



S. CHAND GROUP Presents

FRANCHISE INDIA & **Bloomberg** | **UTV**
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**INDIAN
EDUCATION
CONGRESS 2012**
2nd National Convention on Business of Education

**INDIAN
EDUCATION
AWARDS 2012**
2nd National Awards on Excellence in Education

Powered by **THE Franchising**
START YOUR OWN BUSINESS WORLD

Francorp
The Franchising Leader

April 28 & 29, 2012, Hotel Claridges, Surajkund, Delhi



Awards



Conference



Exhibition

Vision Education 2020



**REMOVING BOUNDARIES TO REACH OUT TO THE
LARGEST EDUCATION MARKET**

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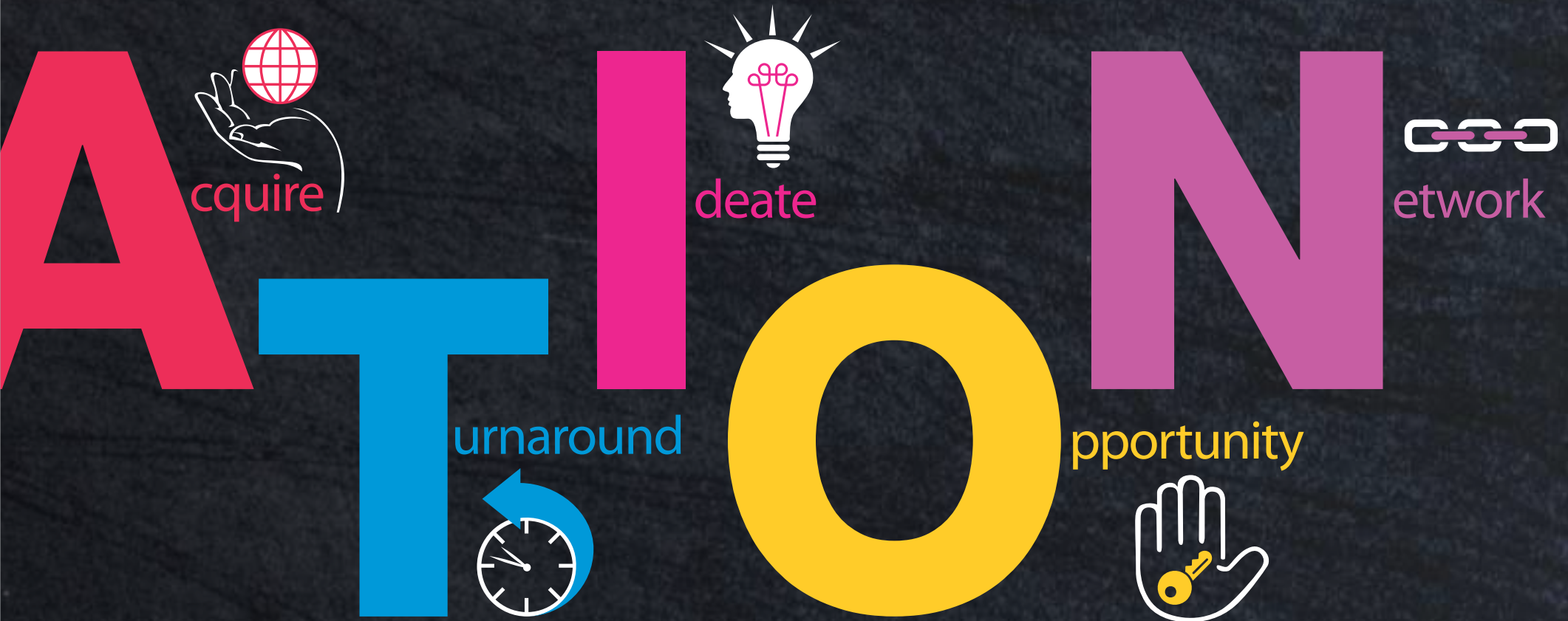


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ISING UPTO THE CHALLENGE & CHANGE IN THE BUSINESS OF EDUCATION



“Business and education should work together to take the collective wisdom of what we actually know inside education and inside business to improve teaching and outcomes.”

BUSINESS ADVISOR ENTREPRENEUR & AUTHOR
Gaurav Marya, President, Franchise India

As we return in the second year of **Indian Education Congress**, I reminisce the one single agenda that had strongly emerged from the industry in the previous conference i.e. “The need for enterprise in education”. There was multi layered debate on need for structured private participation as also corporate participation in education sector beyond CSR initiatives, which would be the game changer for capacity creation and mobilization with assured democratization of the quality of education.

Going Forward, What has changed for the education sector in this One year?

