



ROAD TO BRIDGE : Nurturing young champions

Planet Hool, Amaresh and Adhyayan have been successfully implementing a model to invite youngsters to experience the thrill, joy and challenge of playing Bridge and nurturing them as future Bridge players.

The structured, graded course curriculum and the two apps developed by Amaresh, viz., Kida and Hool have made the process to learn Bridge simple and enjoyable. The applications are gamified and offer simulations that systematically prepare the participants for the real big game of Bridge

In the first 5 sessions, they are taken through Level 1 and Level 2 puzzles of KIDA application and are familiarised with BRIDGE MASTER application. The KIDA application starts with simple one card double dummy puzzles in Level 1, graduating to Level 6 which has upto 8 card puzzles. .

In the successive sessions, they are introduced to MINI BRIDGE and HOOL application. In Hool, the bidding process has been simplified into a board game format which enables the participants to develop the Bridge vocabulary and language, along with learning strategies for bidding.

Practice on the four apps, lays a strong foundation and interest in Bridge and will go a long way in ensuring that we have a continuously growing supply of budding Bridge champions.

How do we manage to get the youngsters to sign up for the course?

We conduct free demonstrations for schools and gated communities to give them a peek into this step by step learning process. We at Adhyayan, have so far conducted over 40 free demonstrations. Of the 248 people who have attended the free demonstrations, 70 have joined the course. The interactive demonstrations thus have a conversion ratio of 1: 3.55 or a conversion rate of 28%. Out of those who enrol, 50% continue their learning beyond the first 5 sessions.

We have begun to offer Bridge programme to schools such that they can offer it as a part of the curriculum, as a club activity, indoor sports, vacation camps or as an extra curricular activity.

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In fact, Planet Hool initiated this exercise much earlier in USA and their initial batch of students have successfully graduated from Kida and Hool to the Bridge table.

Planet Hool, Amaresh and Adhyayan would be happy to share in two videos the journey from Demonstration to the Bridge table, including an overview of the two apps – Kida and Hool and how this process can be scaled as a successful model across the globe to exponentially increase the pool of young Bridge players.



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