



ISO 9001 : 2008 &
ISO 29990 : 2010 Certified

Maharashtra's Largest No.1 Pre-School



PRE-PRIMARY SCHOOL FRANCHISEE PROPOSAL

LAURELS & ACHIEVEMENT

ERAkids A PLAY SCHOOL & **ERA**International School

Our
ACHIEVEMENT
Our
ACHIEVEMENT



*India Book of Records
Swachh Bharat Drawings
by Left Handed Students*

*Icons of Education
Maharashtra*

*Pre School of the Year
Maharashtra 2016*

*Best Innovative International School with
Excellent Faculty in Maharashtra 2017*



International Level Award By the Hands of :
Record Date
26 January 2017

State Level Award By the Hand's of :
Hon. Smriti Irani
(HRD Minister, Govt. of India)
Hon. Vinod Tavde
(Education Minister, Govt. of Maharashtra)

National Level Award By the Hand's of :
Hon. Dr. D. Bhalla
(Secretary of Lok Sabha, Govt. of India)
Brands Academy, Delhi

National Level Award By the Hand's of :
Shri. Upendra Kushwaha
Minister of State of Human Resource
Development, (Govt. of India)
Smt. Sharmilla Tagore



ABOUT US

► Preamble

AIERA stands for All India Education Research Academy. (AIERA) Ltd. It is a national Level organization operating in India with multifarious activities covering 12 different arms at present.



► History

AIERA Ltd. earlier known and operated as Maharashtra Board for Computer Training expanding the computer literacy and knowledge related to IT field. MBCT had a franchisee network of more than 750 institutions in the state of Maharashtra. These Institutions coupled with dedicated team of faculty and staff extended guidance and training for more than 2,50,000 students in the State since its inception. MBCT further expanded to form School Computer Education Council. The latter organization was focused on giving specially structured computer education to students at middle school level. These efforts yielded enrollment of more than 1100 schools. It altogether amassed more than 1,75,000 students for participation in their programme. The numbers are not to dazzle but to show the magnitude of network and its influence. It still can't catch the satisfaction of people who benefited from us. AIERA Limited complimented the efforts of MBCT with a Mission Vision Approach since 2005. (MBCT) was founded in 2005 so as to provide the learning opportunity to the people including

2



► Mission

Our Mission is to create opportunities to learn Information Technology to all and expand horizons of their knowledge of IT so as to achieve the desired goals of establishing the strong India through the path of information highway.