Private sector has leveraged technology in big way for education sector with increasing focus on Digitalization of education. At least five new pan India players have emerged strongly within the last year who are emphasising on virtual classrooms to make up for inadequate numbers of educational institutes. Being home to 1/5th of world youth, the addressable market opportunity for digitalization of education is about USD 3 Billion and we have only just touched the tip of the iceberg. Online tutoring, that was earlier focussed on more outward reach too is now looking inwards and creating fresh opportunities for educationists during afterhours. The technology led growth could be more profound as more & more technology companies’ partner with educationists to tap this opportunity.

Teaching Vs learning – ‘propositions and questions that remain’

Education plays a pivotal role in enhancing national prosperity. While the sector is more managed than before with more Government money going into furthering education than ever before, and its performance reflects these increased resources, however policy tensions remain between local penetration and central control, between competition and collaboration. This demands for consistent policy framework with fresh assessment on teaching vs. learning that would need independently evaluated policies at national, local and institutional level.

The importance of creating an interactive learning environment in our newly globalized society is very critical. Today when growth is paramount for the education sector on one hand, one cannot overlook that treating education as a simple mechanical process risks diminishes its transformative power. Technology will be no substitute for an inspiring teacher therefore it is important that teaching and learning should connect to the last mile to ensure understanding of learning goes beyond the acquisition of skills. A chief goal of teaching and learning should be the promotion of learners’ independence and autonomy.

Too often Indian business and education remain “silos sitting outside of each other, unwilling to recognize, and often casting blame at each other. Classrooms are microcosms of the surrounding society, and are not detached from it. This requires that today’s education meet the skills needs of the economy, and respond to the demands of employers as well as students. Ensuring BORDERLESS LITERACY by bringing world education in India through FDI route may be the answer to the ‘imagined futures’ of Indian students looking to imbibe global academics at home ground.

As we stand on the threshold of the second edition of Indian Education Congress 2012, at Franchise India our work lies in connecting business thinkers with experience in change management, operational improvement, and management to come together with people who understand teaching and learning for furthering education with aim to produce better learning outcomes for the industry to progress ahead. We are sure that answers to some important lessons will set forth for everyone in the sector as will be the new questions that demand new answers.

I look forward to welcoming you to the Indian Education Congress 2012

The Year that was...

The event, was organized by Franchise India and presented by S. Chand Group was focused on discovering the pulse of education business in the country.

Vision Education 2020



THE CONGRESS
BROUGHT CLOSE TO
300+ PROFESSIONALS
FROM OVER **200**



OP COMPANIES ACROSS INDIA.



Top policy makers, educationists and corporate came together at the Indian Education Congress 2011, the National Convention on the Business of Education, for interactions and knowledge sharing on various topics related to the best practices, regulatory issues and future trends in the education field. The event witnessed 300+ delegates from various part of the cities.



The occasion also witnessed the prestigious Indian Education Awards 2011 which felicitated achievers, innovators and suppliers who have contributed significantly towards the growth of the segment. The awards were presented across 23 categories for which over 700 nominations were received. Dr. Ashok Chouhan of Amity University was given the Lifetime Achievement Award for Higher Education and Educomp's Mr. Shantanu Prakash won the Best Entrepreneur of the Year Award. Sharda University was recognized as the Best Private University while IGNOU got the award for Excellence in Distance Learning Education.





SESSION

Literate India: Building a Knowledge Economy

- Evaluating education growth strategy of the 13th Plan
- How government can encourage local businesses to transform a community and help its schools
- Technology redefining 21st century literacy
- Commercialisation of education via edutainment
- International tie-ups for greater market opportunity
- Need for universal education code

INDIA 2012:

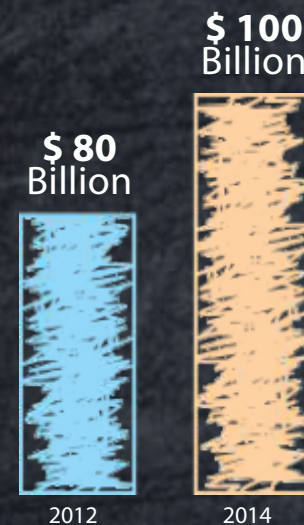
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NOWLEDGE ECONOMY IN THE MAKING

Education enjoys a unique status in India, as it is the largest service sector capturing a large portion of both, public as well as private investment. The Indian education sector today is \$ 80 billion industry serving a market size of around 500 million students. India has the 3rd largest education system in the world, but the education services and economy in India have been dominated by the concept of not-for-profit which runs deep in the system. But this norm is changing now. Supported by changing regulatory environment and huge gap in the demand and supply, this industry is going through a business makeover.

