

# Be an edupreneur

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An Insight Into

EDUCATION

Investment

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OPPORTUNITIES

# GROUP OVERVIEW

A  **DRS Group** Initiative

**DRS Group** is a renowned business house with well diversified interests in areas of transportation, logistics, domestic relocation, warehousing and education with a combined turnover that exceeds 500 Crores. With over three decades in the business, constantly pushing the barriers and setting benchmarks, the group is recipient of numerous awards and accolades for its path-breaking innovations and practices. Our brand name is synonymous with "Trust and Quality Service". The group is chaired by Mr. Dayanand Agarwal ably supported by his sons Mr. AK Agarwal and Mr. Sanjay Agarwal.



[www.edifyschools.com](http://www.edifyschools.com)



[www.edifyschools.com](http://www.edifyschools.com)



[www.edifyschools.com](http://www.edifyschools.com)



[www.mdnfutureschool.com](http://www.mdnfutureschool.com)



[www.edifykids.com](http://www.edifykids.com)



[www.drsiinternational.com](http://www.drsiinternational.com)



[www.agarwalpackers.in](http://www.agarwalpackers.in)



[www.drsdiliproadlines.com](http://www.drsdiliproadlines.com)



[www.drswarehouse.com](http://www.drswarehouse.com)

# ROLE MODELS

I endorse Edify for the unique, researched, child centric 3C curriculum, process driven approach. An inclusive vision makes Edify the most preferred education solutions provider in our country.

**VISWANATHAN ANAND**  
(CHESS GRANDMASTER)



I See the Coach's / Teacher's role akin to 'holding a mirror' to drive self improvement.

**ANIL KUMBLE**  
(FORMER INDIAN CRICKETER)

Learning gives creativity, creativity leads to thinking, thinking provides knowledge, and knowledge makes you great.

**LATE Dr. APJ ABDUL KALAM**  
(FORMER. PRESIDENT OF INDIA)



Building personal, community and societal values is at the heart of education here.

**Mr. T. N SHESHAN**  
(FORMER ELECTION COMMISSIONER)

**Note:** These eminent leaders have interacted with Edifians on different occasions during their visit to Edify.

## OUR CORE TEAM

An education of the highest quality is the greatest boon a nation can give its children. India's 21st century generation seeks not only knowledge but also exceptional intellectual creativity to lead India in the future and keep up with the highly competitive global scenario. I strongly believe that Education not only ought to teach children how to make a living but also how to live, live a life not only with confidence and high self-esteem but also with morals and values. Edify has been passionately working towards establishing a network of schools across India with the ultimate goal of providing every child with the finest quality education at economical costs.

### **Dr. Kavitha Jain**

CEO - MDN Edify Education



At MDN Edify Education, our curiosity about the changing nature of learning is what drives us to pioneer breakthroughs in our journey to harness the transformational and progressive potential that is at the heart of all our educational endeavors. As part of this ongoing quest, we believe that the key to realizing this potential lays in building and supporting innovative curriculum frameworks that equip students with the skills they need to thrive as capable and independent thinkers and change-makers. Indeed, it is our passion for innovation that inspires us to initiate qualitative changes and processes that promise to revolutionize the impact each of our schools have.

### **Dr. Gaurav Muradia**

CAO - MDN Edify Education



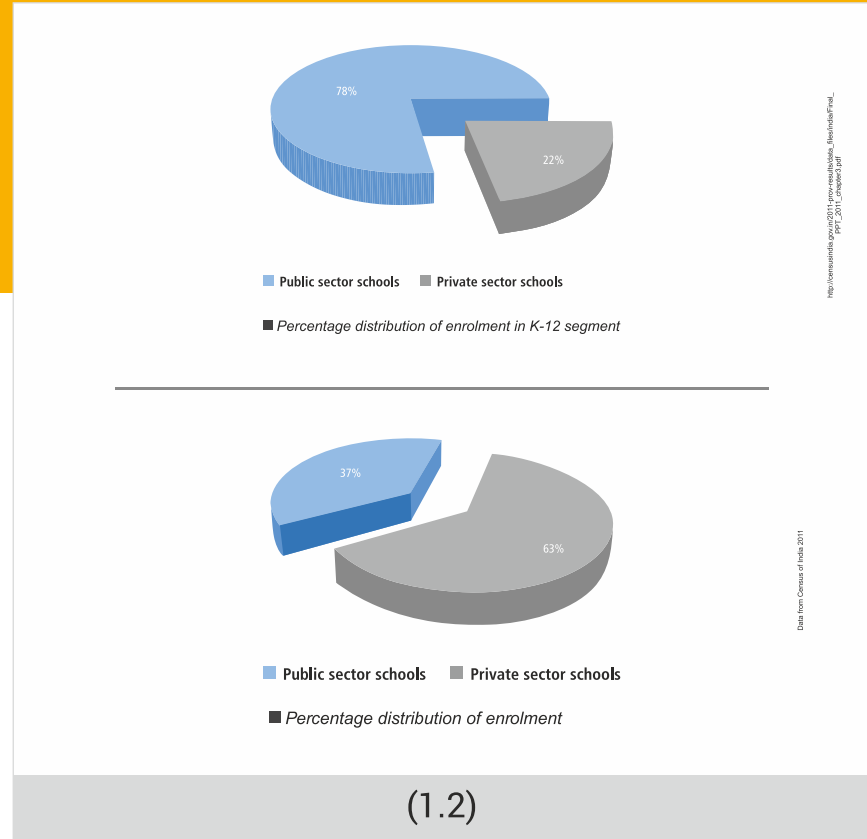
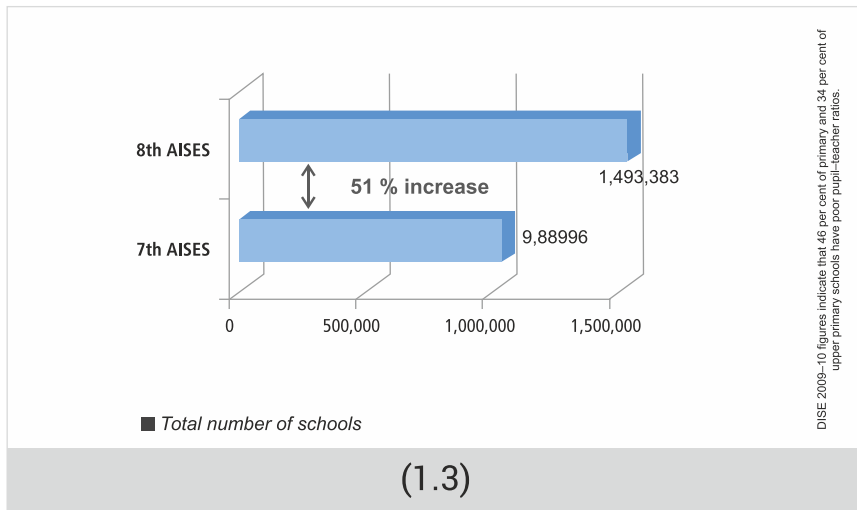
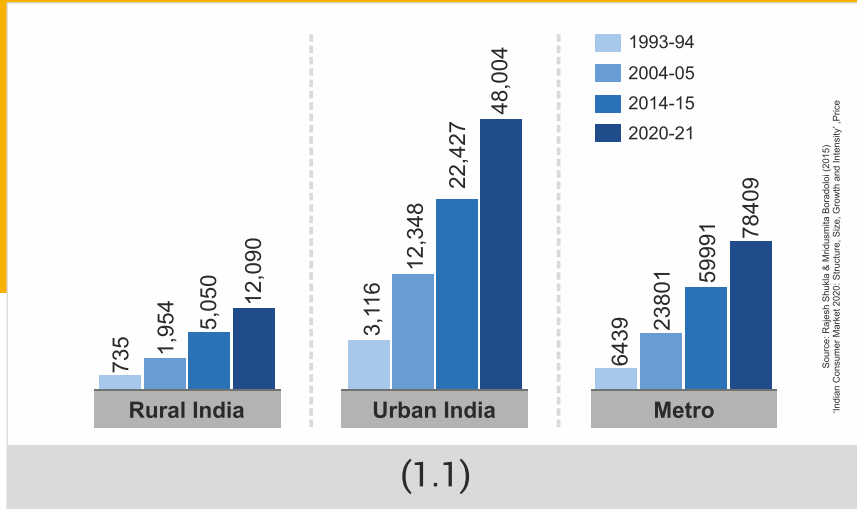
# FORAY INTO EDUCATION

**Education** is vital to human resource development and empowerment in the stages of growth of a nation. Unfortunately the school education system in our country assess a learner for basic literacy and numeracy skills, for ones ability to remember and repeat in a standardized test approach, Developing critical thinking skills has been little explored, whereas the ancient Indian education system laid great emphasis on “learning by doing” & “life skill training”. Undertaking this gap and deteriorating quality of education, DRS Group, through an internationally acclaimed research team, created the 3C Curriculum – Integrating world best practices in teaching and learning approaches with a vision to create a community of progressive thinking world citizens.