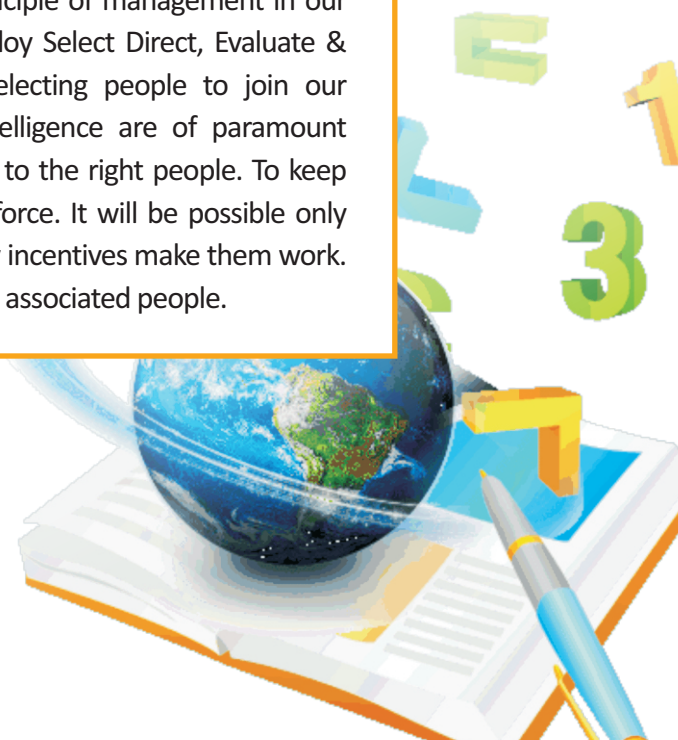


► Our Philosophy

As a rule, the only thing that is constant is change. We have no exception to that rule. We always aimed to work on bigger canvas. We achieved our dream and expanded the state level entity into national level behemoth in the educational field. MBCT has been transformed into AIERA. AIERA is a parent institution in the organizational structure. AIERA has been operating as ERA (Educational Research Academy) in twelve different categories including Publication, Manufacturing, Information Technology and Training. At present ERA already has footprints in twelve states in India and the trends showing nothing but northward direction. We are enthusiastic about foray into the international arena with a hope that in 2013 we would achieve transnational status. Educational Research Academy (ERA) as we call it mirrors our attitude and belief in research and innovation. As we have mentioned, ERA is operating in 12 different categories and in all these categories we practice research & innovation. ERA as an organization strives for excellence and delivering goods. This motivation is fuelling our growth and we know that we are going grow out further.

► Our Organization

Every organization is run by its people. People include employees and associates. AIERA is also run by its people. AIERA considers its people as its most valuable asset and its strength. When we refer organization or people then we need management. The principle of management in our organization is very simple contrary to its mammoth Size. We employ Select Direct, Evaluate & Reward strategy at AIERA. We are exceptionally rigorous in selecting people to join our organization. Their qualities such as Integrity, Diligence and Intelligence are of paramount concern. The next and critical function involves delegating the job to the right people. To keep organization to its full steam, it is essential to have efficient workforce. It will be possible only when they feel that their hard work is being appreciated or we say incentives make them work. We have a competitive evaluation process for all the employees and associated people.



OUR BRAND'S

▶ ERA Kids A Play School

- Wel-Come to Era Kids, welcome to a world filled with fun & education.
- Classes: Play Group, Nursery, Jr. KG & Sr.KG.
- ERA is No 1 Pre-school franchisee organization in Maharashtra .
- We at Era Kids have implemented a simple philosophy of Laugh, Learn & Lead.
- We work on the overall development of a young mind in the right environment to work wonders for years to come.
- Our Aim is to expose children to the kind of stimulating experiences which promote healthy mental growth, great freedom and overall personality development, besides providing adequate training in Reading & Writing Readiness.



▶ ERA International School

- ERA International School provides CBSE Board, ICSE Board.
- ERA School operates from Std. 1st to 12th
- At ERA we work on the over all development of students.
- We Provide all modern amenities to students.
- The school is totally digitalized by digital class, digital library, Android school apps, projectors, Smart teaching board. etc.
- As co curriculum we provide dance Music, Singing, Gymnastics, Etc.
- At ERA we provide students the choice of sports were they can select any one sport with suggestion by the teachers.
- In sports we provide Basket Ball, Lawn Tennis, Boxing, Bow and arrow, Chess, Skating, Spear throw, Badminton, Scout Etc.
- Special class wise training are given to students.
- Mini Hospital facility is available at school only.
- Food, Hostel services are also available at school.



▶ ERA Public school

- ERA Public school is State board Based.
- Here we provide education from Std 1st to 12th.
- Even at public School we are highly focused on Quality Education
- Here We take care that the students don't lack behind
- Extra curricular programs are conducted to enhance their education at the fullest.
- We take care that our public school students are educated with same quality of education that we provide at International school.



▶ ERA Gurukul Vidyalay

- ERA Gurukul Vidyalay is Marathi, Semi-English School.
- Here we provide education from Std 1st to 10th.
- ERA Believes in providing Every Individual from Urban to Rural Quality Education .
- Our Teacher are updated from time to time so that they can nurture the student and explore them to the fullest.
- Our ability to research & innovate constantly gives us an edge.
- Quality is the term that is taken into consideration at every division of School At ERA.



Welcome to the world of early childhood education !

Childcare programmes such as Playschools, Preschools or Preprimary centres bring forth one of the most lucrative and safe investment opportunities. Owning and operating a playschool doesn't require any technical qualification or past experience. In fact, Preschool is all about teaching young children by reaching to their world where they always love to be. Neither does it involve investing huge sums of money nor does it have extended break-even periods.

