



Sneh Desai,  
*managing director*

# A Millionaire's Guide

With the vision to transform 10 million lives till 2025 and a mission to help people achieve their goals by providing practical techniques and solution through online and offline training workshops, **Sneh Academic Services Pvt. Ltd.** conducts various educational seminars

**S**neh Desai, the director and founder of Sneh Academic Services Pvt. Ltd., firmly believes in providing real life education outside schools and colleges so that everyone can truly achieve success and happiness in life that they desire. He has a dynamic team of multi-talented trainers and coaches who help him fulfil his mission. ‘You can be a millionaire’, ‘The Super Rich’, and ‘Train the Trainer’ workshops are some of his most result oriented and loved workshops where he teaches people on building incredible wealth and living a dream life. He believes that money magnifies who you are. If you are a good person and earning good amount of money, you will help more people with the money you earn.

## AWARDS & ACCOLADES

Desai started delivering training programmes publicly at the age of 9 and achieved a huge milestone by becoming one the youngest Microsoft Certified Professional in the world at the age of 12. He has been bestowed with the prestigious ‘Bharat Nirman Award’. His training company has been awarded among the ‘Top Educational Institutes of India’ by Sandesh Media Group. He was selected as one of the ‘Top 25 Young Entrepreneurs of Gujarat’ and titled ‘The Magician of Words’ by Dainik Bhaskar Media Group. He was named ‘Cool Guru’ by The

### *Success mantra*

***In Desai’s programs, he always shares, “Tu woh karta hai, jo tu chahta hai, magar hota woh hai, jo mein chahta hun, to tu karna shuru kar woh, jo mein chahta hun, to hoga woh, jo tu chahta hai!” In other words, this is the success mantra for him, his team and students too whom he rightly preaches to. He gives his employees and participants what they want in their life and knows that nature will give him what he wants in return***

Times of India. He has been featured in various radio channels, TV programmes, magazines, and national newspapers such as The Times of India, DNA, Dainik Bhaskar, Telegraph, Navbharat Times, Sakal, etc. which frequently highlight his substantial contribution to the society at large. His signature workshop, ‘The Super Rich’, was featured in over 135 world’s leading media for his outstanding contribution towards helping people become financially free.

## POST-PANDEMIC IMPACT

From the last 18 years, Desai had been conducting offline workshops with a gathering of thousands of



people. Suddenly, when Covid-19 had hit us, all his programs had to be put on a halt. At that time, he got to hear that many companies were firing people or cutting the salaries they paid to their staff; but Desai had an entirely different notion about it. He made sure that nobody from his office was fired and no salaries would be cut off because that was the time when the team needed his support the most. Sneh Academic didn't fire a single person.

People were in a dilemma on how to run their business during such tough times. Desai used to get calls from so many followers for being in depression due to suffering a huge financial loss having poor health. He saw people getting not just physically but also mentally and emotionally breaking down. At that time, only one thing was running in his mind was, "How can I help people overcome financial loss and have the right empowering mindset to overcome challenges Covid had given us?" At that time, Desai designed a new free seminar called 'You can be a millionaire' which was attended by thousands of people online and gave them a new hope to re-start and create financial freedom.

Desai started conducting online programs on zoom. People from across the world started attending his programs which was earlier difficult for many as they had to commute from one state to another or from one country to another. Initially, he created a small studio where he used to keep the laptop on a table and conduct the session. However, Desai didn't enjoy giving workshops while sitting on the chair and by his laptop on the table. He created India's biggest indoor training studio with 10 huge screens where he can see 1000 participants at one time in order to give the best experience to all his participants. That was a revolution in the training industry in India for which he was awarded as 'Industry Leader & Expert in Digital Life Coach' by Economic Times. It is rightly said that every challenge or adversity contains the seeds of

opportunity and growth within it.

There were two types of people during Covid. One, who were crying about the loss and feeling hopeless. And there were other kinds who adapted themselves to the change and found a new and innovative way to earn money. Change is the only constant; if we don't change with the time, time will change us in a good or bad way.

## STAYING AHEAD OF THE CURVE

Desai's company is abided by six core values that help them stay ahead in the industry which are:

- Transparency
- Discipline
- Integrity
- Respect
- Value addition
- Compassion

These core values are reflected in each and every workshop, product, and employee of Sneh Academic. The ethics have helped them define and shape the extravagance of their company.