# K-12

## LANDSCAPE IN INDIA



With growing population, awareness on importance of education and increased capacity to spend on education the K-12 sector has witnessed a boom (fig 1.1) in recent years. The demand supply gap is still huge as 63% of students study in 22% private schools in India leading to demand of approx 50% more school each year as compared to existing numbers (fig 1.3).

DRS

## INTERNATIONAL SCHOOL



The **DRS International School** authorized as "IB World School" was founded in 2003. The school has been successfully running to its full capacity of 1,250 students on board, nearly 100 of whom are resident students from several countries. Affiliated to CBSE / IB / CAMBRIDGE, the school holds a premium positioning with focus on holistic development of children through student centred teaching learning process.





**MOST INNOVATIVE SCHOOL AWARD**  
By Price Waterhouse Cooper



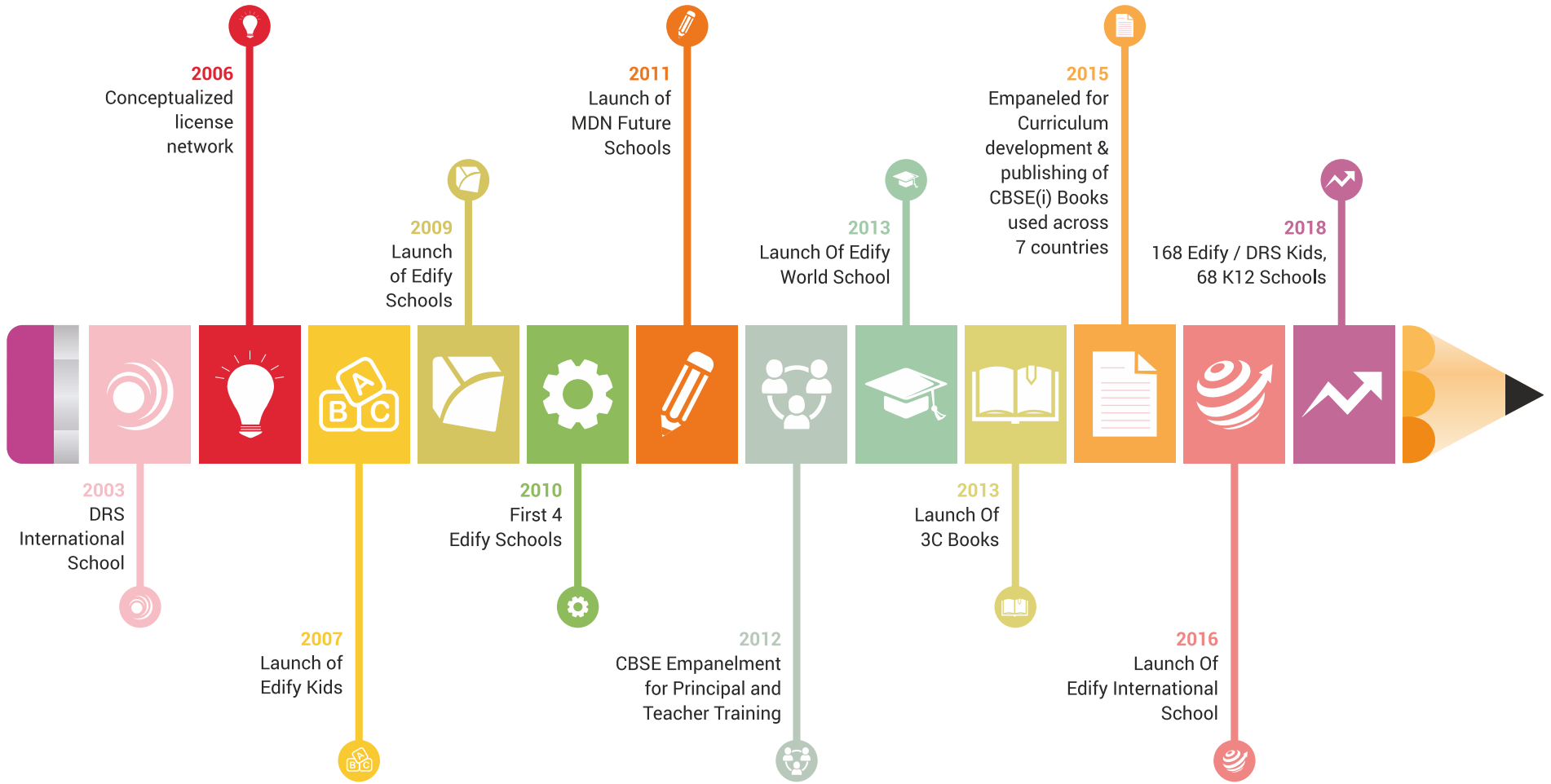
★★★★★  
London | India | Philippines



**LIMCA BOOK OF RECORDS WINNER**  
**MOST IMPRESSIVE DISPLAY**  
By The Entire Community of 800 Students








# MDN EDIFY JOURNEY SO FAR



# PRODUCTS & SERVICES

Understanding the need of all stakeholders of a school viz the promoter, the teacher, the parent & the student and also considering the market dynamics, we have created an umbrella of services in various categories of school education. All our schools believe in creating challenging class room experiences designed to encourage curiosity, self - expression, joy and aesthetic sensibility among the learners of the 21st century through the 3C philosophy.

	<p><b>EDIFY INTERNATIONAL SCHOOL (EIS)</b></p> <p>Edify International School (EIS) are designed to take up most rigorous international curriculum like IB &amp; CAIE. EIS offer students a wide range of subjects, sports programs, performing and visual art curricula and facilities in world class infrastructure. A high end upbeat school suitable for metro, and tier 1 cities and/or residential school location, EIS offers Day Boarding and/or Residential facilities.</p>		<p><b>MDN FUTURE SCHOOL</b></p> <p>MDN Future schools offering CBSE curriculum cater to the smaller cities and towns where annual household expenditure on education is lower than urban areas. Without compromising on curriculum quality MDN Future School strive to strike a balance between cost to students and best standard of education.</p>
	<p><b>EDIFY WORLD SCHOOL (EWS)</b></p> <p>Edify World School (EWS) aspire to be premium Cambridge curriculum schools also offering CBSE curriculum to students. Providing state of the art facilities and amenities, EWS is considered most apt for metros/Tier 1/Tier 2 cities with a variety of sports, fine arts, clubs &amp; innovative programs for students.</p>		<p><b>DRS KIDS PRE SCHOOL</b></p> <p>DRS Kids is a fun play school that caters to children from 1.5 years to 5.5 years in a safe, learning &amp; nurturing environment. Coupled with creche cum day care facilities make the DRS Kids Pre School viable for urban and rural areas.</p>
	<p><b>EDIFY SCHOOL</b></p> <p>A premium CBSE school with best in class infrastructure, learning environment and ample co-curricular options make Edify School most sought after CBSE schools in tier 1, 2 &amp; 3 cities.</p>		<p><b>EDVISOR</b></p> <p>Edify Edvisor, our Education Consultancy division is dedicated to providing customized turn-key solutions to help independent schools excel globally by providing the finest quality education.</p>



**Edify International School PUNE**  
Scan the QR code to know more about the school.

# ABOUT EDIFY INTERNATIONAL SCHOOL



**Edify International School (EIS)** are designed to take up most rigorous international curriculum like IB & CAIE. EIS offer students a wide range of subjects, sports programs, performing and visual art curricula and facilities with world class infrastructure. A high-end upbeat school suitable for metro, and tier 1 cities and/or residential school location, EIS offers Day Boarding and/or Residential facilities.

### Residential Model

The demand for world-class boarding schools is on a rise, most good boarding schools like Doon, KIS, Mayo, to name a few, are packed to capacity and have students queuing up for admissions. Also, the competitive education scenario and comparatively low costs attract international students from across the world to India for school and graduate programs.

Considering this ever growing demand and the value that can be added to holistic development of students through residential programs, we at Edify have created an innovative International Residential School Program.