Owning an established Play school Means :

- ♦ Interacting with children and developing and blooming overall personalities.
- ♦ Assurance of a successful business venture, being a part of an established group.
- ♦ A feeling of satisfaction for playing the role of an Educationist in the society who provides an essential learning experience to the children.
- ♦ Owning a self-sustaining business operation simply because the demand for quality Preschool education will never diminish.
- ♦ The comfort of getting scheduled earnings in the form of school fees, which would multiply every year due to increase in the number of admissions of Preschool kids.
- ♦ Scope for expansion and diversification in the near future.
- ♦ A fast break-even and return of investment.
- ♦ A moderate initial investment including limited capital (Rs. 3 to 6 lacs) and reasonable land requirement (1500 to 2000 sq. ft. approximately)

Wondering how to own a Playschool ?



Open Your own Playschool by becoming Our Franchisee

You don't have to go through the trouble of launching a school and creating your own brand of Preschools. Instead, remain in your own city/town, reap benefits and enjoy the status of an esteemed educationist in your society by becoming a branch of a fruit-bearing and shadow-giving, deep-rooted tree named ERA Kids, that was planted many years ago.

It is always a wise and fruitful decision to become our Franchisee and gain from our expertise and successful business model. You could own an established Playschool with a nationwide recognition by just being a part of the ERA Kids chain of Playschools.

WHY a Franchisee ?

By becoming a Franchisee, an individual or an entity is legally allowed to sell goods, services or concepts that are offered by the parent company, in this case, ERA Kids. The Franchisee gains by having an immediate recognition of his/her business venture along with training/support provided by the parent company, i.e. ERA Kids (the Franchisor).

By becoming a Franchisee, many disadvantages commonly associated with a conventional business operation are avoided.

A Franchisee benefits as follows:

- ◆ Has access to a proven and successful format of operating the business that has been developed by the Franchisor;
- ◆ Uses the Franchisor's brand name, which already has recognition, thereby reducing precious time, huge expenditure and innumerable efforts that are involved in creating a brand name and then earning reputation;
- ◆ Utilizes the professional support provided by the Franchisor, ensuring guidance in various business operations. A franchisee can bank upon the management, marketing and personnel assistance provided by the Franchisor.

Thinking about becoming a ERA Kids Franchisee ?



Being our Franchisee, you are among family

We have been recognised as an innovative organisation, dedicated to developing the most exclusive, educationally inclined and planned playschool programme.

- ◆ Our brand is the most exclusive preschool brand in the nation.
- ◆ Our facilities are considered at par with those found in international playschools.
- ◆ Our network has branches across the whole nation and we are fast emerging as the preferred choice for most information-oriented parents of preschoolers.

We have achieved this unparalleled feat due to the mutually beneficial and sustainable collaboration developed between our existing Franchisees and us. Our support begins from the day the Franchise agreement is signed and then it continues as a healthy commitment for a lifetime.

A few of the several benefits of being a part of our enterprise are :

- ◆ Vast experience in the education sector.
- ◆ Commanding position on a nationwide basis.
- ◆ Proven business model that works like a miracle.
- ◆ Our own books, publications and other resources.
- ◆ Custom designed books, Monthly syllabus, Curriculum Plans, Lesson Plans, Time-tables, Worksheet, Activity Sheet, Unit Test, Half, Yearly & Yearly Exams, Important notification & support materials for organizing functions & other celebrations at the Franchise's disposal.
- ◆ Centralized Merchandising (Purchasing of Uniforms, School Bags, Books & Stationary etc.)
- ◆ Availability of all dress material and stationery.
- ◆ Assistance in developing infrastructure and designing interiors.
- ◆ Guidance in interviewing, recruiting and evaluating teaching staff.
- ◆ Effective ways of facing and solving problems, including administrative and financial problems.
- ◆ Continuous update son current educational developments.
- ◆ Complete range of educational support services.
- ◆ Assistance on a day-to-day basis in a 24x7 format.



