Pre School Education in India

A 4000 crore industry in India.
Growth rate of 35% per year (Indian Economy growth rate is 7-8%)
An opportunity of a lifetime!!!
Can you afford to miss this opportunity??
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“A mind is a fire to be kindled, not a vessel to be filled.”
Plutarch

Executive Summary

Pre School Education in India is a growing business with Ernst & Young projecting the market size to be about $1b by 2012 and growing at a scorching pace of 35% year on year while economy is projected to grow at a rate between 7-8 percent this year.

This recession proof industry occupies the 3rd largest expenditure group in the Indian household, indicating its importance to the citizens and the country.

Pre School education not only impacts the immediate education of a child, but also their future lives and those of their parent and family.

While the growth in the Pre School segment of education is fuelled by franchisee operations and facilities being offered by companies, the pitfalls of such arrangement including uniform quality control of teachers, educators and the actual delivery of the curriculum are of foremost importance, which form the focus of both the franchisor and franchisee.
The unorganized sector of individuals setting up their own localized pre schools is also growing at an equal pace. Individuals who have the basic resource of land and finance sometimes do not want to get involved with the tedious arrangement with large companies to take on their franchise operations for want of the initial fees, lock in period, quality control issues amongst other such matters. Yet these very same individuals need expert advice and guidance to set up basic school infrastructure, curriculum, manpower, training, managing day to day operation and marketing.

TEAM CHILDOLOGY has the expertise to help, nurture and support such individuals who have a desire to be part of this growing industry yet do not want to be tagged as a franchisee operation for their own reasons along with the ones listed above.

TEAM CHILDOLOGY have years of exposure and experience in Early Childhood Education with Internationally trained faculty as well as educators with years of hands on experience in creating curriculum, training teachers and setting up pre schools and being part of the management of the same.

TEAM CHILDOLOGY believes that setting up a new institution, though, requires its own working model and time, provided the right amount of enthusiasm and resources are available to the individual promoters. There is also great scope in enhancing already existing Pre Schools, franchised or otherwise, where there is a need to enhance the project and the experience that Parents and Children are being offered.

Improving and enhancing the infrastructure, curriculum, quality of teachers etc are required for which TEAM CHILDOLOGY would be able to offer its expertise.
Pre School Education is booming in India with both, the franchisee as well as the stand alone model, racing and competing with each other, setting a scorching 35% growth rate for the industry.

While both, the franchisee as well as the stand alone models of operating a Pre School have their own set of advantages and disadvantages, Childology believes that stand alone schools have a distinct advantage since these offer different environments, ethos and the individual passion of the promoters along with inclusion of the local culture and traditions of the geographical location of the school.

TEAM CHILDOLOGY understands the passion required to operate a Pre School and would endeavor to assist Pre Schools to enhance the scope and structure of their teaching practices and also to enhance their capabilities in developing and nurturing the capacities of their students while incorporating best teaching learning practices into their classroom.

Individual promoters of standalone Pre Schools would be able to identify the best practices guide offered by Childology in setting up their institutions while promoters of franchised operation would be able to enhance their own set up, operations and teacher offerings within the frame work of understanding that they have with their principles.
THE CONCEPT

Childology has various processes that are offered to clients interested in setting up and operating a Pre School.

A. SETTING UP A PRE SCHOOL:

Team Childology with its years of hands on experience and exposure would offer turnkey as well as module based advice and consultation to clients with an interest in offering Pre School Education.

Starting with site and infrastructure selection and completing the entire process including training, selection, curriculum development, operating systems and other important aspects of operating and managing day to day affairs of the Pre School as part of the turnkey consulting services provided by Childology.

Clients interested in only certain aspects of the service can also choose the area they would like Childology to assist them with on a case to case basis.

B. ENHANCING AN ESTABLISHED PRE SCHOOL:

The Pre School boom has seen a number of schools coming up organically to take advantage of the boom in this sector, has resulted in some facilities offered or required by the client / school has yet to be developed.

