

Introduction

Welcome to DPS Junior International School 2

A Pre School is your child's first experience away from you. Every child deserves the best possible start in life and the support that enables them to fulfill their potential. Children develop quickly in the early years and a child's experiences between birth and age five have a major impact on their future opportunities. DPS Junior International sets high Standards to ensure children's readiness for elementary school.

As time are changing new technologies dawn the new age the way children learn and play has undergone a sea of change.

DPS Junior International is a creatively stimulating and nurturing place of excellence where children's growth is self-propelled and they can be themselves as they revel in the joy of childhood.

Vision and Mission

Our vision is to provide natural, holistic, child-centric nurturing learning environment that empowers and inspires our students to be conscientious, creative & innovative leaders of the future.

To assure healthy learning experiences that will assist our students to achieve their goals in life thereby exploring the joy of learning, awakening & illuminating their intellect in multidimensional ways.

Franchise Opportunity

The first big step of your entrepreneurial journey. Opening a pre-school is one of the most illustrating franchise opportunities in India, which offers high returns on low investment. With the over whelming demand for preschool education. This is the right time to explore the opportunity of opening your own pre-school.

The pre-school revenue in India is \$2.2bn expected to increase to \$3.24 bn by 2017 at a CAGR of 27.33% from 2011 to 2017 .India is the second most populous country in the world. India has more than 65% of its population below the age of 35 and it is expected that by 2020, the average age of an Indian will be 29 years. 80% of the Indian pre-school market is still unorganised, comprising of neighborhood non branded pre-schools. Only 20% of the market is organised and owned by the branded pre-schools. It is observed that, now there is a huge shift from fragmented unorganised sector to organised branded play school.

The pre-school industry in India is therefore under penetrated and is less than 4 percent of the total market potential .



Requisite for the School Setup

Infrastructure Requirements for School Setup

1. Area 2000-2500 sq. Ft. of build up area , preferably on the ground floor in a residential locality.
2. Investment capability of Rs. 10 to 15 lakhs.
3. Classroom 4 rooms of 15x18 sqft. Approx. Playgroup , Nursery, LKG, UKG.
4. Activity room and audio visul room (22x12) sqft approx.
5. Principal room 10x12 sqft approx.
6. Facilities area reception area with notice board .
7. Play ground 500 sq.ft. Open space for the play ground and garden area.

School Location

1. Should be easy to located and reach.
2. The building should be lease for at least 3 years with the option for extension of the lease .
3. Should be ideally located in a post locality and should be easily accessible from the main road.

Benefits Of Partnering With DPS Junior International...

1. Ultra High - Returns of investment .
2. Brand - Licence to use DPS Junior International most innovative pre-school chain in India.
3. Friendly pricing franchisee, friendly pricing model.
4. Award winning curriculum- access to award winning curriculum created by child care experts .
5. Marketing and Branding - across the year to increase pre- school admission.
6. Training - Comprehensive training across the year.
7. Academic support regular - Academic support to help the franchise in implementing curriculum.
8. Day care center - Guidance on operating a day care center activity center.
9. Area marketing- Guidance on local area marketing ideas to maximise brand awareness .
10. Value creative- Guidance additional value creative ideas like summer camps , sports , curriculum , kids , marathon , field trips etc.
11. IT /software system support - Access to IT/software support to manage pre-school operations.
12. Teachers training- Support in selection of teachers ,staff training performance monitoring and feedback.

We also Provide the following Materials to our valued Franchisees.

- | | |
|-------------------------|----------------------------------|
| 1. Sun Pack Class Board | 7. Trophy |
| 2. Class Board | 8. Certificates |
| 3. I-Card for Parents | 9. Hand Bills |
| 4. Curriculum | 10. Prospectus |
| 5. Greeting Cards | 11. Educational Kit for Students |
| 6. Photographs | 12. Educational Tools & Toys |

Details of Educational Kit

Academic :

1. Digital Book With Smart Pen .
2. School Bag

Uniform:

- | | |
|-------------------|-----------------------|
| 3. 1 Set Dress | 4. 1 Set Winter Dress |
| 5. 1 Apron | 6. 1 Pair Socks |
| 7. 1 Cap | 8. 1 Belt |
| 9. 1 Water Bottle | 10. 1 Lunch Box |
| 11. School Id | 12. School Diary |
| 13. Parents Card | 14. Fee Card |