Come, Seize The

OPPORTUNITY

To Be With The

BEST



Our multilayer support system

Being a ERA Kids -Franchise owner, you are provided with our continued support and guidance in every possible manner, something that no other playschool brand can claim.

- We have created a Franchise Support System that will assist you with every conceivable issue that may arise in setting-up or running a ERA Kids branch.
- Our support mechanism is under a constant process of upgradation based on the feedback from our existing Franchisees as also the intensive research.
- You benefit from the presence of an organisation that provides extensive Franchise benefits in the following ways :

Interiors/Exteriors support

- Site visit & layout plan.
- An Interior Designing Manual (for e.g. wall, ceiling, furniture, floor etc.)
- Colour Scheme.
- Modification in elevation/colour scheme.
- Complete guidance on furniture/fixtures.

Technical & Training support

- Availability of all manuals.
- Recruitment & Interview support.
- Training to all staff members.
- Regular trainings / PCP's.

Advertisement support

- Local advertisement—layout, planning, conceptualization and implementation.
- Nationwide advertisements through newspapers, magazines & the electronic media.

Marketing support

- Guidelines for inauguration and launching of school.
- Timely visits by our support staff.
- Support in correspondence.
- Event-support for occasions such as Annual Day, Baby Show, Sports Day etc.
- Organising seminars, business fairs and presentations.

Research & Development

- Curriculum & Activities.
- Latest industry updates.
- Improving day-to-day working with automation and IT tools.
- Manpower training.
- Competitive Strategy Development.
- Above all, setting up a profitable organisation that provides quality education.

Satisfied? We aren't. Our exclusive Franchise benefits include...

IF YOU HAVE IT ALL, **SUCCESS** IS BOUND TO COME. **TOGETHER,** We shall make things happen

Step-by-step guidance to be a part of this social movement.

Phase-I

Step-1 Fill in the Application Form.

Step-2 Call-Meet our Representative to finalise the Venture.

Step-3 Site selection and signing of MOU/Agreement.

Phase-II

Step-4 Designing and layout support by us.

Step-5 Ordering the Material / Teaching aids etc.

Step-6 Day-to-day Support.

General terms and conditions

Non-refundable license fee

- 20% royalty is to be paid from your yearly.
- No other ERA Kids centre will be established in your are (within 2 kms)
- Agreement will be for five years (initially)
- All transactions shall be made in favour of **“All India Education Research Academy Ltd.”**
- Taxes as per Government policy and subject to change.

Come, grab The
CHANCE
To Be With The **BEST**

List of ERA Kids A Play School

Maharashtra State :

AURANGABAD : Aurangabad, Sillod, Verul, Khultadabad, **JALNA** : Partur, Jalna, Ramnagar, **BEED** : Beed, Ambejogai, Kaij, Yusuf Wadgaon, **LATUR** : Latur, Udgir, Ausa, **PARBHANI** : Parbhani, Gangakhed. **NANDED** : Nanded, Gokunda, Sarkhani, **HINGOLI** : Basmat, **OSMANABAD** : Osmanabad ,Omerga, **AHMEDNAGAR** : Ahmednagar, Jawala, **NASHIK** : Nashik, Kersane, Thangaon, Sinnar, Malegaon, Trembakeshwar. **AMRAWATI** : Amrawati, Anjangaon surji, **SOLAPUR** : Solapur, Tembhurni, Kurudwadi, Chikalthana. **KOLHAPUR** : Chipri, Jaisingpur. **SANGLI** : Sangli, Tasgaon, **SATARA** : Karad, **BULDHANA** : Khamgaon, Chikhali, **NAGPUR** : Nagpur, Mahuli, Kharparkheda, Besa Nagpur, Gumgaon, Dabha, Selu, Kalmeshwar, Brahmanwada, Wanadogri, **PUNE** : Rahatani, Rajguru Nagar , Sangvi , Daund, Talegaon Dabhade, Chinchwad, Somadnaphata, Pimpri, Shirur, **BHANDARA** : Ahgalgaon, **NANDURBAR** :Khapar, Nandurbar, Shada ,Molgi, Taloda, **CHANDRAPUR** : Tukum , Gugus, **Dhule** : Deopur, **Yawatmal** : Pusad.

