

# EDUPRENEUR

The Next Big Opportunity

An Insight Into

EDUCATION

Investment

OPPORTUNITIES

Art Work Done By : Edify & DRS Students

# GROUP OVERVIEW

**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. A. K. Agarwal, Mr. Sanjay Agarwal** and his grandson **Mr. Garv Agarwal**.



www.edifyschools.com



www.edifyschools.com



www.edifyschools.com



www.mdnfutureschool.com



THE FIRST STEP



BADE BHAIIYA

agarwalpackers .in

DRS GROUP SINCE 1984



EMPOWERING SCHOOLS



www.drshinternational.com



www.drswarehouse.com



www.drsdiliproadlines.com



Wisdom in Action



A **DRS Group Initiative**

# PITCHING INTO EDUCATION

**Education** is vital to human resource development and empowerment in the stages of the growth of a nation. Unfortunately, our country's school education system examines a learner for basic literacy and numeracy skills and an individual's ability to remember and repeat in a standardised test method. Developing critical thinking skills has received little attention, whereas the old Indian education system placed a strong focus on "learning by doing" and "life skill training." Understanding this gap and the deteriorating quality of education, DRS Group introduced the proud DRS International School that created a pathway for a global community of progressive thinkers through an internationally acclaimed research team, created the 3C Curriculum — Integrating the world's best practices in teaching and learning approaches.



