:

EN  
HI  
PA  
UR  
TA  
TE  
KN  
ML  
MR  
GU  
BN  
OR  
AS

This means one academic question can have multiple linguistic versions without duplicating its academic identity.

---

## 71. PREPARATION ECOSYSTEM

Year 1:

**3 Practice Papers**

+

Selected:

- topic notes
- sample questions
- videos
- answer explanations

- strategy material

Do not attempt to translate the entire preparation ecosystem into 13 languages initially.

Priority:

### **Exam Paper**

All major languages.

### **Preparation**

Initially:

English + Hindi + Punjabi + Urdu.

Then expand according to demand.

---

## **72. MARKETING STRATEGY**

### **Phase 1**

School outreach.

### **Phase 2**

Teacher/principal networks.

### **Phase 3**

Social media.

Platforms:

- YouTube
- Instagram
- Facebook
- WhatsApp
- Google
- educational communities

### **Phase 4**

Media coverage.

## Phase 5

Award events.

The strongest marketing asset should eventually become:

**NATIQA students + schools + winners + stories**

---

## 73. SCHOOL ACQUISITION MESSAGE

Instead of:

“Buy our Olympiad.”

Use:

**“Give your students an opportunity to discover their strengths beyond school marks.”**

For principals:

**“NATIQA gives your school a structured picture of student aptitude, reasoning and problem-solving strengths.”**

---

## 74. DIFFERENTIATION

### Subject Olympiad

Measures subject excellence.

### NATIQA

Measures:

**Multi-dimensional thinking + aptitude + application + problem solving + talent potential.**

Therefore:

**NATIQA is not designed to replace school examinations. It is designed to reveal abilities that school examinations may not fully capture.**

---

## 75. YEAR-1 TARGET

Current Phase-1:

**15,000 students**

**Classes 3–10**

**₹250 per subject/paper**

**Up to 3 papers/subjects**

The initial objective is not maximum profit.

The objective is:

**TRUST + QUALITY + DATA + SCHOOL NETWORK**

---

## 76. YEAR-1 SUCCESS METRICS

Primary:

- 15,000 students
- strong school participation
- multiple states
- multilingual examination
- high-quality final paper
- 3 practice papers
- reliable results
- successful award programme

Secondary:

- school testimonials
  - principal testimonials
  - student stories
  - media coverage
  - repeat participation
- 

## 77. YEAR-2 TARGET

Potential:

## **50,000–1,00,000 students**

Develop:

- large question bank
  - multiple paper versions
  - topic-wise tests
  - books
  - advanced analytics
  - improved school reports
  - stronger institutional partnerships
- 

## **78. YEAR-3 TARGET**

Potential:

### **1 lakh+ students**

Introduce:

- National Talent Final
  - Talent Development Programme
  - larger scholarship ecosystem
  - sponsor partnerships
  - Campus Division
  - college assessments
  - first international pilot
- 

## **79. YEAR-4**

### **NATIQA GLOBAL PILOT**

Initial international partners.

Potential markets:

- GCC
- Nepal
- Bhutan
- Singapore
- other suitable school networks

Then broader international expansion.

---

## 80. YEAR-5

### NATIQA GLOBAL TALENT CHALLENGE

Potential structure:

School



Country



Regional/Continental



Global

NATIQA can then become a genuinely international education brand rather than merely an Indian examination being sold abroad.

---

## 81. COLLEGE/CAMPUS DIVISION

After school system stabilizes:

### NATIQA CAMPUS

Possible assessments:

- Mathematics
- Physics
- Chemistry
- Biology
- Computer Science
- Economics
- Commerce
- Psychology
- Geography
- Political Science
- General Aptitude

- Logical Reasoning

The college version may combine:

**Subject Competency + Aptitude + Employability/Problem Solving**

---

## **82. SPONSORSHIP MODEL**

Potential partners:

**Publishers**

**EdTech companies**

**Banks**

**CSR foundations**

**Technology companies**

**Universities**

**Educational institutions**

**STEM organizations**

**Book companies**

**Scholarship foundations**

Sponsors may support:

- scholarships
- awards
- books
- events
- technology
- student development

Sponsor recognition must remain separate from academic result integrity.