Teacher Training, curriculum, planning are some of the areas that need constant updating and expert advice. Team Childology has the benefit and the program back up to assist schools with these and other such program updates on a ongoing basis.
C. **TEACHER TRAINING (PRE SCHOOL)**

The importance of teachers is especially enormous during the formative years of children when they first join school. Therefore it is very important to have professionally qualified teachers to ensure the right development of children in their formative years.

*Childology offers Teacher Training Programs that focus on*

- Developmentally Appropriate Practice (DAP) in Early Childhood Programs
- Observation-Based Engagement Planning
- Curriculum Development
- Principals of Experiential learning
- Different Philosophies
- Enhancing Socio-Emotional Development in Young Children
- Organizing the Early Childhood Classroom
- Outdoor Play and Outdoor Environments for Young Children
- Health and Safety in Early Childhood Programs
- Family Involvement & Partnering with Parents
- Professional Development and Ethics

D. **TEACHER SKILL ENHANCEMENT (GRADE SCHOOL)**

Grade schools (K - 12) have a standard and ongoing requirement to enhance the skill sets of their Teachers and other non teaching staff members.

*Childology offers various modules which include:*

- Essential Soft Skill – Communication, Presentation, Life Skills.
- Communicating and connecting with Children and Parents.
- Exposure to new technologies affecting the student and the teacher, such as Internet, Email, You Tube, Face Book, Twitter etc.
- Exposure to new delivery methodologies such as video conferencing, delivery over the internet, Skype, webinars etc.
- Planning and Reporting
- Maintaining a positive attitude.
- Managing anger, stress and negative emotions.
- Understanding the emotional needs of the students.
- Partnering with Parents.
- Maintaining Integrity.
- Sensitization to Children with Special Needs / Learning Difficulties.

*Training programs can be tailored made to suit the school as per their needs.*
Childology is focused on improving the communication and understanding levels between Parent and Child. Overall development of the child including skill development of many critical life skills such as Cognitive development, Critical Thinking, Self Control, Focus, Concentration, Communication etc. are important focus area.

Assisting Parents, families, children and educators deal with difficult situations in life and in their relationships by offering counselling as well as creating awareness about Children with Special Needs and Learning Difficulties are focus areas as well.

Childology is product of in depth research, communication with Parents, Children and Educators and understanding the need of the clients to improve communication, understanding, skill sets etc. 2 years young and based out of Pune India.

Childology plans to grow and expand by offering some of its domains such as Skill Development Programs, Teacher Training Program, and Consulting to set up Pre Schools to 20 major cities by the end of 2012.

BUSINESS MODEL

While each domain has its own business model the consulting arm of Childology offering advice and consultation to set up Pre Schools or enhance existing schools, offers its expertise to clients on a non franchise turnkey or module based model. The client is free to choose either the entire turnkey package to set up the Pre School or choose modules based on their requirement.

Childology would ensure quantitative as well as qualitative efficiency and timely delivery of the services required by the client and also would do hand holding for a period after completion of the project to ensure confidence and smooth operations in the teething stages.
OUR EXPERTISE

Team Childology has experts on its team with not only years of hands on experience and exposure in the field of setting and operating Pre Schools but also ensuring quality control, training methodologies, marketing and finance is optimally managed by the client.

Internationally trained team members of Childology have contributed to the content creation of the operating manuals along with the training manuals and methodologies.

STRATEGIC ALLIANCES

Childology has ensured to bring in best practices in its own operations and plans to do the same with the client’s operations and working. In this process Childology currently has SNDT College as its official knowledge partner.

Ensuring that the services and processes at Childology are at a cutting edge we are constantly seeking knowledge partners who understand and appreciate the “Understanding Children” aspect of Childology and become strategic partners with us to reach the aims and objectives of Childology.
Establishing a Pre School

Pre Schools are a booming business in India with low entry barrier, no Government control, high interest from parents; an evolving franchise model to scale up operations, Indian preschool market is set to flourish in the coming years. This has become a Rs 4000 crore business and expected to grow at around 40% per year.

According to reports by brokerage firm CLSA Asia-Pacific Markets, the preschool industry in the country is currently estimated to gross about Rs 4,004 crore ($985 million). The report also indicated that the largest chain of preschools in India comprises of just 550 schools, less than 4% of the total market potential of 15,000 preschools.