**"An investment in knowledge shall pay the best interest to the Society."**

**- Dr. A. K. Agarwal**



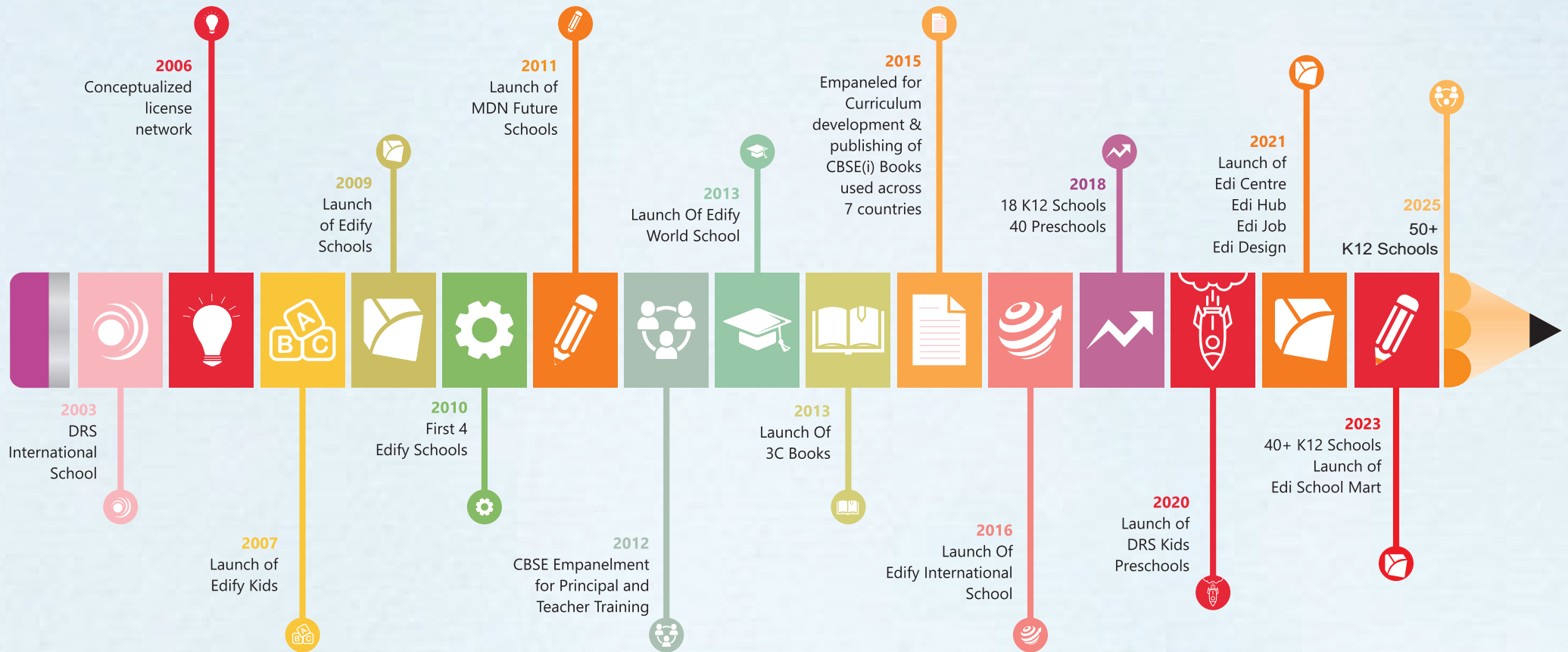
CENTRAL BOARD OF  
SECONDARY EDUCATION  
NEW DELHI



**The DRS International School** authorized as "IB World School" was founded in 2003. The school has been successfully running to its full capacity of 1250 student on board, nearly 250 of whom are resident students from several countries. Affiliated to CBSE, IB & CAIE the school holds a premium positioning with focus on holistic development of children through student centred teaching learning process.

# MDN EDIFY EDUCATION

## JOURNEY SO FAR



# PRODUCTS & SERVICES

Understanding the need of all stakeholders of a school viz the promoter, the teacher, the parent & the student and also considering the market dynamics, we have created an umbrella of services in various categories of school education. All our schools believe in creating challenging class room experiences designed to encourage curiosity, self-expression, joy and aesthetic sensibility among the learners of the 21st century through the 3C philosophy.



## DRS INTERNATIONAL SCHOOL

DRSIS is a day cum residential school which further adds the dimensions of cultural diversity and deepens the understanding of holistic development. An endeavor through which a residential setup can fruitfully engage in national and international student exchange programs and have a college guidance and placement cell which also uses the expertise of outside college guidance professionals.



## DRS WORLD SCHOOL

DRS WORLD SCHOOL (DWS) aspire to be premium Cambridge curriculum schools also offering CBSE curriculum to students. Providing state of the art facilities and amenities, DWS is considered most apt for metro cities with a variety of sports, fine arts, clubs & innovative programs for students.



## EDIFY INTERNATIONAL SCHOOL (EIS)

Edify International School (EIS) are designed to take up most rigorous international curriculum like IB & CAIE. EIS offer students a wide range of subjects, sports programs, performing and visual art curricula and facilities in world class infrastructure. A high end upbeat school suitable for metro, and tier I cities and/ or residential school location, EIS offers Day Boarding and/ or Residential facilities.



## MDN FUTURE SCHOOL

MDN Future schools offering CBSE curriculum cater to the smaller cities and towns where annual household expenditure on education is lower than urban areas. Without compromising on curriculum quality MDN Future School strive to strike a balance between cost to students and best standard of education.



## EDIFY WORLD SCHOOL (EWS)

Edify World School (EWS) aspire to be premium Cambridge curriculum schools also offering CBSE curriculum to students. Providing state of the art facilities and amenities, EWS is considered most apt for metros/Tier 1/ Tier 2 cities with a variety of sports, fine arts, clubs & innovative programs for students.



## EDI SCHOOL MART

Our products platform provides educators with a convenient and reliable place, offering a wide range of educational products to make learning engaging, efficient, and enjoyable. Schools can buy all necessary quality products required for the setup at competitive prices from [www.edischoolmart.com](http://www.edischoolmart.com).



## DRS / EDIFY KIDS

DRS / Edify Kids is a fun play school catering to children from 2.0 years to 6 years age in a safe, learning & nurturing environment. Coupled with creche cum day care facilities make the DRS / Edify Kids Pre Schools most viable for urban and rural areas.



## EDVISOR

Edify Edvisor, Education Consultancy division is dedicated to providing customized turn - key solutions to help independent schools Excel globally by providing the finest quality education.



## EDIFY SCHOOL

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 clubs. Edify Schools ensure that every student explores their in while honing essential life skills.



## 3C CURRICULUM BOOKS

The 3C curriculum books are based on inquiry, providing avenues for learners to "think out of box" and 'beyond'. The contents of the books are mapped with the theme, key concepts and related concepts of the CBSE, IB & CAIE scheme of work, which develops Character, Competence and Content in a child. The 3Cs are incorporated in the books and are driven by Inquiry, Research and Application thus preparing students for global citizenship.

