



WHY FRANCHISING?

The concept of Franchising is readily acceptable, successful, commercially viable and proven in the Pre-school Business Domain. A pre-school is a neighborhood concept with high scalability wherein the resources to run the business are readily available in every nook and corner of the globe. Apart from General Health & Hygiene and security, the quality control parameters are not really stringent. Hence, maintenance of prescribed standards is also not difficult. However, the core resources of this business are the centre staff; hence Human Resource management plays a crucial part to accelerate the business pace. Globally it is a proven Win-Win business format.

FRANCHISE OPPORTUNITY





THE KEY FACTORS

RESPONSIBLE FOR THE INCREASE
IN DEMAND FOR THE PRE-SCHOOL
EDUCATION IN INDIA ARE:

- >The size of the population of kids in pre-schooling age.
- >The opening up of the service sector in India
- >Women empowerment and Increase of women employees, who are very serious about their child's education.
- >Opening up of tier-II and tier-III cities enabling increased Urbanization; enhanced awareness in rural India as well.
- >The age profile of Indian population, with approximately half of them in the fertility age bracket, either having their little ones or expecting in next 5 years.
- >Increased instances of double income families;
- >Guardians who realize the potential of good education as an investment for their child's future and pre-schooling as the fundamental stepping stone to make sure that the child does not miss out the developmental milestones in formative years that is crucial for the child's development and impacts his/her entire lifetime.

AS A PROSPECTIVE FRANCHISEE OF TECHNO JUNIOR YOU REQUIRE:



- >Passion and understanding about the pre-school domain, right mind-set and with sufficient resources to carry the brand the way we expect it to be delivered.
- >Financial capability to invest
- >To adhere firmly with the guidelines provided by TIG and to drive the Franchise Unit aggressively with a vision to be the best in the locality.
- >Own property or ability to rent space
- >Premise with some Open Space in environmentally congenial surroundings in residential / semi residential locations safe and conducive for children.
- >Preferably an independent house / bungalow, with a separate boundary wall alongside the outdoor play area
- >Minimum 1200 sqft of built up premise with an outdoor play area (preferable)
- >Ground-floor premises with built-in washrooms
- >Interiors to be arranged by Franchisee as per the specifications of Techno Junior. Techno Junior may provide images as a guide.





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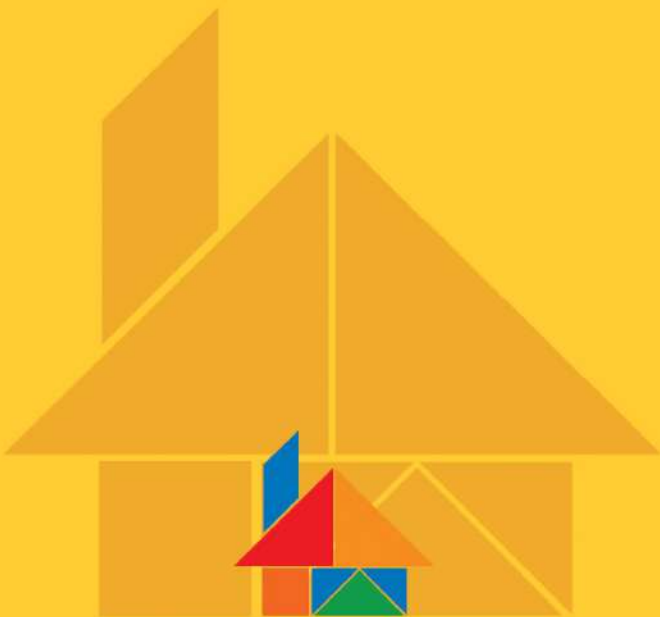
GET EARLY ADVANTAGE

PRE SCHOOL • PLAYHOUSE • MONTESSORI & MORE



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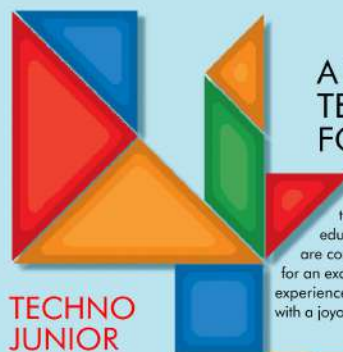


TECHNO
JUNIOR



WHO WE ARE

We are the Techno India Group – a professionally managed organization with a rich management bandwidth. We are the pioneers in setting up private Engineering and Management Colleges and private Universities. After proving our supremacy in quality delivery in the field of higher education for the last more than three decades, we ventured in to K-12 education with an objective to make quality school education available across urban and semi urban locations. As a logical integration, we now extend our wings to the pre-school segment with our flagship brand "Techno Junior"



A LITTLE ABOUT TECHNO JUNIOR FOR YOU

Techno Junior strives to lay a foundation for your child to learn, to seek, to find with pre-school education of International standard. We are committed to offer all that is necessary for an exciting start for the child's first learning experience. Our aim is to bestow each child with a joyous experience for a proper transition.

TECHNO JUNIOR

THE COMPLETE PRE SCHOOL FOR GENERATION Y

Techno Junior is India's pioneer to introduce **Education 4.0**. Years of extensive research and experience in education has inspired the origin of Techno Junior with a conceptual accent on inclusive growth of child in an ambience of freedom beyond classroom.

We at Techno Junior understand the need of 21st Century Skills required for complex problem solving and hence our Pre-school learning model is competency based, flexible, collaborative, technology enabled and environment blended which opens up the mind and encourages Critical Thinking and Creativity.





Techno Junior pre-school

ensures safety and cleanliness of its premises, toys and equipment. The pre-school provides a hygienic and secure environment. A small class allows more interaction between the teacher and the children. Apart from class activities the pre-school also believes in allowing nature to be a child's teacher. A place where a child learns to plant the seeds of knowledge and watches the birds fly high in the sky.

