



ERA International School

Popular schools of Maharashtra





LAURELS & 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 Hands of :
Hon. Vinod Tavde
(Education Minister, Govt. of Maharashtra)



National Level Award By the Hands of :
Hon. Dr. D. Bhalla
(Secretary of Loksabha, Govt. of India)
Brands Academy, Delhi



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

Form Chairman Desk

Welcome to ERA Schools, a highly progressive and enterprising schools pledged to provide quality education with great emphasis on traditional values. At ERA, We are re-inventing education by breaking old moulds of thought. This progressive thinking has led to progressive teaching methods and brought about a tremendous change in how education is imparted. True education therefore is in terms of knowledge, qualities, skills, attitudes and capacities that enable individuals to become conscious subject of their growth and active participants in a systematic process of building an ever-advancing civilization

Today, ERA has footprints in most of India. We believe there are some major contributing factors to this strength of the organization.

They are:

Scale- One of largest educational organization in India epitomizes our size.

Research & Innovation- Our ability to research & innovate constantly gives us an edge.

Service Integration- Our ability to get into related services. Thus integrating the value chain.

Synergy – Our ability to interact & co-operate between different segments of organization.

People - Every employee or person associated to ERA is our asset.

Quality -The differentiating factor and the mainstay of our competitiveness.

We believe It not only about educating students but also about giving them every essential facility available from the digitalization, to the technologically advanced systems available today. We more over believe in providing students practical knowledge so that they are capable of facing every barrier in their life. We are truly devoted towards the Mother Land and we are trying to provide every individual from Rural to Urban an opportunity to get Quality education and prove themselves to the World.

Dr. Satish B. Gore

Founder & MD

ERA Group & All India Education Research Academy Ltd.





Glucose

Miner

► About ERA Group 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.

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.

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.



▶ About ERA School

The ERA International School is a initiative lead by the ERA Group of Schools. Those who focus on getting partners to start schools in rural and urban Maharashtra (State boards and CBSEs).

The purpose of ERA International School is to raise the standard of education in rural and urban areas and to provide international quality education to the students and to enhance their overall development and quality.


The main purpose of the ERA :

Laugh : In the ERA School, education is provided to the students in a pleasant way. The students are given a pleasant education without any stress.

Learn : We have researched and created some new systems of education. So that students can use education easily in their daily life. In, we provide suburban education and experiential learning.

Lead : We develop leadership qualities in a student rather than just taking more marks in the course. In today's students, it is also important to have confidence in the school curriculum. In a nutshell, the school also develops leadership qualities by giving it a smile, playing education.

With our vast experience in the field of education, our highly experienced educational team has created a new research system. Special importance is given to learning through technology and speaking multiple languages and making students versatile and aware citizens.



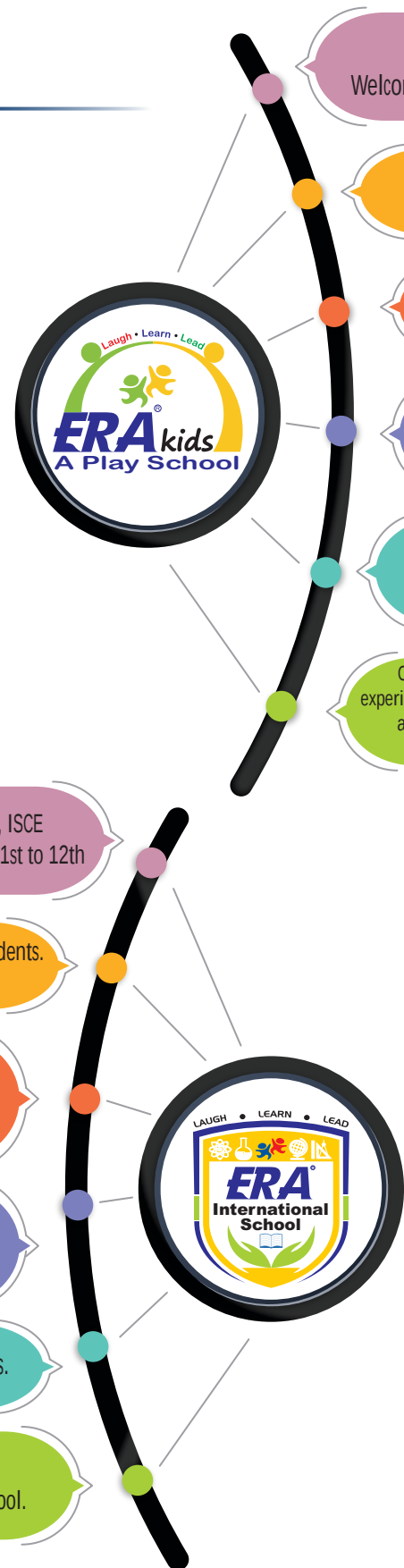
► About Franchisee

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 school. 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 school (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.



Welcome to ERA Kids,
come 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.

► Way ERA Franchisee ?

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

Our brand is the most exclusive preschool brand in the nation.

Our facilities are considered at par with those found in international schools. Our network has branches across the whole nation and we are fast emerging as the preferred choice for most information-oriented parents of primary schoolers.

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 & Stationery 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 on current educational developments.
- ☑ Complete range of educational support services.
- ☑ Assistance on a day-to-day basis in a 24x7 format.