# ABOUT EDIFY INTERNATIONAL SCHOOL



Edify International School, Kalaburagi - Karnataka

## Requirements for Day Boarding:

- ❖ Land: Min 4 - 6 acres
- ❖ Construction: 1,50,000 Sft (over a period of 5 yrs)
- ❖ Capacity: 1640 Student (over a period of 5 yrs)
- ❖ Capital Investment: 15+ Crores Approx (excluding land cost, over a period of 7 yrs)
- ❖ Grade: International Kindergarten to XII (CBSE / CAIE / IB)

## Requirements for Boarding:

- ❖ Land: Min 8 - 10 acres
- ❖ Construction: 2,00,000 Sft
- ❖ Capacity: 900 Students
- ❖ Capital Investment: 30 Crores Approx (excluding land cost, over a period of 7 yrs)
- ❖ Grade: IV - XII (CBSE / CAIE / IB)

## SALIENT FEATURES

- ❖ Multiple Boards (National & International)
- ❖ Air Conditioned Campus & Buses
- ❖ A minimum of 12 sports facilities
- ❖ A minimum of 12 performing & visual art facilities
- ❖ Multiple subject combination choices. Min-24
- ❖ Labs (3 Science), EVS, Math, ICT (2) Innovation, Language (2)
- ❖ A minimum of 12 clubs
- ❖ International tours and exchange programs
- ❖ International Faculty
- ❖ Wi-fi Enabled Campus
- ❖ 2 Libraries with 1:50 Student : Book ratio
- ❖ School for International student body
- ❖ 8 National & Foreign language choices
- ❖ Inclusive school with special education cell
- ❖ Safe & Monitored Campus
- ❖ Amphitheater and Collaboration Zones
- ❖ Over 20 Parent Connect Programs (Including Home PTM)
- ❖ Canteen & tuck shop facility (with breakfast, lunch & snack)
- ❖ Minimum 10 field trips in a year
- ❖ 1:8 teacher student ratio
- ❖ Technology aided academic delivery
- ❖ Mobile App for parent communication
- ❖ Medical facility with visiting doctor

Aspiring to be affiliated to:



Edify International School, Kalaburagi - Karnataka

# ABOUT EDIFY WORLD SCHOOL



## SALIENT FEATURES

- ❖ Multiple Boards (National & International)
- ❖ Air Conditioned Campus & Buses
- ❖ A minimum of 10 sports facilities
- ❖ A minimum of 10 performing and visual arts facilities
- ❖ Multiple subject combination choices min-20
- ❖ Labs (3 Science), EVS, Math, ICT (2), Language (1)
- ❖ A minimum of 10 clubs
- ❖ International tours and exchange programs
- ❖ International Faculty
- ❖ Wi-fi enabled campus
- ❖ 2 Libraries with 1:30 student: book ratio
- ❖ School for International student body
- ❖ 6 National & Foreign language choices
- ❖ Inclusive school with special education cell
- ❖ Safe & monitored campus
- ❖ Amphitheatre and collaboration zones
- ❖ Over 15 Parent Connect programs (including Home PTM)
- ❖ Canteen & tuck shop facility (with breakfast, lunch & snack)
- ❖ Minimum 8 field trips in a year
- ❖ 1:12 teacher student ratio
- ❖ Technology aided academic delivery
- ❖ Mobile App for parent communication
- ❖ Medical facility with visiting doctor

## Aspiring to be affiliated to:



Cambridge International School



Edify World School, Balapur - Hyderabad



Edify World School, Firozabad, Agra Uttar Pradesh



Edify World School, Kurnool - Andhra Pradesh



Edify World School, Vasco Da Gama, Goa



Edify World School, Attapur - Hyderabad



Edify World School, Dehradun - Uttarakhand



Edify World School, Shamsabad, Bengaluru



Edify World School, Whitefield, Bengaluru

## Requirements for Day Boarding:

- ❖ Land: Min 4 - 6 acres
- ❖ Construction: 1,20,000 Sft (over a period of 5 years)
- ❖ Capacity: 1640 Student (over a period of 5 years)
- ❖ Capital Investment: 12+ Crores Approx (excluding land cost, over a period of 5 yrs)
- ❖ Grade: International Kindergarten to XII (CBSE / CAIE)