Most preschools in India fall in the unorganized sector. Operating preschools has tremendous potential in India as it is still highly unorganized and often lacks a standardized curriculum, infrastructure and quality. Given that it is lucrative, and there is still a quality gap, there is scope for several players to get into this business.

While both the organized as well as the non organized sector is active in this field, very few people actually go about setting up schools in an planned fashion and a number of mistakes are committed that prove costly and difficult to resolve.

CHILDOLOGY offers consultancy for setting up new pre schools as well as ramping up and stream lining existing pre schools. Team CHILDOLOGY has years of expertise in setting up, operating pre schools along with experts on early child development on the Team contributing to various aspects of pre schools and child development.

Areas crucial for setting up pre schools where CHILDOLOGY can actively assist are:

1. **School Layout & Infrastructure requirement:**
   Through the centuries, those who care for children have understood the significance of a child’s surroundings. When care is applied to a child’s surroundings, behavior can be guided and inspired. The simplest of spaces can become a haven of play and learning. Many factors contribute to a truly great room layout that encourages children to learn through play.

2. **Curriculum Planning:**
   The knowledge that children gain in early childhood is crucially important for their futures. With quality preschool experience helping to lay the foundation for the kind of skills, knowledge and behaviours that the child will be expected to master during school.
3. **Human Resources:**
Identifying, screening, recruiting and finally training the right staff at the school is the utmost important task, since all systems, planning, curriculum and knowledge impart takes place with the right people.

4. **Administration Systems**
Setting up proper systems, procedures, record maintenance and MIS is a very important aspect of running any business enterprise and must be set in a manner that makes the daily operations of the schools as efficient as possible.

5. **Canteen**
Nutritious food made in a hygienic kitchen is important for the health of the children and teachers. Setting up such a kitchen with the help of Nutrition experts is an important aspect of setting up a school.

6. **School Uniforms**
School uniform is way to identify a school and hence getting bright uniforms tailored for wear and tear by children is appreciated by parents. Choosing the right design and material is as important as getting good tailoring.

7. **School Security**
School security is another important area of Human Resource identification to enable proper security of children, teachers and staff during school hours and the school property at other times.

8. **Sick Bay**
A well equipped infirmary is important to ensure children, teachers and staff are taken care of in case of an emergency.

9. **Cleaning & Maintenance**
Making sure the right cleaning standards are applied during daily cleaning and maintenance goes a long way to ensure good hygiene in all operating areas of the school.

10. **Procurement of Material & Resources**
All administrative, educational, and operating resources are important for the smooth and efficient working of the school.

11. **Books**
Recommended reading material and books are important to identify and source.
12. Training
All teachers must undergo training before the beginning of the school to understand the approach, methodology and syllabus and be classroom ready. Training administrative staff, support staff to understand the needs and requirements of the school is also important. Train the entire teaching and non teaching staff in effective communication with parents, children and colleagues is another area of training that needs to be undertaken.

13. Soft Skill Training
Training teaching as well as non teaching staff in areas such as computer skills, report writing, communication with children, parents, colleagues, superiors; team work, leadership, will have to be conducted on a regular basis.

14. Induction Program
Framing an induction programme for teachers, administrative and other staff to begin the school year.

15. Orientation Program
Parent orientation to the school its philosophy, teaching and non teaching staff and other such areas is an important factor in the parent’s acceptance of the school and it’s working.

16. Extra Curricula
While the curriculum is very important, extracurricular activities on an ongoing basis is also very crucial for the all round growth of children and has to be planned consistently and regularly.

17. Financials
In the current environment of constant competition, schools have to keep their financials in good order and need to have a minimum of 5 – 7 years horizon before substantial profits can be seen. Proper financial planning, resource allocation and exposure will make or break any school.

18. Marketing.
Currently demand is heavier than supply hence schools believe that marketing is an area that can be overlooked. Intense competition from the organized as well as the unorganized sector will drive most schools very soon to start marketing activities and planning and execution of the same will decide the fate of the school.
India is going through a revolution in the recent past. This revolution is against illiteracy which is running at a fast pace. With globalization, parents now aspire for their children to be knowledgeable and educated in varied fields.