### IMPORTANT FEATURES:

- ❑ Multiple Boards (National & International)
- ❑ Air Conditioned Campus
- ❑ A minimum of 12 sports facilities
- ❑ A minimum of 12 performing & visual arts facilities
- ❑ Multiple subject combination choices. Min -24
- ❑ Labs (3 Science), EVS, Math, ICT (2), Innovation, Language (2)
- ❑ A minimum of 12 clubs
- ❑ International tours and exchange programs
- ❑ International Faculty
- ❑ Wi-fi enabled campus
- ❑ 2 Libraries with 1:50 Student : Book ratio
- ❑ International student body
- ❑ 8 National & foreign language choices
- ❑ Inclusive school with special education cell
- ❑ Safe & monitored campus
- ❑ Amphitheatre and collaboration zones
- ❑ Over 20 Parent Connect programs (including Home PTM)
- ❑ Air Conditioned buses
- ❑ Canteen & tuck shop facility (with breakfast, lunch & snack)
- ❑ Minimum 10 field trips in a year
- ❑ 1:8 teacher student ratio
- ❑ Technology aided academic delivery
- ❑ Mobile App for parent communication
- ❑ Medical facility with visiting doctor
- ❑ Apple Lab

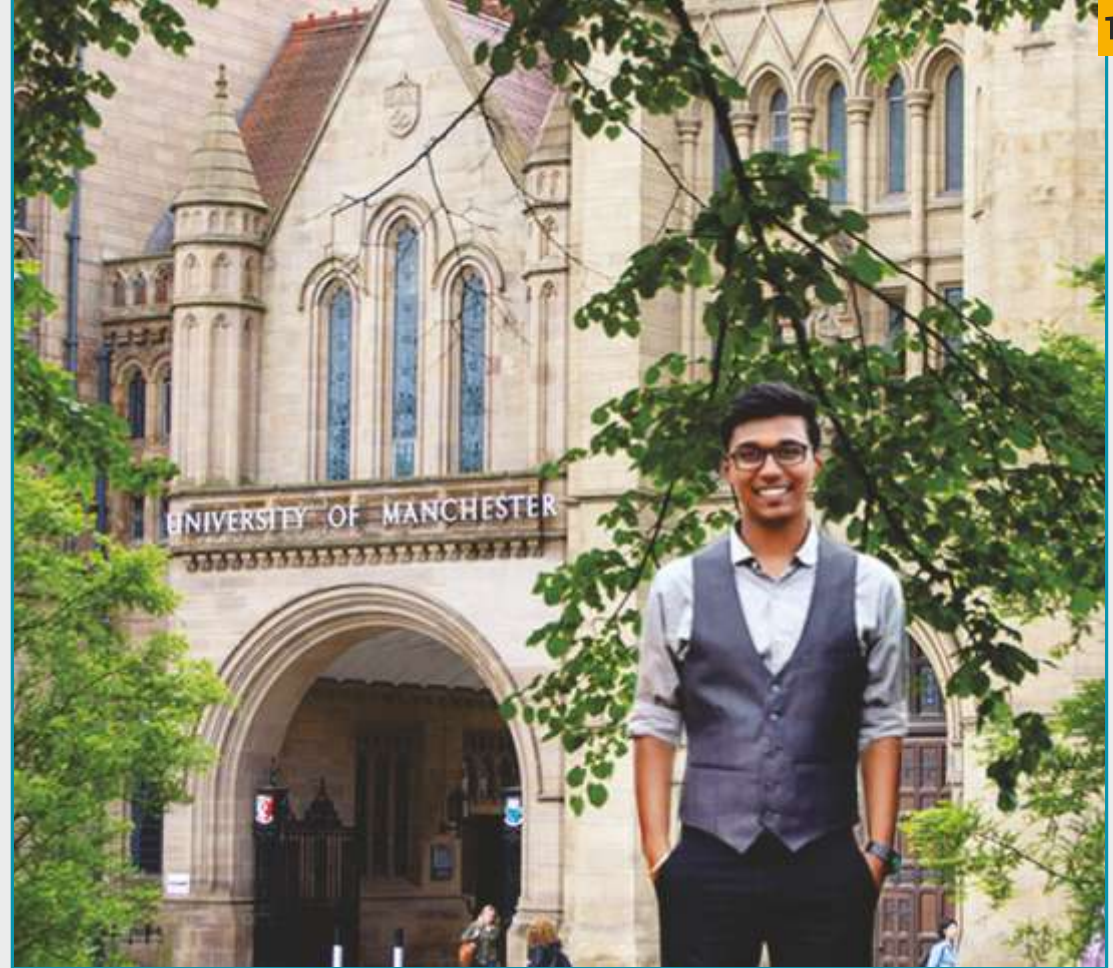
# Edify International School

## Requirements for Day Boarding:

- Land: Min 5 acres
- Construction: 1.2 Lakh Sft
- Capacity: 1640 Students (over a period of 5yrs)
- Capital Investment: 18 - 20 crores (excluding land cost, over a period of 7 yrs)
- Grade: International Kindergarten to XII

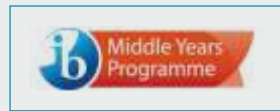
## Requirements for Boarding:

- Land: 15 Acres
- Construction: 2 Lakh sft
- Capacity: 900 Students
- Capital Investment: 28 - 30 Crores
- Grade: 4 - 12





Aspiring to be affiliated to:





**Edify World School Kalaburagi**  
Scan the QR code to know more about the school.



# ABOUT EDIFY WORLD SCHOOL



**Edify World School** aspire to be premium Cambridge curriculum schools also giving a choice of CBSE curriculum to students. Offering state of the art facilities and amenities, EWS are considered most apt for metros/Tier 1/Tier 2 cities with a variety of sports, fine arts, clubs & innovative programs for students.

## IMPORTANT FEATURES:

- ❑ Multiple Boards (National & International)
- ❑ Air Conditioned Campus
- ❑ A minimum of 10 sports facilities
- ❑ A minimum of 10 performing and visual arts facilities
- ❑ Multiple subject combination choices min-20
- ❑ Labs (3 Science), EVS, Math, ICT (2), Language (1)
- ❑ A minimum of 10 clubs
- ❑ International tours and exchange programs
- ❑ International Faculty
- ❑ Wi-fi enabled campus
- ❑ 2 Libraries with 1:30 student: book ratio
- ❑ School for International student body
- ❑ 6 National & foreign language choices
- ❑ Inclusive school with special education cell
- ❑ Safe & monitored campus
- ❑ Amphitheatre and collaboration zones
- ❑ Over 15 Parent Connect programs (including Home PTM)
- ❑ Air Conditioned buses
- ❑ Canteen & tuck shop facility (with breakfast, lunch & snack)
- ❑ Minimum 8 field trips in a year
- ❑ 1:12 teacher student ratio
- ❑ Technology aided academic delivery
- ❑ Mobile App for parent communication
- ❑ Medical facility with visiting doctor

Community Service



Performing Arts Program



Research & Innovation



**OUR PRESENCE :**

Firozabad, Balapur, Prayagraj, Dehradun, Salem



Sports Education Program

Collaborative Class Rooms

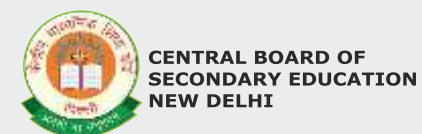


# Edify World School

## Requirements Day Boarding:

- Land: Min 5 acres
- Construction: 1.2 Lakh Sft
- Capacity: 1640 Students (over a period of 5 yrs)
- Capital Investment: 15 - 18 Crores (excluding land cost, over a period of 5 yrs)
- Grade: International Kindergarten to XII

## Aspiring to be affiliated to:





**Edify School CHIKKABANAVARA**  
Scan the QR code to know more about the school.

# ABOUT EDIFY SCHOOL



**Edify School** A premium CBSE school with best in class infrastructure, learning environment and ample co-curricular options make Edify School most sought after CBSE schools in tier 1, 2 & 3 cities.

## IMPORTANT FEATURES:

- ❑ National Board (CBSE)
- ❑ Air Conditioned Campus
- ❑ A minimum of 8 sports facilities
- ❑ A minimum of 8 performing and visual arts facilities
- ❑ Multiple subject combination choices min-16
- ❑ Labs (3 Science), EVS, Math, ICT (1), language(1)
- ❑ A minimum of 8 clubs
- ❑ National tours and exchange programs
- ❑ International Faculty
- ❑ Wi-fi enabled campus
- ❑ 2 Libraries with 1:20 student: book ratio
- ❑ 4 National & foreign language choices
- ❑ Safe & monitored campus
- ❑ Amphitheatre and collaboration zones
- ❑ Over 10 Parent Connect programs (including Home PTM)
- ❑ Air Conditioned buses
- ❑ Canteen facility (with breakfast, lunch & snack)
- ❑ Minimum 6 field trips in a year
- ❑ 1:15 teacher student ratio
- ❑ Technology aided academic delivery
- ❑ Mobile App for parent communication
- ❑ Medical facility with visiting doctor



Edify School Mandsaur, M.P.



