



Proposal for the services under
EDIFY SCHOOL
(CBSE Curriculum)

About DRS GROUP

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 **Dr. AK Agarwal** and **Mr. Sanjay Agarwal**, along with his grandson **Mr. Garv Agarwal**



MDN EDIFY EDUCATION PVT. LTD

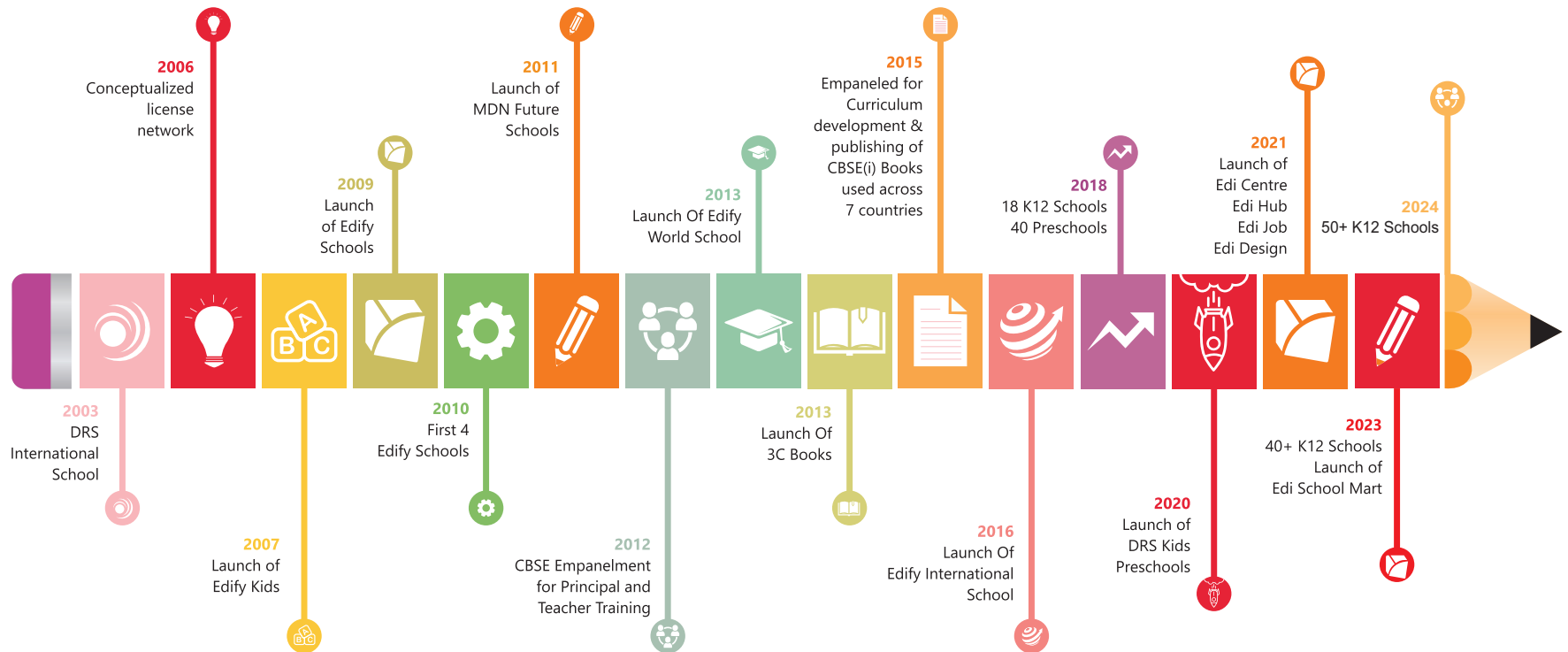


Edify means “To Educate Intellectually, Spiritually, Morally”

To be the primo in establishing and setting up World Class, Competent Education Solutions, We launched DRS International School in 2003, having made it a landmark in school education we scaled up through franchising of world class pre schools and K 12 schools currently over 60 and 40 respectively. Under the Edvisor banner we provide consultancy services to over 9000 schools. We are empanelled by CBSE to train teachers and principals of all CBSE Schools around the world and have so far trained over 30000 teachers and 7500 principals. We were also the official curriculum developer and publisher for the international curriculum launched by CBSE called the CBSE—I program.

MDN Edify Education books are currently used in over 7 countries.