Karnataka State :

Bengaluru : KR Puram, Dabaspeth, Kengari, BTM Layout, Yelahanka, Vijayanagar, **Kolar** : Pawagada.

Come, Gain and Retain the Publicity you can ELICIT from us

Era Kids



On August 5, students of Era Kids were in a traditional mood. They celebrated Raksha Bandhan with great enthusiasm. All the children and the teaching staff were in traditional attire. Workshops of making rakhi were arranged in the school premise. Students made beautiful rakhis and tied

on each other's wrists. They celebrated the brotherhood and presented to perfect and be auspicious to each other. Sweets were distributed among the children. Era School CMD Dr. Sakshi Gore was present on this occasion. The programme was successful under the guidance of Principal Sarmistha Dutta.

Pink Day at Era Kids School



Era Kids celebrated Pink Day with great zest, recently. As pink is the colour of tenderness, it goes perfectly with the kindergarten students. All students as well as their educators were in pink attire. Pink colour was created and activity of pink butterfly was made by kids with the guidance of their mentors. The colour pink is the colour of universal love of oneself and of others, was the message conveyed to the kids, said principal Sarmistha Dutta.

Era Kids



Era kids a play school organised a workshop of making eco friendly Ganapati of shadu mati, recently. The kids were informed about the shadu mati and the nature care. They made their own Ganpati idols and decorated them with different materials like stones, rice and other material. They were happy enough after making their own Ganesha, and excited to take idol to their home. Yogesh Sananse conducted the workshop. All teachers helped to make it successful.

GOKULASHTAMI AT ERA KIDS



Era kids celebrated Gokulashtami with great zest. The school premise was full of their Krishnas and radhas. A Dahi Handi programme was arranged. excited children

tried to break the Handi and get the prasada. As prasada they got 'kala' made by teachers. The kids danced, played and were informed about the festival in a fun way.

Nature's Walk at Era Kids



Students of Era Kids a play school participated in a refreshing nature walk at Sakhi Nursery, recently. The kids, along with their teachers, saw the way care of plants is taken. Saplings were brought from the nursery and planted in the school, said principal Sarmistha Dutta.

Era Kids celebrate festival of friendship



Era Kids celebrated Friendship Day on August 5 with zest. On this occasion, children learnt about the friendship bond between Krishna and Sudama through a skit performed by Sr. KG teachers. Principal Sarmistha Dutta explained the characteristics of the bond between friends like trust, faith, and companionship. School Secretary Rekha Gore presented and appreciated this unique way of delivering the concept. Children tied handmade friendship band on their friend's wrist.

- Play Group
- Nursery
- JAG
- JAG

Era Kids dance to dandiya beats



Era Kids celebrated dandiya with festive mood today. The air was filled with the garba beats. The students, teachers and non-teaching staffs wore the traditional attire. School was decorated with colourful steamers. School secretary Rekha Gore enjoyed garba dance with the kids. The programme was very much successful under the guidance of Principal Sarmistha Dutta.

Media is indispensable for its far-reaching ability to the remotest area. It has the all-encompassing capacity to hit the bull's eye (target group), if used judiciously and pragmatically.

Our team of media partners has helped a great deal in enhancing our brand value through publicity across various electronic channels and print media. Awareness among the people, without putting any burden on you. This way, we are able to reach the farthest towns and cities.

T.V. INTERVIEW



Zee 24 Tass - Hitguj (2014)



Zee 24 Tass - Hitguj (2015)



Samm TV (2015)



IBN Lokmat (2016)



Tv9 Marathi (2017)



Samm TV (2017)



ISO 9001 : 2008 & ISO 29990 : 2010 Certified

(Regd. Under - Ministry of Corporate Affairs, Govt. of India.)

ALL INDIA EDUCATION RESEARCH ACADEMY LTD.

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