



SanskaarTM

PLAY SCHOOL

PLAY GROUP | NURSERY | LOWER K.G. | UPPER K.G.

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About Us

Welcome to Sanskaar, the fastest growing Play School chain, majorly present in North India. Conceived and established in 2011, we are already over 100 schools and are present in 25 cities; we are ambitiously expanding. Our curriculum is compliant with National Education Policy 2020 for children in the age group of 2-6 years. We have tutored 10000 kids and counting. We make sure that they have deep-rooted Indian values and also are ready to become global citizens.

Our teaching philosophy, though inspired by Maria Montessori and Lorris Malaguzzi, is also heavily influenced by the teaching and philosophies of Mahatma Gandhi, Ravindranath Tagore and Swami Vivekananda.

Sanskaar, the Foundation of Life

At Sanskaar, we lay the Foundation of Life for a child through a curriculum centred on learning with fun & creativity. We create an exciting environment with indoor and outdoor activities supported by trained, experienced, compassionate staff members. Preschool years are the foundation years for a child as most brain development takes place by this time. We realize that the environment during this most impressionable period will provide the experience for the child's physical, intellectual, aesthetic, emotional, spiritual, and social development.

The Entrepreneur Opportunity

- Why partner with Sanskaar

Playing the role of an educationalist gives the most satisfying feeling while also being recognized in society for providing education to children. Owning and operating a play school doesn't require any technical qualification or experience; it requires only perseverance and committed intentions. Play School is about teaching by engaging children in a fun and activity-based ways. It's a self-sustaining business because the demand for quality education is ever-increasing. There will always remain massive scope for expansion and diversification.

Our Brand has vast experience in the education sector with a proven business model. Sanskaar Play School offers the opportunity for lucrative and safe investments; this opportunity will fetch a high ROI. The investment is small, and the break-in period is even lesser.

You will also use our well-recognized brand name to reduce precious time, huge expenditure and effort needed to establish a reputation in the crowded market. You can bank upon the management for all marketing and personnel assistance.

With complete assistance in developing the infrastructure and designing the interiors, every aspect of setting up the school is taken care of by experienced and trained team members. We provide all assistance in interviewing, evaluating, recruiting and training the teaching staff. We provide school supplies such as books, stationery and uniform; well-researched and ergonomically designed toys and educational tools are a hit amongst students.

Please refer to the appendix for details deliverables.

Getting Associated with Sanskaar-Advantages

- ISO certification of each centre
- Web-based linking of each classroom
- Latest Digital Marketing
- Brand promotion through an experienced agency
- Comprehensive training on running a centre
- End-to-end support from onboarding to launch
- Periodic training on the latest teaching techniques

Requirements to get a Franchise

- Approx 2000 Sq. Ft. built-up space Independent bungalow/ground floor Residential location – convenient in approach Space for the visitor vehicle parking Preferably less noisy & green surroundings Space should have running water with modern plumbing, clean, hygienic toilets, pantry.
- Concealed wiring, finished flooring, doors and windows with sufficient lighting and ventilation
- Independent electrical connection meter Computer with internet connection Potable drinking water, preferably an RO
- One centre head, teachers, helpers (aiya), cleaner, guard, receptionist/counsellor (optional -based on requirement) Transport facility (optional -based on demand)
- Activity / Hobby classes in the evening/morning (Yoga, Karate, dance, Music, Art), these classes can be for age groups beyond play school and even for parents in some cases.

Financials

- One-time fee/investment of Rs. 15 Lacs to set up infrastructure; this amount may vary for Tier-II / Tier-III cities.
- Franchise earns on transport, student kit, extra classes (music/dance/yoga, extracurricular activities)
- Franchise shares 25% royalty on the revenue earned from the fees
- Franchise pays the staff salary, rent, electricity, etc

Marketing & Promotions

- Online promotion via Facebook & Instagram
- Conducting events
- Flex banners, No-parking boards at apartments, independent houses, name on transport vehicles.
- Directional Signage in the street leading to your school, at crossroads, parks, kids' toy shops, etc.

Given our standards and operational expertise, once the students are enrolled, demonstration marketing will follow:

- Word of Mouth publicity will be a reliable way of promoting your centre to parents.
- The performance of your school & the events conducted throughout the year will create an excellent impression to parents who give the best publicity to their neighbours and friends.



A Rewarding Partnership for Life

In the toughest of times, education remains the last place where people cut their budgets and more so in their child's early education. At this stage, anything other than the best is a compromise for the child's future. Preschool education will always remain one of the most recession-free sectors to invest. Come partner with us in a recession-free industry.



to become a Pre-School Owner



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