At Techno Junior, we plan to provide-

- A provision to understand month on month development of the child.
- The Concept of Home Camp for enhanced efficiency for children & families and let you feel supported at all stages of your child's development

We know, children come from different backgrounds with different abilities of learning. We at Techno Junior pay one to one attention and individual care considering their respective learning abilities.



AMBIENCE & INFRASTRUCTURE



At Techno Junior we will focus on a **360 degrees** pre-school learning and developmental experience for children. We believe that play provides avenues for exploring, experimenting, understanding and analyzing, thus ensuring better learning.

METHODOLOGY

- **PLAY WAY:** lays emphasis on play. It focuses on the concept that learning takes place in an atmosphere of freedom. It should be selected to life and not to books, where ample opportunities should be provided to children for self-expression.
- **MONTESSORI:** A scientific approach using specialized educational materials developed by Dr. Maria Montessori and her collaborators
- **MULTIPLE INTELLIGENCE:** Every individual has multiplicity of intelligences and a few of these are more developed than the rest of the intelligences

OUR PROGRAM

We aim at developing the citizens of tomorrow and this we can say proudly owing to our specially designed curriculum which takes care of all the minute aspects, highlighting our core values.

Our Curriculum consists of the following core areas of Learning (AOL)

Language
Math
E.V.S.
Creative Expression
Moral Skills
Social Skills

Co-curricular: Bodily Kinesthetic & Motor Skills

A comprehensive solution to nurture the **Kinesthetic Development** in the early years, our program offers research based age appropriate & progressive Health & Fitness activities complemented with attractive and innovative play equipment so that your children move with competence and confidence in their growth path

- >Age-appropriate curriculum led child centric program which enables kinesthetic development
- >Initiates and boosts the motor skill development and enhances healthy lifestyle habits from the early years of learning
- >Inbuilt concepts to escalate the child's inquisitiveness from a normal play to generating fondness for a particular sport
- >Assists in development of overall personality by maintaining a perfect balance of physique, mind, emotions and social interactions.



Each activity in our early learning program is framed as per the above objectives, thus striking a balance in developing the necessary skills in a pre-school child.

LEVELS

PLAY GROUP

(2yrs to 3yrs)

NURSERY

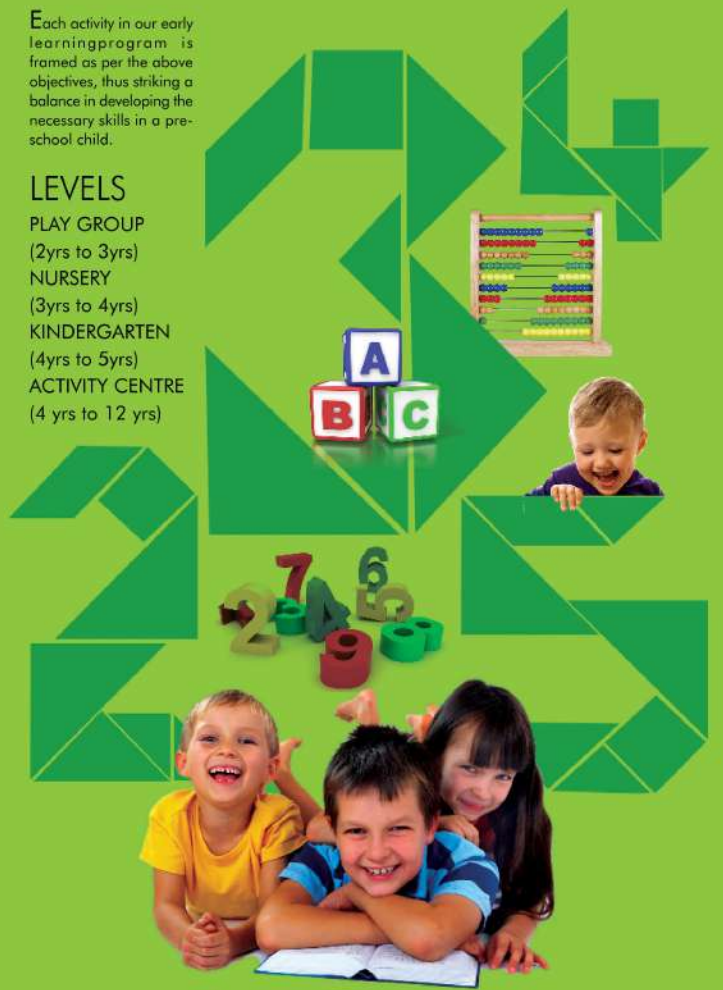
(3yrs to 4yrs)

KINDERGARTEN

(4yrs to 5yrs)

ACTIVITY CENTRE

(4 yrs to 12 yrs)



TRAINING OF TEACHERS

Our principles guide *teaching and learning* in a way that is best suited to young children and ensure that a firm foundation is built for the next stage of learning. Teachers at Techno Junior have received training backed by extensive research on child psychology. Emphasis is laid on Attitude, Skills & Knowledge for Professional Development for our educational endeavor.

HOME CAMP

Home camp is the concept of home school, wherein the Parent is the facilitator in case of long absenteeism of the child. Home camp is also designed to regulate the child's activities during vacations in order to keep the child active, imaginative and creative.

DID YOU KNOW?

- > The Infant's brain matures with more than 80% of the synaptic connections by the age of 3 yrs
- > Rest 20% between 8-16 yrs
- > A stimulating environment with adults providing the right inputs can foster the brain development to form more synaptic connections
- > Hence the potential of the little ones' brain need to be fostered with appropriate environment and activities.