Edify School - Bengaluru, Karnataka



Scan the QR code to know more about the school.

## Edify School

### Requirements:

- Land: Min 3 - 5 acres
- Construction: 1 Lakh Sft
- Capacity: 1640 Students (over a period of 5 yrs)
- Capital Investment: 12 - 15 Crores (excluding land cost)
- Grade: International Kindergarten to XII



Edify School - Chhatarpur, M.P.

Scan the QR code to know more about the school.



Edify School - E City, Bengaluru



Scan the QR code to know more about the school.



Edify School - Cuddalore, Tamil Nadu



Edify School - Chhindwara, M. P.



Edify School - Bihar, Patna



Edify School - Amravati, Maharashtra

Scan the QR code to know more about the school.



Aspiring to be affiliated to:



CENTRAL BOARD OF SECONDARY EDUCATION NEW DELHI

Edify School - Goa



Edify School - Tirupati, Andhra Pradesh



Scan the QR code to know more about the school.



Edify School - Nagpur, Maharashtra



Edify School - Dehradun, Uttarakhand

Scan the QR code to know more about the school.



## OUR PRESENCE:

Kanakapura, E City, Kengeri, Tirupati, Cuddalore, Amravati, Chhindwara, Goa, Mandsaur, Patna, Dehradun, Chhatarpur, Chikkabanavara, Hosur, Basant Chak Patna, Bidar, Nizamabad, Nagpur, Ganderbal, Srinagar, Anantnag, Gudiyattam



**MDN Future School LAKHANI**  
Scan the QR code to know more about the school.



## ABOUT MDN FUTURE SCHOOL



“ MDN Future Schools cater to the smaller cities and towns where annual household expenditure on education is lower than urban areas. Without compromising on curriculum quality MDN Future School strive to strike a balance between cost to students and best standard of education. ”

### IMPORTANT FEATURES:

- ❑ National Board (CBSE)
- ❑ A minimum of 4 sports facilities
- ❑ A minimum of 4 performing and visual arts facilities
- ❑ Labs (3 science), ICT (1)
- ❑ A minimum of 4 clubs
- ❑ National tours and exchange programs
- ❑ 1 Library with 1:10 Student : Book ratio
- ❑ 2 National languages
- ❑ Safe & Monitored campus
- ❑ Over 5 Parent connect programs (including Home PTM)
- ❑ Minimum 4 field trips in a year
- ❑ 1:20 teacher student ratio



ACCREDITATIONS  
& AFFILIATIONS:



## OUR PRESENCE:

MDN Future School Sindhanur,  
MDN Future School Roha,  
MDN Future School Lakhani,  
MDN Future School Sular,  
MDN Future School Bhagalpur

## MDN FUTURE SCHOOL

### Requirements:

- Land: Min 2 - 3 acres
- Construction: 70,000 Sft
- Capacity: 1440 Students (over a period of 5 yrs)
- Capital Investment: 8 - 10 Crores (excluding land cost)
- Grade: International Kindergarten to XII



# DRS Kids School

## Requirements:

- Land: 1000 - 4000 Sft
- Capacity: 100 - 150 Students
- Capital Investment: 10 - 20 lakhs
- Grade: Play Group, Nursery, LKG, UKG



**DRS Kids Virtual Tour**  
Scan the QR code to know more  
about the school.



## ABOUT DRS KIDS PRE-SCHOOL



**DRS Kids is a chain of preschools that provides a joyful learning environment and scientifically researched curriculum to maximize development of children during the early childhood years.**

We provide a rich, stimulating environment to satisfy the learning needs of children for the development of their social, emotional, physical and academic skills.

**DRS Kids** is a fun play school that caters to children from 1.5 years to 5.5 years in a safe, learning & nurturing environment. Coupled with creche cum day care facilities make the DRS Kids Pre School viable for urban and rural areas.

### IMPORTANT FEATURES:

- ❑ Well planned campus with all modern facilities
- ❑ Temperature controlled, ergonomically designed classroom
- ❑ Spacious play area with splash pool and sandpit
- ❑ Experienced and committed facilitators
- ❑ Ideal teacher - student ratio 1:12
- ❑ Theme based activity centric curriculum
- ❑ Comprehensive reading and writing readiness programs
- ❑ Emphasis on visual and performing arts like, Music, Dance, Art & Craft etc.
- ❑ Field trips and visits to places of cultural, historical and environmental interest
- ❑ Monthly parent involvement activities

## ABOUT DRS KIDS MASTER FRANCHISE

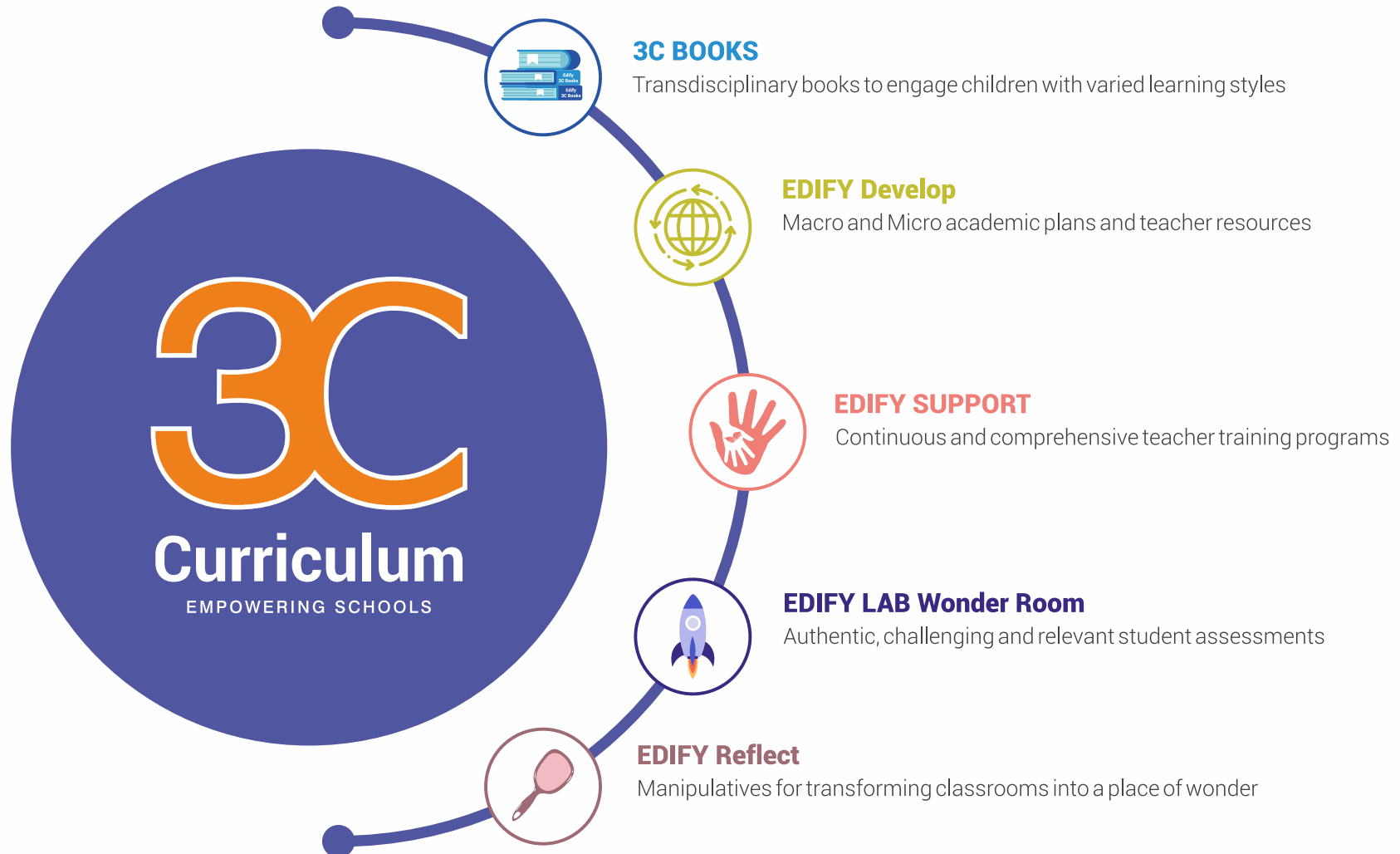
DRS offers an exciting opportunity to be a District / State Master Franchise for DRS Kids and become a successful entrepreneur. A Master Franchise is given the right to represent the prestigious DRS brand and expand business in their District / State thus earning substantial revenue. The Master Franchisee is also trained to provide service to sub franchise entitling them to receive rewarding royalty.