Terms & Conditions

1. A Franchisee will be allowed to run only one school .
2. The Franchisee has to bear the cost of student kits provided by the trust .
3. The centre head and all teachers will be trained by the trust
4. The royalty payable by the franchisee shall be 10%of the total school fee.
5. Taxes will be applicable as per the government policies and are subject to change from time to time.
6. The franchisee has to arrange the furniture ,fixtures, teaching equipment, toys etc.
7. The cost for interior, exteriors and other decorative elements as per the brand's requirements shall be borne by the franchisee.
8. The franchisee license is for 5 years or 3 years only. However ,it can be extended further on payment of annual renewal fee.
9. The school can be up graded to primary classes in case the franchise school performs satisfactorily .
10. The school fees shall be decided by the school management based on the location where it is operational.
11. Commercials involved and support provided may vary from franchisee to franchisee depending upon their performance and the location where they are operational.

Documents Required

1. Two stamp papers of Rs.1000 each
2. Copy of land Registration/Lease/Rent agreement
3. Copy of the identity proof
4. Copy of the address proof
5. Four photographs

The Franchisee should adhere to the following list of compulsory requirements for the Pre-school Franchise:

1. The space must be sufficient and well ventilated.
2. Bright and colourful interiors are recommended for pre-school.
3. A sound and state of the art infrastructure is important that constitutes classrooms, play area , wash rooms , pantry and office space.
4. The environment should be clean, hygienic and eco-friendly.
5. Fully air- conditioned indoor area is mandatory .
6. CCTV and internet facilities should be provided.
7. Smart boards should be installed in classrooms.
8. The interior should be children- friendly and of standard quality.
9. Office mick system is mandatory in each school.
10. Complain box and feedback form for visitors and parents.





DPS Junior

international school

A Home Of Knowledge and Care

Establish Your Own Pre School With DPS Junior International Backed By Experience, Expertise and Excellence

FACULTY DEVELOPMENT

- ▶ Parents orientation workshops by the eminent members of the board, faculty
- ▶ Development programs time to time update.

INFRASTRUCTURE & SETUP

- ▶ Guidance for site selections .
- ▶ Site visit ,layout plan and design manuals.
- ▶ Delivery management of furniture and fixtures .

BRAND BUILDING & MARKETING

- ▶ Specialized brand manuals for multi-media communication .
- ▶ Seminars and awareness programs.
- ▶ Events and exhibition participation .
- ▶ Web promotions

OPERATION MANAGEMENT

- ▶ Help manuals for recruitment & interview.
- ▶ Working process manuals & reporting systems.
- ▶ Guidelines for activities & events.
- ▶ Participation in annual and big event .
- ▶ Setting milestones and achieving organizational goals.

CURRICULUM & TRAINING

- ▶ Unique and complete curriculum .
- ▶ Weekly feedback of students, teachers and parents .
- ▶ Detail manuals and resource for teachers
- ▶ Well researched books CDs and circulars
- ▶ Evaluation policy & procedures .
- ▶ In house leadership & training modules.
- ▶ Online franchise support
- ▶ Service by the audit team time to time .

Welcome to Pre-school




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 **Corporate Office: (Delhi)**
641, 3rd Floor,
West Parmanand Colony
Near Mukherjee Nagar
Delhi-100 009

 **Zonal Office: (Bihar)**
Gandhi Murti Chowk
Near Rajvanshi Nagar
Road No-2, Patel Nagar
Patna-800 023

 **Regional Office: (Maharashtra)**
803, Satyam Majestic
Plot No-28, Sec-18, Ulwe
Navi Mumbai
Pin-410 206

 **Regional Office: (W. UP)**
LEB 607, Aditya Word City
Sec-6, NH-24,
Gaziabad, UP

 **Regional Office: (Rajasthan)**
F-21, Saraswati Appartment
Sec-18, Pratap Nagar
Sanganer, Jaipur
Rajasthan, Pin- 302 033

 **Regional Office: (Chhattisgarh)**
Shivanand Nagar, Sec-B
Near Electricity Office,
Srinagar, Raipur,
Chhattisgarh- 492 001

 Toll Free No.: 1800 120 124488

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 info@dpsji.com

 www.dpsji.com

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*Infant & Day Care | Play Group
Lower & Upper Kindergarten | Primary School*