MDN EDIFY JOURNEY SO FAR





Edify SCHOOL

THINK BEYOND

Edify Schools are premium benchmark CBSE schools across tier 1, 2 & 3 cities. From modern-advanced infrastructure, to a campus designed to facilitate comprehensive learning experiences, sports activities on sprawling grounds and creative pursuits through performing arts & clubs. Edify Schools ensure that every student explores their interests while honing essential life skills.

SALIENT FEATURES

- National Board (CBSE)
- Air Conditioned Campus and buses
- A minimum of 8 sports, 8 performing and visual arts & 8 clubs.
- Multiple subject combination choices min-16
- Labs (3 Science), EVS, Math, ICT (1), language(1)
- 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)
- 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

Requirements for Day Boarding:

- Land: Min 3 - 5 acres
- Construction: 90K Sft (over a period of 5 yrs)
- Capacity: 1640 Student (over a period of 5 yrs)
- Capital Investment: 10 - 12 crores (excluding land cost)
- Grade: International Kindergarten to XII (CBSE)

OUR PRESENCE

- Kanakapura, Bengaluru
- Chikkabanavara, Bengaluru
- Bidar, Karnataka
- Y.N. Hosakote, Karnataka
- Kolkata, West Bengal
- Amravati, Maharashtra
- Nagpur, Maharashtra
- Chhindwara, Madhya Pradesh
- Chhatarpur, Madhya Pradesh
- Gudiyattam, Tamil Nadu
- Kadapa, Andhra Pradesh
- Proddatur, Andhra Pradesh
- Madanapalle, Andhra Pradesh
- Tirupati, Andhra Pradesh
- Patna, Bihar
- Medchal, Hyderabad



Sports Program



Research & Innovation



Community Outreach



Fine Arts Program



Spoken Foreign Language



Years of Excellence

-  Legal Aid
-  Action Plan
-  Recruitment
-  Turnkey Setup
-  Employee Training
-  School Architecture
-  Admission Strategies
-  Curriculum Design (3C)
-  Mentoring & Monitoring
-  Project Feasibility Report
-  Marketing & Media Support

16+ YEARS
16 STATES
40+ SCHOOLS

7 ONGOING PROJECTS
(UNDER LONG TERM MANAGEMENT CONTRACT)

-  EDI Center
-  School Audit
-  Academic Support
-  Strategic Planning
-  Innovative Programs
-  Process Oriented (SOPs)
-  University Placement Cell
-  Procurement And Budget
-  School Management Software
-  Statutory Compliance And Affiliations

TURNKEY SETUP



MDN Edify provides a full stack of services under the Turnkey consulting service offering. We provide a 360-degree support to educational institutions. It is a one-of-a-kind relationship and our most preferred services by our clients where MDN Edify becomes an integral part of a school's journey and provides consultation for each and every aspect be it feasibility, operations, affiliation to school management etc.

PROJECT FEASIBILITY REPORT



Project feasibility reports gives an in-depth report for the span of 5 years about the projected student strength, investment plan of Infrastructure development, operational expenditure & an expected profit and loss statement. We deep dive into every nook & detail that can elaborate the envisioned growth & necessary monetary, staff, infrastructure allocations. It is a plan that empowers the investor to have a glimpse of the financial project & align their vision onto the same.

LEGAL AID



Schools in the last one decade have been brought under heavy regulations by the government. We help the school understand the various Government laws applicable on schools like The Right to Education Act, Regulations on School Transport, Fee, Trust/Societies, Managing Schools, Fire Safety norms, National Building Code norms for schools etc. We also provide support identifying all the details regarding the State Government laws applicable in the state where the school is being setup. In a nutshell, MDN Edify ensures that the school complies with all the statutory norms.

SCHOOL ARCHITECTURE



Team Edify has experience of being a part of the design process for over 50 schools in various parts of the country. MDN Edify has collaborated with a number of school design architects from all over the country for its various projects. With changes in the mode of curriculum delivery, there is a need for an integrated approach towards school design where the comfort of all the stakeholders of the school is being taken care of.

RECRUITMENT



When we start the recruitment process, the hiring is done as per the vision of the school. People who are in sync with the school's vision or the ones who can adopt and adapt, are recruited. We provided a gamut of services under Edi Job. Creating Efficient Organization Structure, Assistance in Recruitment & Selection of Teaching & Non-Teaching Staff, Creating Comprehensive Human Resource Manual, Guidance in formulating Staff Policies, Customized Induction & Orientation Programs are a part of the recruitment procedures.