### Investment:

10 - 12 Lakhs (for model school), 20 - 30 Lakhs for Master Franchisee (depending on the city)

100 + pre schools  
**PAN INDIA**

A CURRICULUM FOR PRE-SCHOOLS DRIVEN BY ENQUIRY, RESEARCH AND APPLICATION WHICH DEVELOPS  
'CHARACTER, COMPETENCE AND CONTENT' IN A CHILD IN A FUN AND ENGAGING ENVIRONMENT



## ABOUT EDIFY EDVISOR



**S**tarting and operating a school successfully is a herculean and complicated task that requires a team of experienced professionals who have had direct experience with all of the elements of Pre-school / School formation and operations.

Edvisor is a complete consultancy service - **INSPIRING NEW AND EXISTING INSTITUTES TO SUCCEED**. We specialize in establishing, developing, managing, operating and enabling growth for schools coupled with teacher development, assessment, ICT management solutions, quality review & control.

Edvisor is dedicated to provide customized turn key solutions to help independent Pre-schools / Schools to excel and stay abreast with the latest schooling systems around the globe.

- ✓ Experienced and highly motivated team members in all areas of school management and operations
- ✓ Services available on a la' carte basis
- ✓ Well tested and documented systems, policies and procedures
- ✓ Flexible agreement tenure



### School Management

School Standard Practices  
 Innovative Value - Addition Services  
 School Audit  
 Affiliation Guidance

### Progressive 3C Curriculum

Curriculum Manuals  
 Content and Workbooks  
 360 degree Assessment  
 Training Support

### IT Solution

Edihub

### Green Field Project Guidance

Site Selection  
 Project Feasibility Report  
 Infrastructure Guidance  
 Branding

### Talent Management Services

Facilitator Enhancement Program  
 Employee Performance Management  
 Hierarchy Tree with Roles and Responsibilities

### Strategic Alliances

National & International Exchange

Programs for Students & Facilitators  
 Vocational Training Alliances  
 Corporate Alliances

### Parent Partnership Program

Parent Communication Platform  
 Parent Involvement Ideas  
 Parent Clubs

### Student Enrolment

Marketing Strategy  
 Brand Enhancement  
 Collateral Designs  
 Student Referral Program



## Services Offered To GOVERNMENT BODIES



### MDN Edify Education In Association With CBSE

The Central Board of Secondary Education (CBSE) is the national level board of education in India for public and private schools, controlled and managed by Union Government of India. In the recent years, CBSE has made a paradigm shift from academic approach to a more holistic development approach towards students and has been constantly trying to implement reforms to make teaching more learner-centric with regard to attitude, knowledge, skill-sets, competence and life skills. Edify is proud to hold a significant role in implementing these reforms by offering numerous services to CBSE to improve the quality of education.

Edify is privileged to have been empaneled by the CBSE board for providing effective training to over 2 Lakh teachers at all CBSE schools across the globe on its behalf, which has received an average feedback of 9.6 /10. Similarly, Edify has also helped train over 14,000 principals all over the world through this empanelment receiving an average feedback of 9.8/10.

We have played an active role in conceptualizing and designing the curriculum as well as books for international curriculum started by CBSE in 2010 referred as CBSE-i which is a new progressive philosophy launched for high-end schools. Over 40 books were developed by Edify under this curriculum for primary grades and distributed across 7 countries.

# LICENSEE SCHOOLS

## SCOPE OF SERVICE

### MENTORING AND MONITORING

Hand holding and mentoring our associate schools is a daily routine for the implementation team at Edify. Through our Frequent Visits, Online Trainings, Support Calls, Edicentre – A comprehensive CRM Software, Knowledge Bank – a portal of all academic resources, Edipedia – A wiki like setup for searching SOPs, Edi Design – An online library of all design collaterals required by a school, a dedicated SPOC, we make it easy for schools to reach out to us and vice versa.

Management board meetings are held twice a year with associate schools to help revisit our journey to the desired goals.



### INFRASTRUCTURE PLANNING



Given that children spend about 40% of their lives into teenage in school buildings, we believe in creating conducive learning spaces that are functional and aesthetically beautiful.

Edify provides the necessary information to architects appointed by associate schools detailing the complete infrastructure requirements and year wise needs of the school as per school goals and objectives, all this duly complying with the affiliating body norms.

### STRATEGIC PLANNING

School is an investment heavy project and has more than just money at stake. Hence it's essential to be certain that the school is positioned well to ensure success.

Edify through an extensive market research conducted by a third party captures market requirements and accordingly devices the most appropriate school model. The school's objectives, growth plans and feasibility reports are prepared proactively on paper before it transpires on ground, giving a realistic forecast of the project in terms of finances and triumph.



## ACADEMICS



The unique 3C philosophy is at the heart of all our activities. Academic philosophy and implementation tools are clearly defined for every Edifier in terms of Edify Annual Plan – Monthly Plans – Weekly Plans – Daily Plans – Student centric Period wise lesson plans supported by videos, worksheets, PPTs and activity ideas to deliver the best in classrooms.

Sports syllabus to event execution plans, circular formats to question paper banks are all centrally created and shared with all schools to maintain highest standard of academic delivery. The teaching – strategies engage students and intrigue curiosity to initiate research and problem solving skills in early years.

## PROCUREMENT AND BUDGET

Establishing and operating a school requires deep understanding of micro and macro functions of school operations. From bus to duster, lab equipment to library books, over a thousand items have to be bought within specified periods and quantities. Edify provides a list of all items to be procured with specifications and lead time, making it easy for school operators to plan and purchase with vendors of their choice.

An Annual Budget format provided by Edify covers all expense heads from Salaries to day to day consumables needed in a school to forecast expenses right at the beginning of each academic year.



## RECRUITMENT ASSISTANCE & TRAINING



“Human resource is the biggest asset of an organization”, even more true if the organization is a school. The quality of the educator will determine the student learning efficiency.

At Edify we assist the school in recruitment of leaders and core team members. Our multi layer interview processes ensure only the most passionate, qualified and competent teachers make it to the Edify classrooms.

Doesn't end here – Continuous and comprehensive professional development and training of teachers keeps them updated and committed to transacting the best to their students.

# SCOPE OF SERVICE



## STATUTORY COMPLIANCES AND AFFILIATIONS

Starting a project particularly a school, comes with obtaining multiple permissions and compliance as pre requisites. Edify guides our associate schools to understand and comply with all necessary statutory regulations including State, CBSE and International affiliation by-law.



## SCHOOL ADMINISTRATION

Schools, if made process driven rather than people driven can deliver supreme quality and experience consistently. At Edify our endeavor is to standardize quality through best practices in all areas of school administration like HR, Transport, House keeping, Stores and Purchases, Canteen management etc.



## SCHOOL MANAGEMENT SOFTWARE

A customized ERP to digitalize school operations with individual interfaces for promoters, principals, teachers, students and parents simplify reporting and communication.



## STUDENT ENROLMENT

Edify provides a proven strategy to obtain, increase and maintain enrolments in a school. Tools to execute the strategy like brochure and advertisement designs, digital marketing design collaterals are also provided.

# WHY EDIFY

While following the standard criteria for all schools to maintain quality education, there are some unique and eminent features that give all Edify schools an edge and help us stand out in the crowd.

As educators, we strive to pursue our vision to foster a society of individuals capable of progressive thinking, creating and initiating positive change in the social, economic and cultural fabric; to create a strong impact in the global community through knowledge, understanding and attitude by identifying these unique school programs.

# WHY EDIFY

**INTERDISCIPLINARY APPROACH**

Most schools impart facts to the students which leave them wondering: 'How will this help me in the future?' Edify's unique 3C curriculum has integrated the Interdisciplinary approach which tries to link one concept to the other by creating meaningful connections to give the child a more relevant and application based experience ;so they can use this knowledge in real life situations. For e.g. teachers ask students to create week-long travel itineraries to their ideal destinations and in this process they learn to apply their geographic, cultural, social, math, language & research skills.