Edify World School, Bileshivale, Karnataka



Edify World School, Anantapur, Andhra Pradesh



Edify World School, Walajapet, Tamil Nadu



Edify World School, Bhimavaram, Andhra Pradesh



Edify World School, Hosur, Tamil Nadu

# ABOUT EDIFY SCHOOL



## 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: 90,000 Sft (over a period of 5yrs)
- ❖ Capacity: 1640 Student (over a period of 5 yrs)
- ❖ Capital Investment: 10 - 12 crores Approx (excluding land cost, over a period of 5 yrs)
- ❖ Grade: International Kindergarten to XII (CBSE)

Aspiring to be affiliated to:



Edify School Mahabubnagar, TS



Edify School Shadnagar, TS



Edify School Gudiyattam, TN



Edify School Bidar, KA



Edify School Amravati, MH



Edify School Chhatarpur, MP



Edify School, Kolkata, WB



Edify School Nellore, AP



Edify School Y N Hosakote, KA



Edify School Chikkabanavara, KA



Edify School Chhindwara, MP



Edify School Tirupati, AP



Edify School Proddatur, AP



Edify School, Guntur, AP



Edify School Madanapalle, AP



Edify School Patna, BR



Edify School Kadapa, AP



Edify School Nagpur, MH



Edify School Kanakapura, KA



Edify School Medchal, HYD



Edify School, Kamalapur, KA

# ABOUT MDN FUTURE SCHOOL



## SALIENT FEATURES

- ❖ National Board (CBSE)
- ❖ A minimum of 4 sports facilities
- ❖ A minimum of 4 performing and visual arts facilities
- ❖ Labs (3 science), ICT (1)
- ❖ A minimum of 4 clubs
- ❖ National tours and exchange programs
- ❖ 1 Library with 1:10 Student : Book ratio
- ❖ 2 National languages
- ❖ Safe & Monitored campus
- ❖ Over 5 Parent connect programs (including Home PTM)
- ❖ Minimum 4 field trips in a year
- ❖ 1:20 teacher student ratio



MDN Future School, Sindhanur - Karnataka



MDN Future School, Lakhani - Maharashtra

## Requirements for Day Boarding:

- ❖ Land: Min 2 - 3 acres
- ❖ Construction: 70,000 Sft (over a period of 5 yrs)
- ❖ Capacity: 1440 Student (over a period of 5 yrs)
- ❖ Capital Investment: 10 - 12 crores Approx (excluding land cost, over a period of 5 yrs)
- ❖ Grade: International Kindergarten to XII (CBSE)

Aspiring to be affiliated to:



# ABOUT DRS WORLD SCHOOL



## SALIENT FEATURES

- ❖ Multiple Boards (National & International)
- ❖ Air Conditioned Campus
- ❖ A minimum of 10 sports facilities
- ❖ A minimum of 10 performing and visual arts facilities
- ❖ Multiple subject combination choices min-20
- ❖ Labs (3 Science), EVS, Math, ICT (2), Language (1)
- ❖ A minimum of 10 clubs
- ❖ International tours and exchange programs
- ❖ International Faculty
- ❖ Wi-fi enabled campus
- ❖ 2 Libraries with 1:30 student: book ratio
- ❖ School for International student body
- ❖ 6 National & foreign language choices
- ❖ Inclusive school with special education cell
- ❖ Safe & monitored campus
- ❖ Amphitheatre and collaboration zones
- ❖ Over 15 Parent Connect programs (including Home PTM)
- ❖ Air Conditioned buses
- ❖ Canteen & tuck shop facility (with breakfast, lunch & snack)
- ❖ Minimum 8 field trips in a year
- ❖ 1:12 teacher student ratio
- ❖ Technology aided academic delivery
- ❖ Mobile App for parent communication
- ❖ Medical facility with visiting doctor



Drs World School,  
Vanasthalipuram, HYD



Drs World School,  
Shamshabad, HYD

## Requirements for Day Boarding:

- ❖ Land: Min 4 - 6 acres
- ❖ Construction: 1,20,000 Sft (over a period of 5 yrs)
- ❖ Capacity: 1640 Student (over a period of 5 yrs)
- ❖ Capital Investment: 12+ Crores Approx (excluding land cost, over a period of 5 yrs)
- ❖ Grade: International Kindergarten to XII (CBSE / CAIE)