EMPLOYEE TRAINING



Everyone at Edify is constantly learning. We ensure that our facilitators, Administration employees, Coordinators and the Principal 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. Edify provides 100 Hours of training throughout the year to Teaching staff, Admin / HR staff, Group-D staff including HK, Drivers etc.

MENTORING & MONITORING



Handholding and mentoring our associate schools is a daily routine for the implementation of all policies, academics and administration. Respective schools have dedicated Principal Advisors as the SPOC that remain the focal point of information for all schools guided by them, 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 vision.

ACTION PLAN



Action plan is laid down for the franchisee to look upon the actual plan that is required for the perfect execution of the school project. All the roles & responsibilities of the franchisor & franchisee help the project to execute with a smooth approach. It is a month wise plan of action till the launch of the school.

ADMISSION STRATEGIES



Edify provides a proven strategy to obtain, increase and maintain Student enrolments in a school. Tools to execute the strategy like brochure and advertisement designs, digital marketing design collaterals are also provided with a detailed marketing strategy within the given budget of the respective school.

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 Parent Connect Programs, International Collaborations, Student Exchange Program, EDI-Sport, EDI-MUN, EDI-Lit, EDI-Fest etc.

PROCESS ORIENTED (SOPs)



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.

SCHOOL AUDIT



Audit for all departments are conducted for every process and procedure in an extensive manner. A thorough assessment of their academic, operational, administrative and financial practices is reported and documented. audit involves a check on the teaching and non teaching staff, students and their respective behaviour and compliance with relevant regulations and standards. It aims to ensure a detailed report on the schools transparency, accountability, and efficiency and recommendations are sent for their upliftment.

STRATEGIC PLANNING



School is an heavy investment 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 pro-actively on paper before it transpires on ground, giving a realistic forecast of the project in terms of finances and triumph.

ACADEMIC SUPPORT (Knowledge Bank)



Schools are provided with grade-wise year plans, comprising unit planners, Content and Workbooks, Digital Inquiry curriculum books, and progress report formats uploaded in the knowledge bank. This also includes calendar activities, assessments, timetables and academic handbooks, as well as teacher training sessions (online and offline) to keep educators up-to-date on all policies and strategies. Further academic resources such as book lists and admin videos can be found on the LMS.

EDI CENTER



Edify schools work shoulder - to - shoulder by having accessibility to any information relating to various departments through an in-house developed software: EDI Center. Schools can instantly seek solutions and a reply to any query, as this software allows a direct chat facility with HO. It comprises of Knowledge Bank - A portal for academic knowledge, EdiPedia - A wiki like setup for searching SOP, EdiDesign - An online library for marketing collaterals, EdiJob - A portal to download resumes for their staff recruitment, EdiQuestionBank - A repository of all questions the teacher can use to create question papers, EdiLMS - A platform that has videos for teacher training & learning to benefit educators & Edischoolmart - A reliable platform offering a wide range of quality educational and infra products at competitive prices for school setup.

UNIVERSITY PLACEMENT CELL



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.

MARKETING & MEDIA SUPPORT



Edify provides with creative marketing collaterals for every small event or activity that takes place inside and outside the campus, that are required to grab the right attention & amplify the reach of schools. Media support involves advertising the brand name on national level through ATL activations and Print media to create a longer lasting impression. By utilising the right marketing tactics, schools can increase their visibility, communicate more effectively with their audience, attract more students, and improve their overall brand awareness.

STATUTORY COMPLIANCE



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 CBSE and International affiliation by-law. We help you set up your school according to guidelines, and our team of ex-board inspection members make affiliation a seamless process. School Affiliation also helps in determining the standards of education in India as the school affiliated to the Board needs to conform to the rules and regulations set by the Board.