## 21<sup>st</sup> CENTURY LEARNING



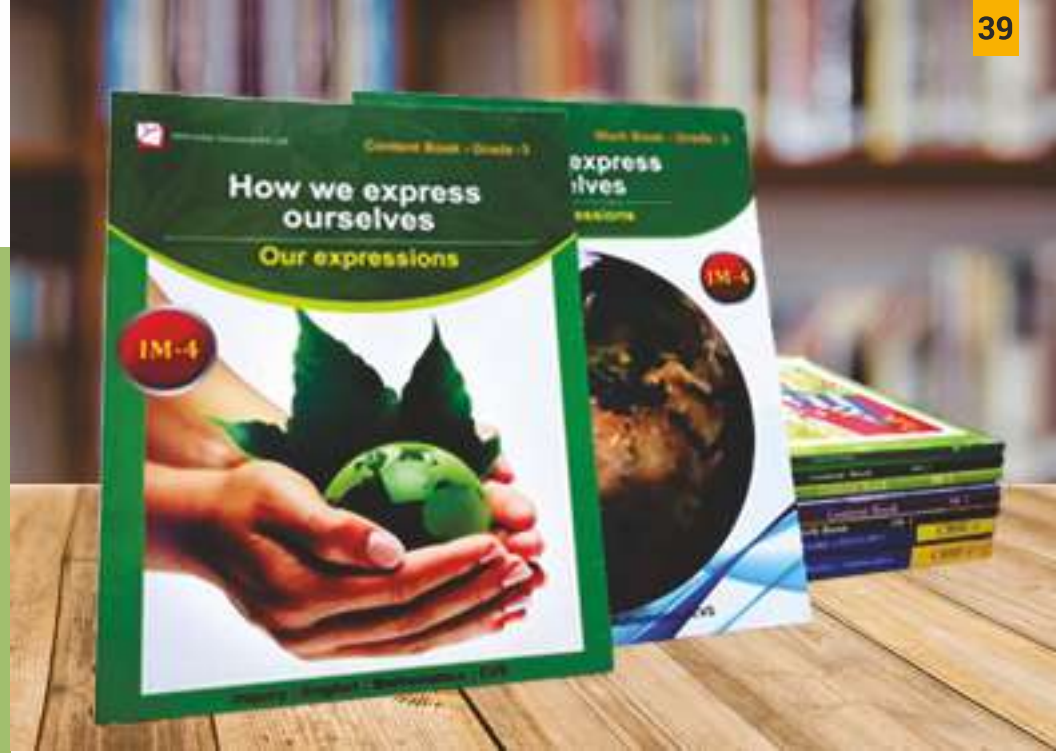
**INNOVATIVE PROGRAMS**

Edify wishes to promote holistic growth and development of the students by introducing them to a variety of innovative programs that go beyond the classroom and help them explore new areas of interest. Right from Value education to domestic & foreign exchange, we've got everything covered. The plethora of programs include: gender sensitivity, study tours, visual and performing arts, Drop everything and read, learning a minimum of 4 foreign languages, personality development, national and international exchange programs etc.

# WHY EDIFY

## 3C BOOKS

3C curriculum emphasizes on linking one subject to the other by creating meaningful connections because we know that real world problems are not subject to application of single concept knowledge. They require the application of various concepts from different subjects. The creators of the curriculum hence conceptualized and developed books exclusively for 3C by combining the major traditions of learning in languages, humanities, sciences, mathematics, and the arts into themes which not only stimulate curiosity, inquiry, and reflection, but also promote critical thinking.



# RESOURCES & ENVIRONMENT



## INFRASTRUCTURE FACILITIES

Along with an innovative curriculum, Edify schools are reputed for providing the necessary world-class infrastructure facilities that act as a catalyst in propagating the holistic development of the students. We are committed to delivering excellent educational facilities by making every corner of the school a hub for creativity. Multiple labs, Creative spaces and collab zones, Libraries with 1:50 student- book ratio, Classroom libraries, Interactive Smart boards, Amphitheater, Indoor sports complex, Swimming pool, Horse riding ground, Archery court, Skating rink, Gym and numerous courts for every sport, CCTV enabled campus and buses, GPS, lady guards etc. are some of our exceptional support facilities.

# WHY EDIFY

## VARIETY

Edify is proud to be known as the only licensor in India to offer a variety of different school models for every market segment. Each school is customized to suit the conditions, people and requirements of that locality. A dedicated team indulges in research for the type of school to be built according to conditions while maintaining the standards provided by Edify.



# DESIGN THINKING

## UNIQUENESS

Complying with our motto: THINK BEYOND, we believe in doing things in an innovative and different way, ultimately focusing on benefit to learners. More than 10-12 Unique Selling Propositions (USP) are customized for each school to ensure that the school and its students stand out in the community for excellence. Every year new unique selling propositions (USP) are added to be updated and abreast with the world's best practices.





# WHY EDIFY

## PROCESS ORIENTED

Most schools are people oriented, in the sense that all decisions are taken by a single person or a group. This means chaos and reduction in quality. Edify chooses to maintain its standard and quality by making all decisions process oriented. More than 500 policies and procedures have been incorporated for smooth functioning and decision making even for the smallest of issues. Right from leave policy to assessment in each grade, there is a formal process for everything.



# QUALITY LEADS TO QUANTITY



## RESULT DRIVEN

We make sure that our results are measured because success is a number driven game. To procure the best and optimal results from Edify policies and procedures, we make it a point to analyze the effect of their implementation. We know that our policies and procedures are showing results when every year there is a constant increase in number of admissions, parent rating, student curricular and co-curricular achievements, financial surplus etc.

## WHY EDIFY

### EDI HUB

Edify schools work shoulder - to - shoulder by having accessibility to any information relating to academics, thousands of teachers' CVs, latest updates, manuals, SOPs etc. through an in-house developed software: EDI HUB. Schools can instantly seek solutions and a reply to any queries they might have, as this software allows a direct chat facility with Edify. It is also an organized hub for documentation of complete information about all schools because, even the smallest of details matter.



## ACCESSIBILITY



### SINGLE POINT OF CONTACT (SPOC)

We don't just make effective plans and implement them, but also make sure to follow up. All information on the EDI CENTRE software is continually updated by a dedicated coordinator appointed for every school, who assures that schools are up-to-date with the necessary material. In this way, we wish to become the epitome of quality education by maintaining a cutting edge with latest technology to make administration of our schools more efficient.

# WHY EDIFY

## CLUSTER TRAINING

Edify is aware that students can understand a particular subject as intended, only if the facilitator has an in-depth knowledge of it. Once a year Edify teachers from all over the country meet up, collaborate and learn from each other the effective elements of teaching. Experts and leaders in every field of subject are also invited to orient them. Intensive training through a Learning Support System help the teachers analyze the reason hindering the performance of a student and how to overcome them.



# SUPPORT MECHANISM

## ACADEMIC IMPLEMENTATION

Planning is one thing and execution is another. Implementation visits are intended to cover the execution gap and ensuring that all schools follow the planned 3C curriculum and the Standard Operating Procedures. An implementation team personally witnesses classes conducted by the teachers to make sure that the strategic teaching methods are embedded in the classroom scenario through demo classes, hand holding and mentorship.



# WHY EDIFY

## HOME PTM

Edify has inculcated the international practice of Home Parent teacher meetings (PTM) where teachers visit the home of students once in a year. Our teachers are keen on creating a connection with the parents and the student, because it allows them to understand and befriend the child better. Through Home PTM we wish to encourage parents and teachers to join forces and work toward the holistic development of the child.



## PARENTAL CONNECT



## COFFEE MORNING

Coffee morning is an interactive session among the children and their parents. Students come up with creative ways to portray their learning from all subjects (role plays, presentations, etc.) for parents to give feedback. We believe that enlightening parents about the curriculum and gaining their perspective on it, ultimately helps us improve the learning process for the child. Through these sessions, we seek to create a sense of confidence in the children and transparency in our learning outcomes.

# WHY EDIFY

## COMMUNITY SERVICE

Community service is taken up with great integrity and passion at Edify. The seed of compassion towards others is cultivated in the minds of young children by integrating it in our classroom curriculum through the Service Learning Program. Edify empowers students by providing them with a platform where they can decide the kind of initiatives they would like to take up for bringing about a change in the world; based on the knowledge they have gained through the curriculum. For e.g, students choosing to initiate a campaign against pollution after learning about global warming in science.



# CHARACTER AND COMPETENCE



## 3C MILESTONES

Along with academic excellence we strive to equip every student with skills necessary to flourish in a competitive world. 3C curriculum has adopted the international practice of 'Milestone skills' from Finland and Montessori to ensure that students acquire age specific Everyday Practical Life Skills (EPL). The three highlight skills are Self management, Interpersonal and Financial management milestones. The financial milestone teaches tasks such as how to use a bank account, self management teaches handling time, & interpersonal teaches communication skills which are simple yet important & so on.