## Aspiring to be affiliated to:



# OUR PRESENCE

- Edify School, Nellore, AP
- Edify School, Madanapalle, AP
- Edify School, Kadapa, AP
- Edify School, Tirupati, AP
- Edify School, Proddatur, AP
- Edify School, Guntur, AP
- Edify School, Patna, BR
- Edify School, Medchal, HYD
- Edify School, Bidar, KA
- Edify School, Chikkabanavara, KA
- Edify School, Y N Hosakote, KA
- Edify School, Kanakapura, KA
- Edify School, Kamalapur, KA
- Edify School, Amravati, MH
- Edify School, Nagpur, MH
- Edify School, Chhatarpur, MP
- Edify School, Chhindwara, MP
- Edify School, Mahabubnagar, TS
- Edify School, Shadnagar, TS
- Edify School, Gudiyattam, TN
- Edify School, Kolkata, WB
- Edify World School, Kurnool, AP
- Edify World School, Bhimavaram, AP
- Edify World School, Anantapur, AP
- Edify World School, Vasco Da Gama, GOA
- Edify World School, Attapur, HYD
- Edify World School, Balapur, HYD
- Edify World School, Shamshabad, HYD
- Edify World School, Whitefield, KA
- Edify World School, Bileshivale, KA
- Edify World School, Walajapet, TN
- Edify World School, Hosur, TN
- Edify World School, Firozabad, UP
- Edify World School, Dehradun, UK
- Edify International School, Kalaburagi, KA
- DRS International School, Dulapally, HYD
- DRS World School, Vanasthalipuram, HYD
- DRS World School, Shamsabad, HYD
- MDN Future School, Sindhanur, KA
- MDN Future School, Lakhani, MH



### AWARDS AND

### ACHIEVEMENTS

45



2051



No. of Awards by Students & Schools

5603



No. of Admission Offers in the best National & International Universities

230



No. of Global Toppers

2905



No. of State Level & above Medals won by Students

17+ YEARS  
16+ STATES  
50+ SCHOOLS

8 ONGOING PROJECTS  
(UNDER LONG TERM MANAGEMENT CONTRACT)



Legal Aid



Action Plan



Recruitment



Turnkey Setup



Employee Training



School Architecture



Admission Strategies



Curriculum Design (3C)



Mentoring & Monitoring



Project Feasibility Report



Marketing & Media Support



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.