ERA Multilayer Support System

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

School Affiliation (Permission)

- Maharashtra Government (State Board)
- U-Dise
- 3 : 1 Permission
- RTE Permission
- Saral Pranali (School, Teacher, Student)
- SDMIS (Student Information)
- Maharashtra Govt. NOC
- CBSE Affiliation

Infrastructure Development (Interiors/ Exteriors support)

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

Come, Seize The OPPORTUNITY To Be With The BEST

Training Support

- ☑ Teacher Training
- ☑ Availability of all manuals.
- ☑ Training to all staff members.
- ☑ Regular training
- ☑ Marketing Training
- ☑ Manpower Training.
- ☑ Attendant Training
- ☑ Transport Rules Training.

Other 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 & presentations.
- ☑ Fee Collection Support
- ☑ Transportation Support
- ☑ Books, Uniforms

Technical Support

- ☑ Teaching Staff Recruitment (Local, Other State)
- ☑ Management Support
- ☑ School Android App
- ☑ School Software
- ☑ E-learning Education Method

Research & Development

- ☑ Curriculum & Activities.
- ☑ Latest industry updates.
- ☑ Improving day-to-day working with automation and IT tools.
- ☑ Competitive Strategy Development.
- ☑ Above all, setting up a profitable Organisation that provides Quality Education.

Marketing Support

- ☑ Newspaper Advertisements (Front Full page-Lokmat, Sakal, Punya Nagari/ Divya Marathi/other)
- ☑ Magazine Advertisements
- ☑ Holding Board
- ☑ Pole Banner
- ☑ Other

Marketing Support

Electronic Media :

- ☑ T. V. Interviews
- ☑ T. V. Advertisements
- ☑ FM Advertisements

Social Media :

- ☑ Facebook
- ☑ Whatsapp
- ☑ E-mail
- ☑ Twitter
- ☑ Instagram



▶ 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.

Requirements

- ✓ Area - 1500 to 2000 sq.ft. (Own or Rented)
- ✓ Classroom / Office Furniture, Toys, Wall Painting,
- ✓ Computer, Projector, Sound System, Office Stationery,

Investment

Place	Town/Taluka	District	Metro City
Investment	3 to 4 Lacs	4 to 5 Lacs	5 to 7 Lacs.

Returns

Approximately

	Town/Taluka	District	Metro City
1st Year	4 to 5 Lacs	5 to 7 Lacs	9 to 11 Lacs
2nd Year	6 to 7 Lacs	8 to 10 Lacs	15 to 18 Lacs
3rd Year	10 + Lacs	15 + Lacs	25 + Lacs



ERA International School

CBSE / ICSE School

Requirements :- ✓ Area - 1 to 2 Acre (Own or Rented)

Investment :- ✓ Taluka / District :- 1 to 3 Cr. ✓ Metro City :- 4 to 5 Cr.

Returns :- ✓ Approximately

Per Year	Taluka	District	Metro City
1 st Year	50 to 60 Lac.	60 to 75 Lac.	80 Lac. to 1.2 Cr.
2 nd Year	80 Lac. to 1 Cr.	1 Cr. to 1.2 Cr.	1.2 Cr. to 1.5 Cr.
3 rd Year	1 Cr. to 2 Cr.	1.5 Cr. to 2 Cr.	2 Cr. to 2.5 Cr.
4 th Year	2 Cr. to 2.5 Cr.	2.5 Cr. to 3 Cr.	3 Cr. to 3.5 Cr.
5 th Year	Avg. 3 Cr.	Avg. 4 Cr.	Avg. 5 Cr.



ERA Public School

English Medium

Requirements :- ✓ Area - 1 Acre (Own or Rented)

Investment :- ✓ Investment as per requirement.

Returns :- ✓ Approximately

Per Year	Taluka	District	Metro City
1 st Year	20 to 35 Lac.	30 to 40 Lac.	45 Lac. to 60 Lac.
2 nd Year	50 Lac. to 60 Lac.	60 Lac. to 70 lac.	80 Lac. to 1 Cr.
3 rd Year	70 Lac. to 80 lac.	80 Lac. to 1 Cr.	1 Cr. to 1.5 Cr.
4 th Year	1 Cr. to 1.2 Cr.	1 Cr. to 1.6 Cr.	1.5 Cr. to 2 Cr.
5 th Year	Avg. 1.7 Cr.	Avg. 2.2 Cr.	Avg. 3 Cr.



ERA Gurukul Vidyalaya

CBSE / ICSE / English / Semi (Residential)

Requirements :- ✓ Area - 2 to 3 Acre (Own or Rented)

Investment :- ✓ Investment as per requirement.

Returns :- ✓ As per Project.



► **Minimum Requirement for ERA Franchise**

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

- Franchisee will be Area required would be 1-2 + Acres Land (as per City).
- The total Investment as requirement.
- Agreement will be for twenty years (initially)
- No other ERA school centre will be established in your are (within 20 kms)
- All transactions shall be made in favour of **“Education Research Academy”**
- Taxes as per Government policy and subject to change (GST).
- **Applicable for Maharashtra Govt. / CBSE Norms**



► ERA School's in Maharashtra



ERA International School
Public School
Gurukul Vidyalaya

250+ School Established In Maharashtra



ERA International School

Plot No.78, Serve No.70, Kamgar Chowk,
N-2, CIDCO, Aurangabad. 431 003
Maharashtra, India.



+ 91 9767 1010 88 / 9767 1010 81

www.eraschool.in

info@eraschool.in