# WHY EDIFY

## MULTICULTURAL CLASSROOMS

All Edify schools foster an array of both national and international facilitators from varied cultures thus building its way to a multi cultural classroom. Learning from facilitators of different backgrounds helps students become great communicators, develop an open mind and accept cultural differences. It is after all, our vision to nurture students to create a strong impact in the global community through knowledge, understanding and attitude.



## EMPOWERING PEOPLE

### TEACHER TRAINING

Everyone at Edify is constantly learning, even the facilitators. We ensure that our facilitators are well-trained and thoroughly updated with the best of modern teaching techniques for finest-quality learning. To cater to the learning needs of each student, the facilitators are introduced to various teaching strategies and modules through online self learning programs. Interactive sessions with the academic team give the facilitators an opportunity to discuss any difficulties the students might be facing while learning the curriculum.



# WHY EDIFY

## SPORTS ACHIEVEMENTS

Edify schools with their state of art facilities and well trained coaches have nurtured more than 2500 athletes who have won glorious medals at state, national and international levels. Sportsmanship enjoys a special status at our schools because it encompasses the benefit of physical activity, increases self-esteem and mental alertness in the child. Sports and academics are treated as equals at Edify.



# STUDENT ACHIEVEMENTS

## UNIVERSITY ADMISSIONS

Edify works towards providing a brighter future for every student. Our students have been offered placements at some of the finest national as well as international colleges and universities. Every year students are admitted into prestigious institutions of their choice like Ivy League schools and Russell's Group of universities (UK) and many other reputed Indian institutions like IIT, AIIMS, etc.



3C

# MONOGRAM



Scan QR Code to  
know more about  
3C Philosophy



**3C CURRICULUM** is a comprehensive philosophy that seeks to create a social place of learning and knowledge where “Why” is encouraged and “What” is nurtured. This approach was developed and fine tuned over the years by MDN Edify Education with the vision of creating progressive thinking Individuals who will create a positive impact in the society. Inspired by various international educators, learners and a variety of learning practices, the curriculum provides a holistic approach towards overall development of students.

The goal is to create a participative environment that inculcates self esteem and independence, leadership and innovation, problem solving and responsibility. These are the stepping stones to creating a bright future.



Intriguing curious minds and catering to individual learning styles are some key elements of this curriculum that aid in sculpting the skills and abilities of every child.

The main focus of this philosophy revolves around the 3Cs which stand for: Character, Competence and Content. Learning through the 3C curriculum is interactive and integrated that creates a life like experience for the child. Understanding is based on application of knowledge through inquiry, experimentation, research and discovery. In this process they become knowledgeable and understand the significance of the gained knowledge. It is constructive learning methodology and academic brilliance that inspires every child to succeed.



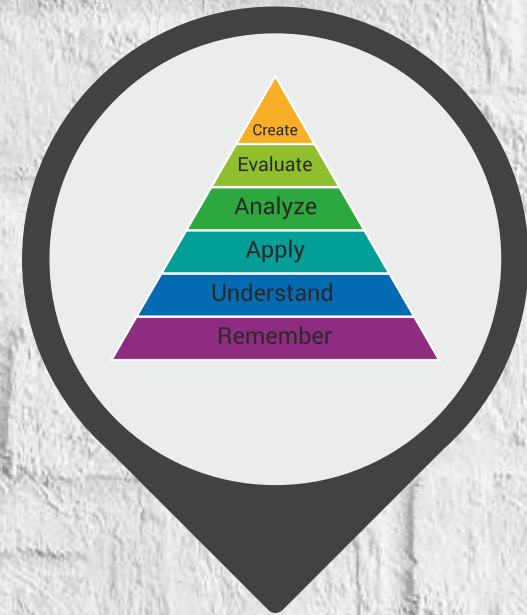
## INQUIRY CYCLE

**Kath Murdock:** Inquiry is one of the most influential drivers of learning. Kath Murdock intends to incorporate curiosity and conversation as part of learning. The teachers are expected to intrigue the children by asking: why, what and how? The urge to discover, learn, explore and create an impact can only arise from the power inquiry.



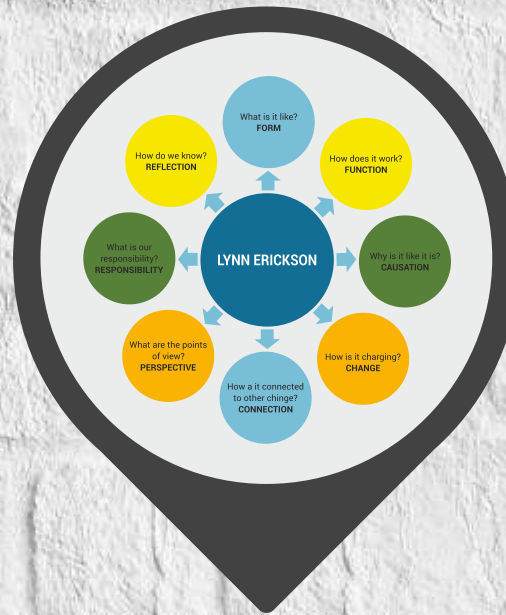
## MULTIPLE INTELLIGENCE

**Howard Gardner:** The verbal-linguistic and logical-mathematical intelligence are the ones most frequently used in traditional school curricula. Howard Gardner proposes a more balanced curriculum that incorporates arts, self-awareness, communication, and physical education to leverage the intelligence that some students may have.



## BLOOM TAXONOMY

**Benjamin Bloom:** Bloom's taxonomy is a hierarchical model that classifies educational learning objectives into levels of complexity and specificity. Most learning processes end with gathering information and remembering it. This system presupposes the importance of Higher Order Thinking where children are encouraged to analyze and actualize ideas.



## LADDER OF PARTICIPATION

**Roger Harts:** The ladder of participation is a step-by-step process towards shaping a classroom environment with maximum student participation. A classroom in which students have a say in decision-making creates an opportunity to learn and in which the class explores issues and ideas in depth, from a variety of viewpoints. Ideally, the aim of this model is to reach the top rung of the ladder to create full student participation.

## KEY CONCEPTS

**Lynn Erickson:** Concept based thinking, proposed by Lynn Erickson is a curriculum that drifts away from subject specific content. It provides an inclusive approach where information from all subjects is combined to understand and analyze particular concepts. It involves a more analytical learning and concept application rather than surface level learning.

## INTER DISCIPLINARY

**Ancient Indian Gurukul System:** This is a holistic knowledge view that consciously applies methodology and language from more than one discipline to examine a central issue. It promotes the application of what has been learned in new and different ways. This approach links one subject to the other in order to create relevance and understanding for the students.

# PEOPLE SPEAK



**MR. USTAD FAHEEMUDDIN AFSAR**  
Chairman  
Edify International School - Gulbarga.

“It's a pleasure for Crest Charitable and Educational Trust to be part of 'Edify' as a Licensee Holder for Edify International School Gulbarga. Exceptional planning of infrastructure & financial strategies for setting-up Edify Schools with International Standards & Accreditations affirm that Edify will certainly add value & stand out with their comprehensive approach for the overall growth of education sector in India.”



**MS .PAMELA GHOSH**  
Principal  
Edify School - Kanakapura Bengaluru

“I have been associated with Edify for six months and the HO team was incredibly supportive in helping me adapt to this new system. Despite being a fresher to the 3C curriculum, the academics team gave me a whole new perspective and I saw, the attainment and progress in the students with regards to 21st-century skill sets. The Admin team trained me with integrity. Commitment, consistency in approach & enabling institutions is the Edify Mantra.”



**MR. AKA MIEZAN NARCISSE**  
French & English Teacher from Ivory Coast  
Edify School - Chhindwara

“It's a pleasure to talk about my experience at EDIFY SCHOOL CHHINDWARA. The way in which teachers help the students improve their learning using smart boards and unique periodic tests is truly incredible. The collaboration of teachers and workers excites me. Everyone has been so supportive and welcoming. Working here has not only made me realize the beauty of Indian culture, but has also polished my leadership and management abilities.”