---

## 83. SPONSORSHIP PRINCIPLE

Sponsors must not influence:

- question content
- answer keys
- ranking
- selection
- scholarship merit

This should be explicitly written into the sponsor agreement.

---

## 84. FINANCIAL PHILOSOPHY

Year 1 should prioritize:

**Credibility over profit.**

Potential revenue:

- examination fees
- school packages
- sponsorship
- CSR
- preparation material
- books
- future courses

Potential reinvestment:

- scholarships
  - awards
  - academic development
  - technology
  - school outreach
  - student support
- 

## 85. LEAN YEAR-1 MODEL

Rather than spending heavily on a permanent academic workforce:

### **Core Team**

+

### **Project-based Experts**

+

### **Controlled Outsourcing**

+

### **Central Academic QC**

This can keep Year-1 costs manageable.

Indicative overall target:

### **Approximately ₹25–30 lakh**

subject to final printing, portal, scholarship and marketing decisions.

A detailed line-item budget should be finalized after:

- final paper structure
- number of languages
- print volume
- portal scope
- scholarship commitments
- award design

---

## **86. INTERNATIONAL FINANCIAL MODEL**

International pricing should not simply be INR equivalent.

Consider:

- country purchasing power
- local partner margin
- payment gateway cost
- local coordinator
- certificate cost
- tax/legal requirements
- exam administration

International operations should preferably start through:

### **Local Institutional Partners**

rather than attempting direct individual acquisition in every country.

---

## **87. NATIQA QUALITY PRINCIPLE**

Three things must never be compromised:

### **1. Academic Accuracy**

No incorrect question.

### **2. Examination Fairness**

No unfair advantage.

### **3. Result Integrity**

No manipulation of ranking.

These three should take priority over speed and profit.

---

## **88. FIVE LEVELS OF QUALITY CONTROL**

### **Level 1**

Writer Self Check

### **Level 2**

Subject Expert

### **Level 3**

Difficulty/Talent Reviewer

### **Level 4**

Language Reviewer

## Level 5

Final Academic Council

For high-stakes national/international finals, additional statistical review should be added.

---

## 89. PILOT TESTING

Before final examination:

### **Pilot questions with representative students.**

Measure:

- difficulty
- time
- ambiguity
- discrimination
- unexpected interpretations
- language problems

Questions that do not perform properly should be revised or removed.

---

## 90. STATISTICAL DEVELOPMENT

After sufficient participation, NATIQA should collect:

- difficulty index
- discrimination index
- response distribution
- distractor performance
- time taken
- language variation
- question reliability

This data will eventually help create a scientifically stronger assessment.

---

## 91. INTERNATIONAL STANDARDIZATION

For international expansion, NATIQA should work with assessment experts to establish:

- reliability
- validity
- age/grade norms
- percentile methodology
- standard scores
- cross-language comparability
- test equating

Only after sufficient evidence should stronger claims about measurement quality be made.

---

## 92. NATIQA TALENT RESEARCH

Long-term opportunity:

Create:

### NATIQA Talent Research Unit

Study:

- which questions identify high potential
- relationship between school marks and aptitude
- talent patterns
- regional differences
- language effects
- development over time

This can transform NATIQA from an examination company into an educational assessment organization.

---

## 93. TALENT DEVELOPMENT

NATIQA should not stop at results.

Future:

## **NATIQA Talent Lab**

Students identified for strengths may receive:

- advanced problems
- special challenges
- workshops
- mentoring
- research activities
- innovation challenges
- science/math camps
- leadership activities

Thus:

**ASSESS → DISCOVER → DEVELOP → RECOGNIZE**

becomes a complete ecosystem.

---

## **94. ANNUAL NATIQA REPORT**

Every year publish:

### **NATIQA Annual Talent Report**

Include:

- students
- schools
- states
- languages
- participation
- performance
- talent dimensions
- awards
- scholarships
- school stories
- research findings
- future initiatives

This becomes a major credibility document.

---

## 95. NATIONAL TALENT DATABASE

Over time NATIQA can create a longitudinal database.