## CHALLENGES

Desai was born to a rich family where he had spent his childhood in abundance, growing up in a house with 10 rooms. But circumstances took a massive turn. He was only 15 years old when his father's factory got shut down (basically, the only source of income for their house had stopped) and they were burdened with a debt of ₹22 lakhs (which was a huge amount almost 20 years ago). From living a luxurious life to moving into a rented house followed by depression, Desai saw it all. Along with losing financial





comfort, his friends and relatives also left them. His education had to be stopped as they had no money to finish his college. That's when he decided to turn his adversity into an advantage. At that time, having no experience of business, Desai started his career with a dream to get his family a bigger house and better lifestyle than he was brought up with. he wrote down 101 goals of his life. He had no idea how he was going to achieve them. Starting from the scratch, having nothing more than the right attitude, Desai achieved all his ambitions and attained financial freedom by fulfilling those 101 goals by the age of 26.

## EVOLUTION

Recently, Desai has partnered with Sunil Tulsiani, who is known as Canada's wealthiest cop, best-selling author (multiple times), celebrity real estate investor, and the owner of Private Investment Club. Together, they have a mission to make 1 crore millionaires in India. Recently, Sneha shared stage with many international celebrities like Sunil Tulsiani, Robin Sharma, and Deepak Chopra. Celebs like Suniel Shetty, Sonu Sood, Bhagyashree, Vivek Oberoi, Arshad Warsi, Paresh Rawal, etc. too have supported and appreciated Desai's educational workshops and some of them have also been guests at his seminars.

## INNOVATIONS

Apart from his schooling, Desai's parents sent him to different gurus and workshops to learn real life skills when he was just a kid. He wants to provide the same platform to people of all ages who can get real life education, outside schools and college, which is actually needed to get successful and fulfilled in life. With that idea, they have

launched 'Life Gurukul' application, a one-stop solution for any challenge in your life. Sneha Academic is planning to provide all sorts of training and educational courses from which one can achieve success, better health, wealth, relationship, and peace of mind. They wish to promote anyone who wishes to become a trainer or coach and provide value in other's life.

As a part of Fit Bharat Mission (one of our initiatives), they recently launched 'Right Human Nutrition', a supplement brand; and 'The Divine Sweet', a healthy sweets brand to help people achieve better energy, fitness, and vitality.

## BREAKTHROUGH MOMENTS ON ITS WAY...

They have Brian Tracy on board with them, who is known as the Amitabh Bachchan of training industry. Desai's coaches and he himself have co-authored a book with him. As a part of it, they have had Tracy share the stage with Desai virtually on August 21. They are truly excited to have the opportunity to co-author a book with Tracy and feel even more blessed to provide the same benefit to so many other coaches working with them. This is going to be historical. Desai also shared the stage with Robin Sharma in Canada on October 1, 2022. Not only this, but Sneha brought a storm in Indian Training Industry in December 2022 by organising India's biggest growth summit which was attended by 6500 people. He had brought international legend Dr Deepak Chopra, Sunil Tulsiani, Indian Monk Gaur Gopal Das, and the great entrepreneur-cum-Bollywood actor Suniel Shetty on one stage for the very first time in India.

Hence, it is his genuine interest to contribute and add value to other's life. Doing what you're, with a strong and

emotional purpose and pure heart, makes all the difference.

## USP

Sneha Academic is the only training company in India that has been providing money back guarantee to its customers as it rightly believes in providing true value to people's life and that's the reason why the firm's motto is to refund the fee to a participant who can't identify/ find value after a program/seminar.

## FUTURE FRONTIERS

Through Desai's 'Train the Trainer' and other programs, he wants to create one lakh trainers and coaches across the world who can be change maker and a catalyst for transforming people's lives. He wishes to give them the opportunity to build their unique brand in training industry by providing them a platform to co-author a book with celebrities and provide high quality value to others. Sneha Academic is planning to take 'Right Human Nutrition' and 'The Divine Sweet' to the next level to help people get rid of junk food and unhealthy eating habits.

## THEIR EXPANSION

Sneha Academic conducts workshops in 26 cities of India like Delhi, Mumbai, Kolkata, Bangalore, Hyderabad, Pune, Ahmedabad, Surat, Nagpur, Raipur, Nashik, etc; and have conducted programs in several different countries like USA, Canada, Australia, UK, Tanzania *et al.*