**MS. MAMTA SULYA**

Primary Coordinator  
Edify School - Mandsaur

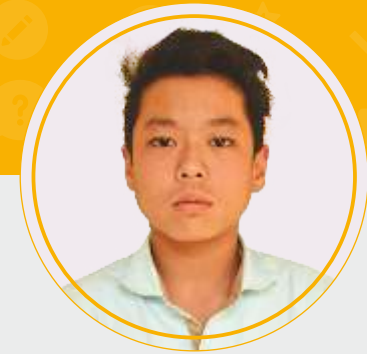
“ My journey at Edify school Mandsaur, first as a facilitator and then as a coordinator has enriched my experience. The 3C Curriculum of Edify, revolves around Inquiry-based learning which not only caters to the natural needs of a young inquisitive mind but also instills the feeling of self-respect, independence and a vision for progressive thinking among learners. The holistic curriculum of Edify helps the facilitators evolve professionally and socially. ”



**MRS. ANJALI AGARWAL**

Parent  
Edify World School - Firozabad

“ Sending Vihaan to Edify has been the most lucrative investment for us. Edify World School is doing a fantastic job for kids by not only imparting education but also widening the scope of knowledge. The teachers act as role models by cultivating values of contribution and respect among the students. I am very grateful to Edify for encouraging young minds to spread their wings and fly high. ”



**BRANDON LI HUI CHIANG**

Grade - IX  
Edify World School - HYD

“ I love my school because academics and extra curricular activities are given equal importance here. The teachers are incredibly motivating and caring. They inspire us to do our best. I'm proud to say that our school's mission is to nurture individual abilities and talents by empowering students. Edify to me, is like a magical world filled with creativity, excitement and happiness. ”

# AWARDS AND ACHIEVEMENTS

54



No. of Cities

1801



No. of Awards by Students & Schools

5011



No. of Admission Offers in the best National & International Universities

183



No. of Global Toppers

2507



No. of State Level & above Medals won by Students

Recognised by "LIMCA BOOK OF RECORDS" for Impressive performance display



LIMCA BOOK OF RECORDS WINNER



Edify School conquered the "Best Franchisee" by Franchisee Plus

Edify School Amravati was awarded the "Best Sports Education Award" by Brainfeed.

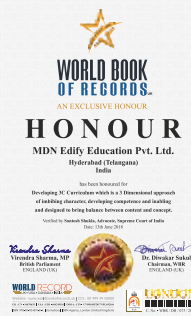


Edify Nagpur won the "World Education Award" at Bahrain.

Certified by the Global League Institute: London, as one of the World's "Great Places to Study with 4.6 stars"



Featured in "World Book of Records" for creating an innovative 3C Curriculum in London, India, Philippines



Edify School was ranked as "One of the top 50 Schools in Asia" by FORBES magazine.



Edify School has been awarded the "2nd Best School" in the country.



Won the Global Platinum Award 2016 from Price Waterhouse Cooper awarded by First lady of Hong Kong under "Most Innovative Brand" in Asia .



Edify Kanakapura won the "Parent Choice Award" in the category "Innovation in Parent Engagement CBSE" in a survey conducted by Assocham.

Edify School Tirupati was placed 3rd in the state of Andhra Pradesh as "GREEN SCHOOL" by the Chief minister of Andhra Pradesh.



"Most Emerging K12 Institute of the Year" Presented by Indian Education Awards (IEA)



Edify Ecity Bengaluru was honored with "Co-curricular and Community award" by Education Today.



Edify Dehradun was honored at Education Excellence Awards 2016 with "Most Innovative Curriculum in Education" Category by CM of Uttarakhand.



Edify School is recognized for winning the "ISA- International School Award" by British Council.



World Record by Edify School Cuddalore for "Most Players in a Chess Exhibition Match"



# Corporate Social Responsibility

Charity begins at home and the Edify office is our home and team members our family. Five years ago, we established **DN Welfare trust** to enable and empower our colleagues who draw salary less than ₹ 15,000/- per month.

Education for their children, funds for weddings of self and children, emergency fund for death and disability are few ways the DN welfare trust contribute to the education and well being of DRS group employees and their families.

As of now the trust is sponsoring education for more than 4,000 children. Our target is to impact 10,000 learners soon.







“ Meet the Edifiers ”

# ADVISORY BOARD



**Mr. T. N. Sheshan**

Former Election Commissioner



**Mr. Ashok Ganguly**

Additional Director, Sarva Siksha Abhiyan,  
Former CBSE Chairman



**Mr. Kaiser Dopeshi**

Principal, Singapore International  
School Mumbai



**Mr. S.P. Jain**

Chairman, Pride Institute of Hospitality  
and Business Management



**Mr. Venkatapathi Raju**

Former Indian Cricketer



**Mr. Damoder Prasad Goyal**

President, National federation of  
Unaided School Jaipur



**Dr. Jawahar Suriseti**

Educational Advisor, 5 States  
& Central Govt. of India



**Mr. G Vishvanathan**

Founder and Chancellor,  
VIT University, Vellore

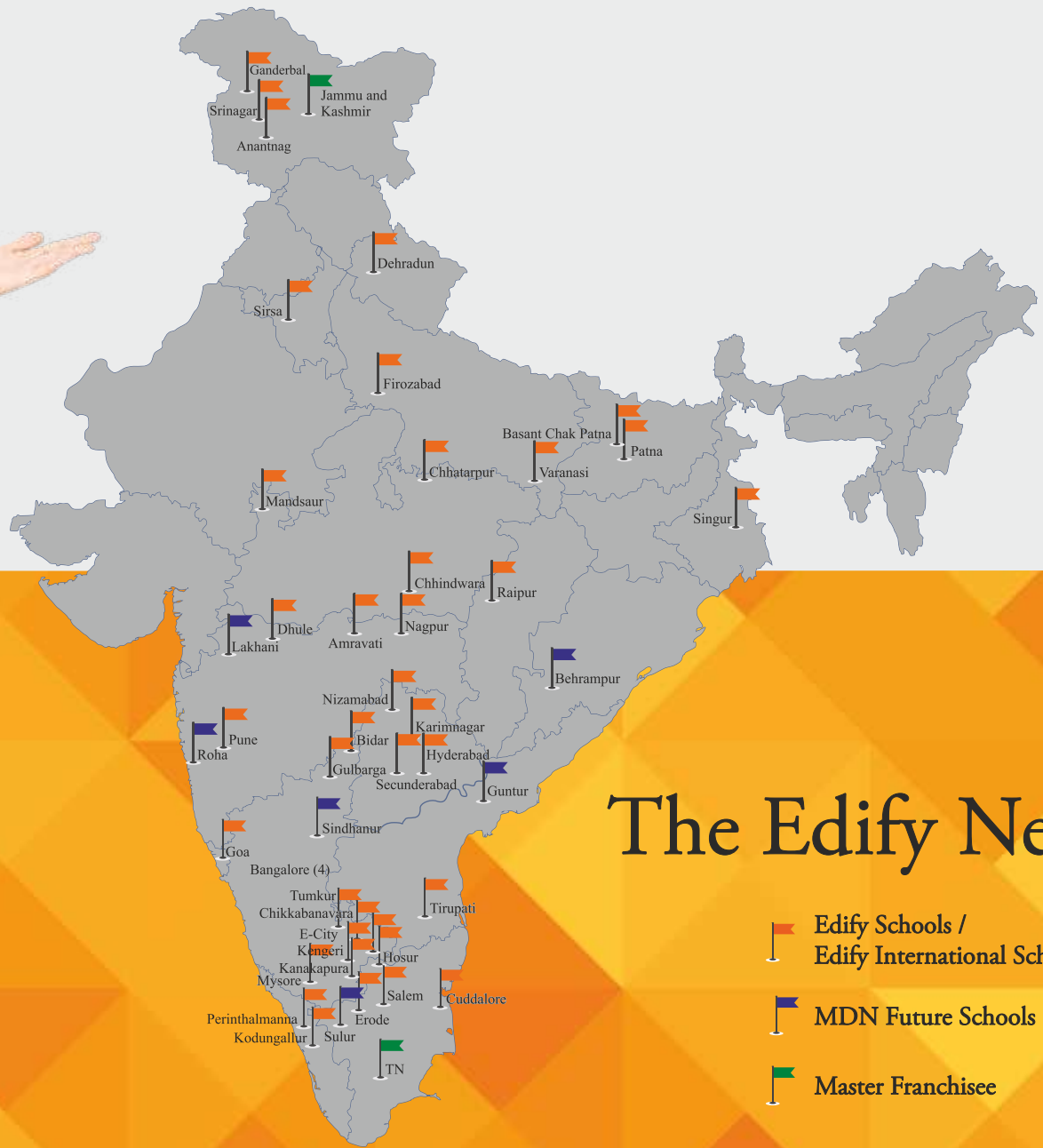


**Dr. C. N. Gopinath Reddy**

Former Additional General of Police  
A.P



*Viswanathan Anand*  
Viswanathan Anand  
Chess Grandmaster



# The Edify Network

-  Edify Schools / Edify International Schools
-  MDN Future Schools
-  Master Franchisee



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