Each student:

### **Permanent NATIQA ID**

Potential historical record:

Year 1



Year 2



Year 3

Performance progression.

This can identify:

### **Emerging Talent**

not just current toppers.

---

## 96. INTERNATIONAL LONGITUDINAL MODEL

International students can similarly maintain:

### **NATIQA Global ID**

This can eventually support cross-year talent development.

---

## 97. LEGAL/BRAND PROTECTION

NATIQA should protect:

- brand name

- logo
- examination title
- question bank
- original content
- database structure
- software
- certificates
- assessment methodology

Trademark and IP strategy should be taken up with an appropriate legal professional.

---

## 98. CONTENT IP

Every contributor agreement should clearly specify:

- ownership/licensing
  - confidentiality
  - originality
  - non-copying
  - conflict of interest
  - reuse rights
  - payment
  - revision obligations
- 

## 99. CONFIDENTIALITY

Question writers/reviewers must not disclose:

- examination questions
- answer keys
- unreleased papers
- student data
- ranking data

before official release.

---

## 100. NATIQA DOCUMENTATION SYSTEM

Maintain separate controlled documents:

**Document 01**

NATIQA Academic Framework

**Document 02**

NATIQA Examination Regulations

**Document 03**

Question Writer SOP

**Document 04**

Question Reviewer SOP

**Document 05**

Translation SOP

**Document 06**

Regional Language QC SOP

**Document 07**

Examination Centre SOP

**Document 08**

OMR SOP

**Document 09**

Online Examination SOP

**Document 10**

Result & Ranking SOP

**Document 11**

Scholarship Policy

**Document 12**

Awards Policy

## **Document 13**

School Partnership Manual

## **Document 14**

International Expansion Manual

---

# **101. MASTER WORKFLOW**

## **ACADEMIC**

Syllabus



Blueprint



Question creation



Review



Translation



QC



Paper assembly



Pilot



Final lock

---

## **EXAMINATION**

Registration



School verification



Student mapping



Paper distribution



Examination



OMR/Online collection



Validation



Evaluation



Audit



Result

---

## RECOGNITION

Result



Ranking



Talent analysis



Scholarship verification



Awards



Certificates



Annual report

---

## 102. NATIONAL EXPANSION WORKFLOW

### Phase 1

Chandigarh/Punjab + selected states



### Phase 2

North + major metro school networks



### **Phase 3**

Multiple states



### **Phase 4**

Pan-India



### **Phase 5**

International

Expansion should follow operational capacity rather than simply registration targets.

---

## **103. INTERNATIONAL EXPANSION WORKFLOW**

### **Step 1**

International Blueprint



### **Step 2**

English pilot



### **Step 3**

Assessment validation



### **Step 4**

International Academic Board



### **Step 5**

First partner countries



### **Step 6**

Country coordinators



### **Step 7**

Country-level assessments



### **Step 8**

Regional ranking



### **Step 9**

Global Final

---

## **104. WHAT NATIQA SHOULD NOT DO**

Do not:

- claim government recognition without documentation
  - claim scientifically validated IQ measurement without validation
  - copy questions from books
  - translate using AI alone
  - publish unverified rankings
  - reduce scholarship commitments casually
  - compromise question quality for quantity
  - expand internationally before pilot validation
  - create fake international rankings
  - allow sponsors to influence academic decisions
-

# 105. YEAR-1 PRIORITIES

The Year-1 order should be:

## **Priority 1**

Academic blueprint

## **Priority 2**

Final examination

## **Priority 3**

Three practice papers

## **Priority 4**

Multilingual system

## **Priority 5**

Examination platform

## **Priority 6**

School registration

## **Priority 7**

Result system

## **Priority 8**

Awards/scholarships

## **Priority 9**

School outreach

## **Priority 10**

Documentation for future recognition

---

## 106. YEAR-1 "MUST HAVE"

NATIQA should not launch without:

- final syllabus
  - examination blueprint
  - final paper
  - answer key
  - detailed solutions
  - 3 practice papers
  - language validation
  - examination rules
  - malpractice policy
  - result methodology
  - certificate system
  - scholarship rules
  - award rules
  - school SOP
  - privacy policy
  - grievance mechanism
- 

## 107. YEAR-1 "NICE TO HAVE"

Can wait:

- huge question bank
- full books
- 13-language video library
- advanced adaptive testing
- international examination
- mobile app
- AI-generated personalized learning
- global ranking

This distinction keeps the launch financially and operationally realistic.