## 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



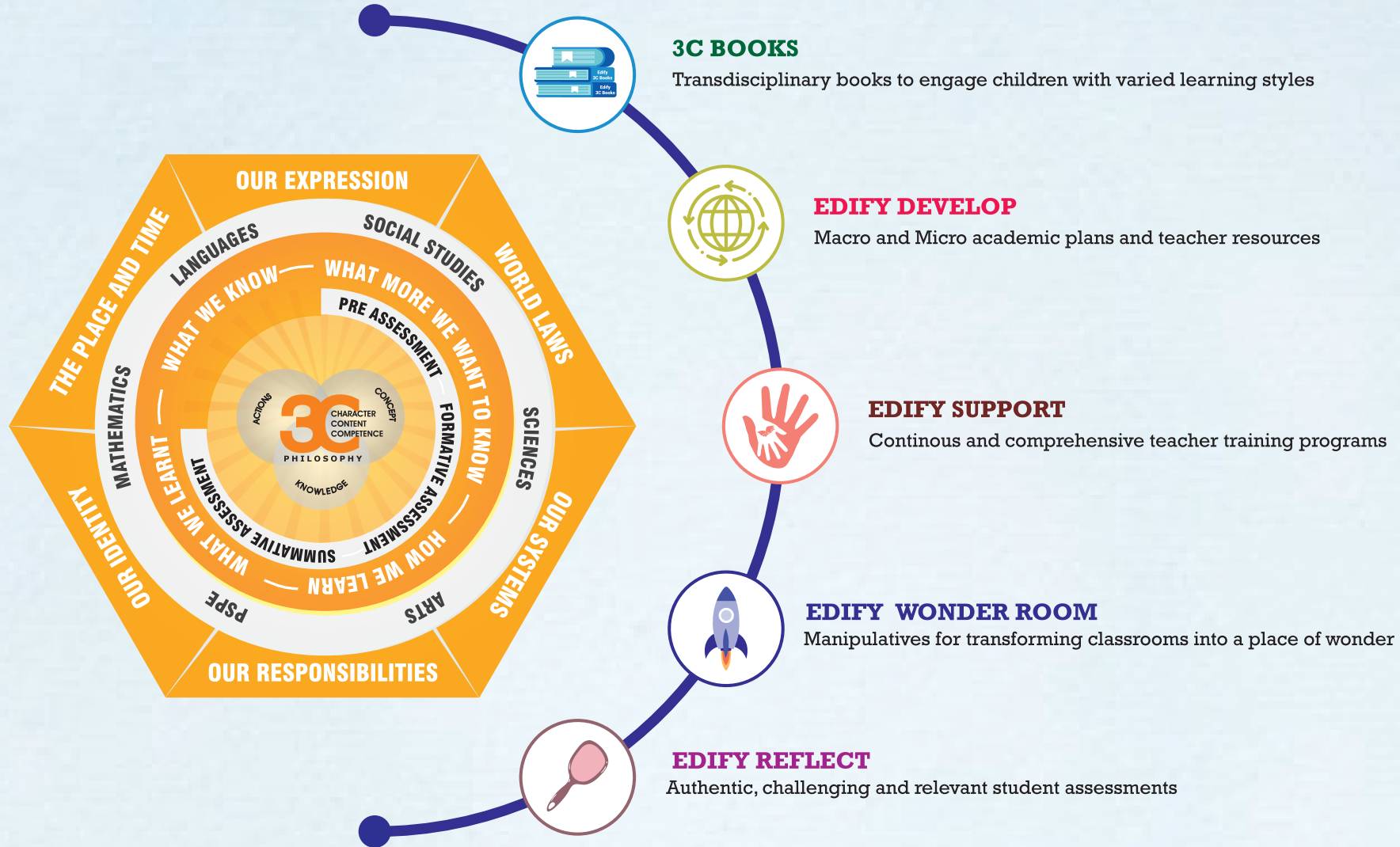
A customized ERP to streamline various administrative tasks within a school. It helps to digitalize school operations with individual interface for promoters, principals, teachers, students and parents simplify reporting and communication. This system is designed to automate a range of processes such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

## MARKETING & MEDIA SUPPORT



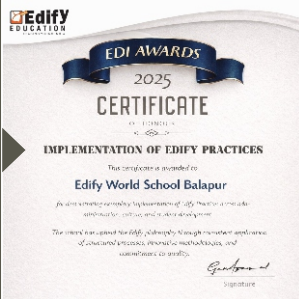
Edify provides with creative marketing collaterals for every small event or activity that takes place inside and outside the campus, that are required to grab the right attention & amplify the reach of schools. Media support involves advertising the brand name on national level through ATL activations 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.

# 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.

Certified by Edify Education as one of the **World's "Leading Schools"** for excellence in Implementation of Edify Practices



Recognized by National Unity & Republic Forum as one of the India's **"Exemplary Education Leaders"** for outstanding excellence in **Mentorship, Leadership & Educational Impact**



Recognised by **"LIMCA BOOK OF RECORDS"** for Impressive performance display



LIMCA BOOK OF RECORDS WINNER



Congratulations on receiving the **ET TECH X EduLeader** of the year 2025-26 for transforming education with vision and excellence



Mr. Praneeth Ponumadu Director Edify School honored with Grand Jury Award as India's top **Design Thinking & Experiential Learning Leader 2025-26**



Edify World School, Kurnool was awarded by India School Rankings 2022-23 as **"Best Implementation of Edify Systems"**

**EXCELLING IN EXCELLENCE!** Edify World School, Kurnool Ranked **#17 in Andhra Pradesh (State Category) Best Co-Ed School** Recognized at **Education World India School Awards**



Congratulations to our young achievers! **31 World Records** Edify School Kanakapura