PROCUREMENT AND BUDGET



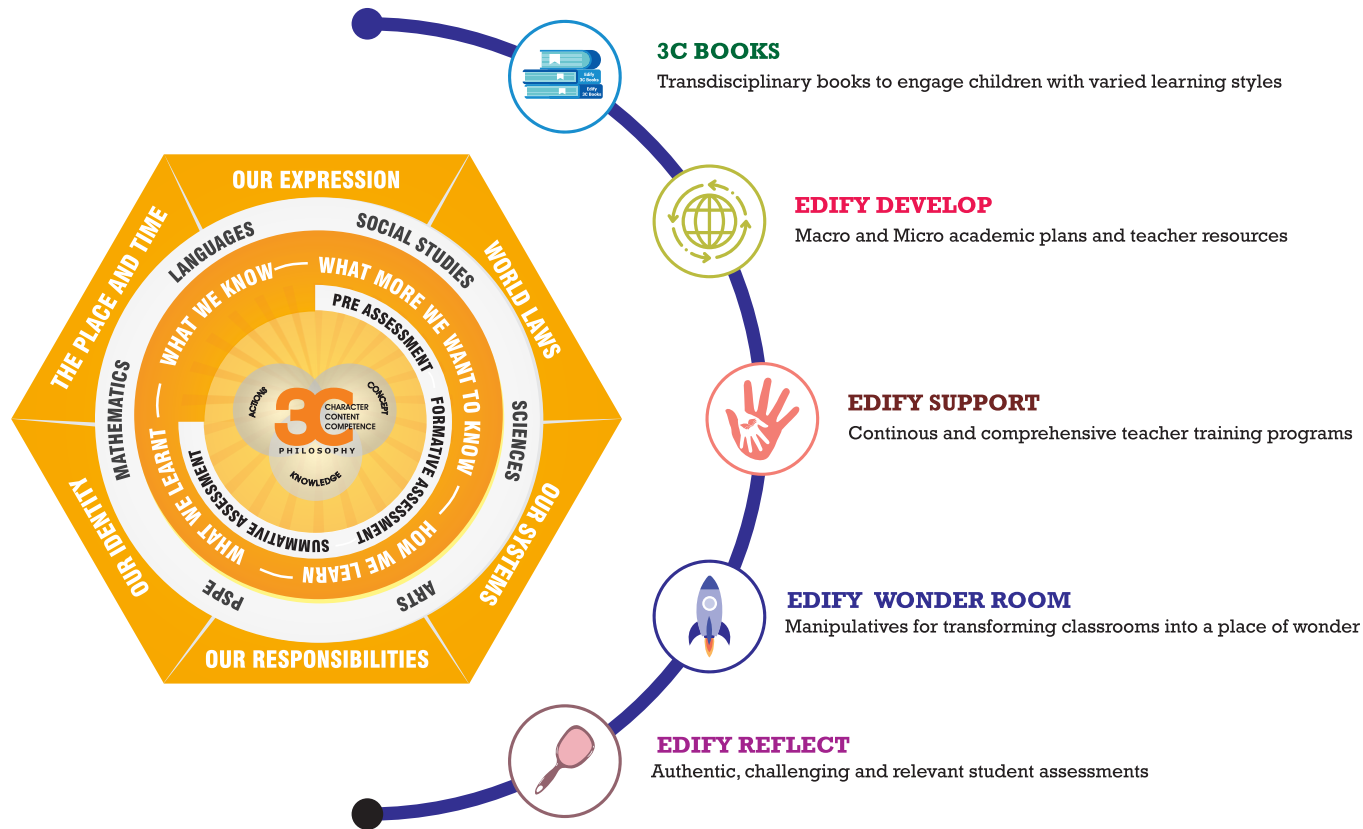
Establishing and operating a school requires a deep understanding of the micro and macro functions of school operations. Edify provides a list of all items from pin-to-plane to be procured with specifications and lead time, that aids school operators to plan and purchase accordingly. An annual budget format provided by Edify covers all expense heads from Salaries to day to day consumables needed in school to forecast expenses right at the beginning of each academic year.

SCHOOL MANAGEMENT SOFTWARE / APP



A customized ERP to streamline various administrative tasks within a school. It helps to digitalize school operations with individual interface for promoters, principals, teachers, students and parents simplify reporting and communication. This system is designed to automate a range of processes such as student enrolment, course scheduling, fee management, library management, attendance tracking and more.

3C CURRICULUM



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.



TERMS & CONDITIONS

> **FRANCHISEE FEE**

EDIFY SCHOOL

(CBSE Curriculum)

Amount : Undisclosed

Agreement Term : 20 Years

> **ROYALTY**

8.33% of Tuition Fee per student per year