---

# 108. NATIQA LONG-TERM ROADMAP

## YEAR 1

### PROVE

15,000 students

India

1 Final + 3 Practice

Multilingual examination

Strong awards

---

## YEAR 2

### SCALE

50,000–1,00,000 students

Large question bank

Books

More schools

Better analytics

---

## YEAR 3

### ESTABLISH

1 lakh+ target

National Talent Final

Academic Council

Research

Campus Division

International pilot

---

## **YEAR 4**

### **INTERNATIONALIZE**

NATIQA Global

Multiple countries

Country partners

International paper

International ranking

---

## **YEAR 5**

### **GLOBALIZE**

Global Talent Challenge

Continental participation

Global Final

International Academic Board

NATIQA Talent Research

---

## **109. FINAL NATIQA MODEL**

### **NATIQA INDIA**

**Classes 3–10**

↓

**School Assessment**



**District/Regional**



**State**



**National**



**Talent Development**



**Scholarship & Recognition**

---

## **NATIQA GLOBAL**

**International Schools**



**Country**



**Regional/Continental**



**Global**



**Talent Development**



**International Recognition**

---

## 110. THE BIGGER VISION

NATIQA should ultimately evolve through three stages:

### STAGE 1

#### EXAMINATION

"Take the NATIQA examination."



### STAGE 2

#### TALENT ASSESSMENT

"Discover your strengths."



### STAGE 3

#### TALENT ECOSYSTEM

"Develop your potential."

That is the real long-term value of NATIQA.

---

## 111. FINAL POSITIONING STATEMENT

### NATIQA

**Beyond Marks. Discover Talent.**

NATIQA is a multi-dimensional talent identification and assessment initiative designed to evaluate aptitude, reasoning, analytical thinking, scientific thinking, creativity, problem solving and other important dimensions of student potential.

It seeks to create an inclusive platform where students can participate irrespective of their school board, language or geographical location.

The long-term objective is to build a credible national and eventually international system that does not merely identify who scored highest, but helps discover:

**HOW A STUDENT THINKS.**

---

## **112. FINAL ORGANIZATIONAL PHILOSOPHY**

NATIQA should always remember five principles:

- 1. QUALITY BEFORE SCALE**
  - 2. CREDIBILITY BEFORE PROFIT**
  - 3. TALENT BEFORE MARKS**
  - 4. INCLUSION BEFORE LANGUAGE BARRIERS**
  - 5. LONG-TERM TRUST BEFORE SHORT-TERM NUMBERS**
- 

## **113. ONE-LINE NATIQA VISION**

**“To discover, develop and recognize talent beyond conventional marks—across India and eventually across the world.”**

---

## **114. FINAL BRAND MESSAGE**

**NATIQA**

**ASSESS.**

**DISCOVER.**

**DEVELOP.**

**RECOGNIZE.**

**BEYOND MARKS. DISCOVER TALENT.**

---

## **IMPLEMENTATION STATUS**

This Master System Document should now be treated as the **strategic master framework**.

The next implementation documents should be developed from it rather than redesigning NATIQA from scratch each time.

### **Recommended next documents**

**Book 1 — NATIQA Academic & Examination Handbook**

**Book 2 — NATIQA Question Writer + Reviewer SOP**

**Book 3 — NATIQA Multilingual Translation & QC SOP**

**Book 4 — NATIQA School Partnership & Operations Manual**

**Book 5 — NATIQA Result, Ranking, Awards & Scholarship Policy**

**Book 6 — NATIQA Developer/Portal Requirement Document**

**Book 7 — NATIQA International Blueprint**

**Book 8 — NATIQA Investor/Sponsor Proposal**

These eight documents together will convert this strategic framework into an operational organization.