**EDUCATION WORLD** Ranked **1st in Co-Ed Day School** Category at **Education World School Ranking 2024-25!**

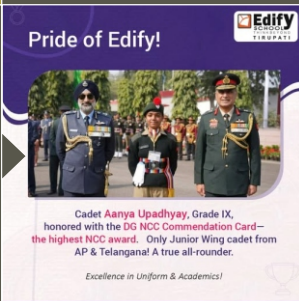


Mr. Manu Antony awarded **PRINCIPAL OF THE AY 2024-25** at the **19th EDULEADERS SUMMIT & AWARDS**

Edify Nagpur won the **"World Education Award"** at Bahrain



**PRIDE OF EDIFY!** Cadet Aanya Upadhyay (Grade IX) **DG NCC Commendation Card Awardee** Highest NCC Honour Only Junior Wing Cadet from **AP & Telangana** **A True All-Rounder**



**MOST INNOVATIVE SCHOOL AWARD** By Price Waterhouse Cooper



LIMCA BOOK OF RECORDS WINNER **MOST IMPRESSIVE DISPLAY** By The Entire Community of 800 Students



Edify School Amravati was awarded **"Best Sports Education Award"** by Brain feed

Certified by the Global League Institute: London, as one of the **World's "Great Places to Study with 4.6 stars"**



Featured in **"World Book of Records"** for creating an innovative **3C Curriculum** in London, India, Philippines



Edify School was ranked as **"One of the top 50 Schools in Asia"** by FORBES magazine.

**GREAT PLACE TO STUDY**



Edify School was awarded for **"Excellence in Cross-culture Exposure & Life Skills Programs"** by **EldroK India 2022.**



Edify School has been awarded the **"2nd Best School"** in the country.



Won the Global Platinum Award 2016 from Price Waterhouse Cooper awarded by First lady of Hong Kong under **"Most Innovative Brand"** in Asia.



Edify Kanakapura won the **"Parent Choice Award"** in the category **"Innovation in Parent Engagement CBSE"** in a survey conducted by Assocham.



Edify World School, Attapur was awarded as the **"Best International School in Hyderabad"** by **Business Icon Awards 2021**

Edify School Tirupati was placed 3rd in the state of Andhra Pradesh as **"GREEN SCHOOL"** by the Chief minister of Andhra Pradesh.



**"Most Emerging K12 Institute of the Year"** Presented by Indian Education Awards (IEA)



Edify World School Attapur was awarded the in year 2022-23 **Best Emerging school**



The Students of Edify School Tirupati interacted with **Dr. Kiran Bedi** The session was about her **Sincerity, Dedication & Hardwork.**



Edify Dehradun was honored at Education Excellence Awards 2016 with **"Most Innovative Curriculum in Education"** Category by CM of Uttarakhand.



Edify School is recognized for winning the **"ISA - International School Award"** by British Council.



Edify School, Gudiyattam was awarded the **"Excellence in Academics"**



Edify School Kanakapura, Bangalore received an award of **"ASSOCHAM for teacher training and empowerment"**

Edify World School, Attapur was awarded as the **"Best Emerging School in Hyderabad, south zone."** Ranked 1 among all schools in Hyderabad, ranked 2 in online teaching, best school in the **CBSE curriculum.**



Edify School, Kanakapura Main Road, Bengaluru was awarded under the category of **"Forthcoming Institute for Teacher Development"** by Dr. R.R Singh, Minister of State for External Affairs, Government of India organised by **ASSOCHAM** at Kolkata on **18th January 2023**



Edify School as Top 500 Schools in India! Edify School, Kanakapura was awarded as Top 500 Schools in India with the **Brainfeed School Excellence Award** on **5th January 2023** at Hyderabad.