New technologies and methods of curriculum delivery are assisting the spread of this revolution across the nation and not limited only to metros and large cities.

While the new generation of students will take a quantum leap over its previous generation in terms of knowledge, unfortunately the same can’t be said about Teachers.

Schools and Teachers alike are facing a difficult situation dealing with the rapid paced change and finding themselves short on skills and high on demand from parents, students and the system itself.

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- Planning and Reporting
- Maintaining a positive attitude.
- Managing anger and negative emotions.
- Understanding the emotional needs of the students.
- Partnering with Parents.
- Maintaining Integrity.
- Sensitization to Children with Special Needs or Learning Difficulties.
Children today are the centre of influence in a majority of families. Children are also the focus of many manufacturers for their products, builders are creating child friendly homes and using children in advertising to sell the property, similarly malls are creating special attraction points for children to visit them and increase the footfall at the mall.

Mall owners and management companies are spending crores of rupees developing the mall and its infrastructure and need footfall to ensure a profitable and viable mall project.

Parents and families visiting malls with their children are often faced with a problem of children not enjoying the shopping experience set out only for the adults.

CHILDOLOGY, a Pune based company specializing in child centric services is offering malls and residential society’s a safe, fun filled experience for the children by operating a CHILDREN’S PLAY AREA.

While the adults can enjoy the shopping experience at the mall, the children can be left at the play area where not only would they be safe but also have a fun filled time under the watchful eye of the trained individuals manning the play area. Parents would be more than willing to pay for such a service, if available at the malls, where both, they and their children enjoy the entire mall experience.
THE CONCEPT:

CHILDLOGIC offers Mall owners and management companies a chance to tie up with Childology to operate a Play area for children inside their property.

Childology would operate the play area, providing the trained manpower along with the equipment and generally acceptable safety standards for the child and identification systems.

Malls would be required to provide the basic property measuring a minimum of about 1500 – 2000 square feet with basic infrastructure such as electricity, air conditioning, washrooms and basic general security.

The play area would operate like a joint venture between the Mall owner / management and Childology. The Mall owners would provide the premise rent free to Childology and Childology would ensure a safe play area for the child making sure that the children are not only happily engaged but also choose to come back due to this activity. All operating responsibility and facilities would be provided by Childology.

We believe that this is a win win concept for both the Mall owners / management companies as well as Childology.
Children today are the centre of influence in a majority of families. Children are also the focus of many manufacturers for their products; builders are creating child friendly homes and using children in advertising to sell the property.

Construction companies and management companies are spending crores of rupees developing the townships and its infrastructure and need the sales to ensure a profitable and viable project.

Housing societies and Townships often offer Children’s Play Area / crèches to assist the Parents and families of young children to be able to leave the child in a facility that is safe and fun filled for the child and within the compounds of the Township.

CHILDLOGY, a Pune based company specializing in child centric services is offering malls, residential society’s and Townships a safe, fun filled experience for the children by operating a CHILDREN’S PLAY AREA.

The children can be left at the play area where not only would they be safe but also have a fun filled time under the watchful eye of the trained individuals manning the play area. Parents would be more than willing to utilize such a service, if available at the malls, housing society and Township where both, they and their children enjoy the entire experience.
THE CONCEPT:

CHILDOLOGY offers Townships and housing societies and management companies a chance to tie up with Childology to operate a Play area for children inside their property.

Childology would operate the play area, providing the trained manpower along with the equipment and generally acceptable safety standards for the child and identification systems.

The Township would be required to provide the basic property measuring a minimum of about 1500 – 2000 square feet with basic infrastructure such as electricity, air conditioning, washrooms and basic general security.

The play area would operate like a joint venture between the property owner / management and Childology. The owners would provide the premise rent free to Childology and Childology would ensure a safe play area for the child making sure that the children are not only happily engaged but also choose to come back due to this activity. All operating responsibility and facilities would be provided by Childology.

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