Edify Group of Schools received the award for the **"Best K-12 School"** from Mr Anu Malik at the **Achievers Pride Awards 2022.**



An insightful panel discussion about the pre-school industry. Director - Garv Agarwal received a **Token of Appreciation** for spreading wings in the **Education Industry**



Edify World School, Kurnool was awarded **"Excellence in Pedagogy"** by **Asian Education Awards**

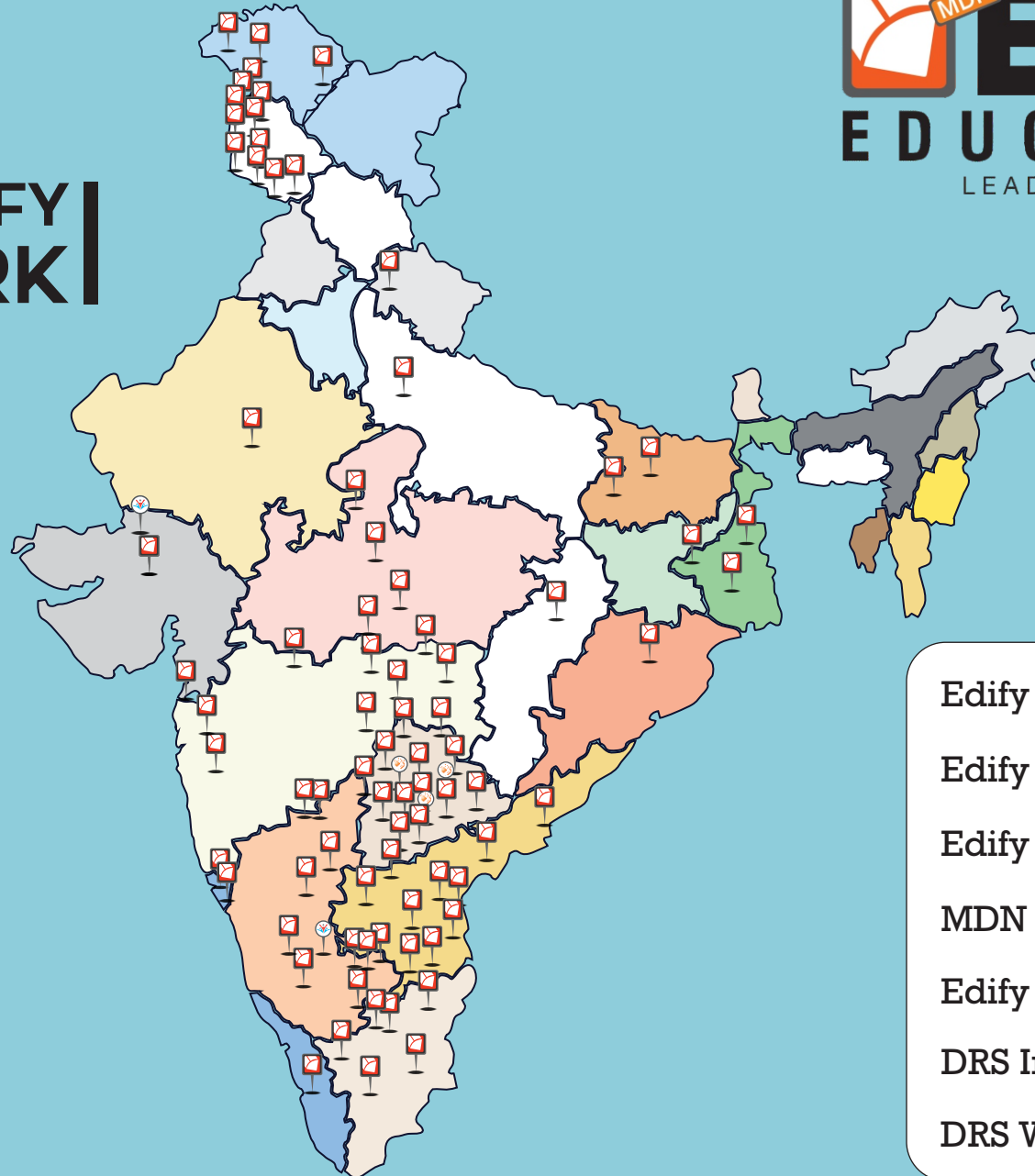


**"Best Leader and Best Teacher PAN India"** award received to teacher of Edify School, Kanakapura, Bangalore.



An insightful panel discussion about in Education at the **World Education Summit 2022.** Director - Garv Agarwal received a **Token of Appreciation** for spreading wings in the **Education Industry**

# THE EDIFY NETWORK



- Edify International Schools
- Edify World Schools
- Edify Schools
- MDN Future Schools
- Edify Kids/DRS Kids
- DRS International School
- DRS World Schools