Further attributing to this change is the higher rate of returns that this industry generates. Moreover, the investment required to meet the growing demand (considering India to be a youth population hub, with 587 million below the age of 25) stands as an optimistic \$ 100 billion by 2015. The challenge would be the largely fragmented nature of the industry where over 95 per cent is held by the unorganised industry with only few large players. The opportunity at hand calls for building of stable, consistent and progressive education services, which will help build education as a productive sector and aid in the overall economic progress by assuring higher return on investments for businesses in the education sector.

Trend watch



15%

growth of overall education sectors to continue over the next decade

32%

of population between 0-14 years

\$ 70 billion

stake of private education by next year

6%

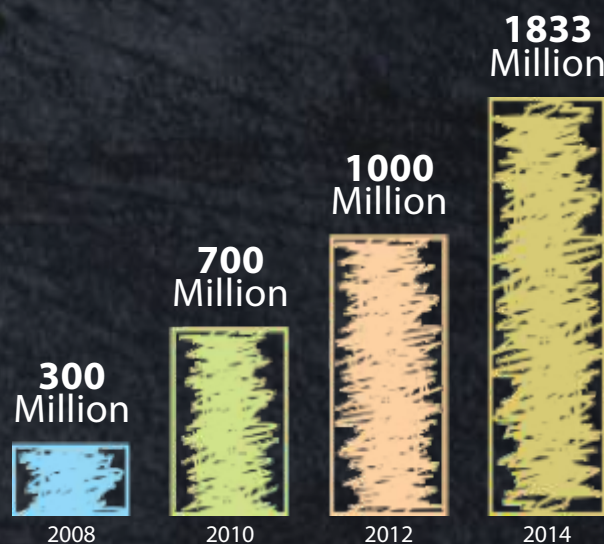
of GDP spend on education infrastructure and services

NURTURING EARLY LEARNING

Increasing awareness amongst parents about the benefits of a quality pre-school education as the foundation before formal education has been driving penetration levels and price discovery in the segment. The market is likely to expand by more than 3 times in size in the coming years.

The demand for pre-schools which was higher in metros is steadily making inroads in Tier 2 and Tier 3 cities. Moreover, favouring this growth is the increase in the income of the average Indian household coupled with their aspiration to give their child the best quality learning from the very beginning. Also, from a business stand point, pre-schools come under the non-regulated space within the education sector, and require low investment, thus this low entry barrier makes it an ideal venture for big brands to establish their prominence.

Trend watch



\$ 1 billion
pre-school market

25%
will become organised by next year

17%
of the industry is organised

11.5%
of urban children between 2-4 years are going to pre-schools



Building a Serious Business case for Early Learning

- Will standardisation and accreditation help to build integrated learning platform?
- Lack of prescribed pre-school syllabus: A Boon or Bane
- How to measure effectiveness of pre-school programs
- Exploring extended streams for early learning after hours
- Engaging families in early childhood education: How & how much
- Is the support instructional market ready? Toys, books, digital, etc.

K-12 EDUCATION FOR

G EN-NEXT

There is a need to build higher capabilities and capacity to fulfill the growing demand for schools. This section has the highest percent of development projects being implemented by the government and the various regulatory authorities.

But the K-12 zone is also evolving to address the concerns of the Gen-next. The moves are driven by the need to scale up and ensure economic viability of the schools, which is attained via the emerging new operating models, foreign partnerships and advent of hybrid teaching methodology.

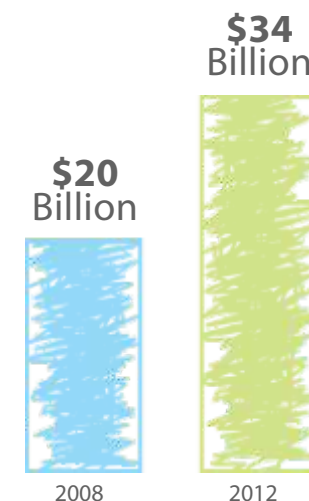
Another major trend governing the K-12 ecosystem is emergence of international schools and CBSE curriculum going global. The school learning systems are also evolving to involve the technology enablers that are creating interactive learning platform for the young students. A major portion of the students still learn at private schools, making the business environment, commercial and competitive – the main criteria being quality and not pricing.



The K-12 Mandate: Education with new age Environment and Sustainability

- Developing schools corporate style – How to marry quality, consistency and scale towards individual student learning
- Investing in principal training: How can Principals become instructional leaders, organisational managers, and innovative decision makers
- Entwining vocational proficiency in mainstream education
- Are digital classes smartening overall learning process: Early predictions?
- International board curriculum vs. CBSE vs. ICSE vs. state board
- Accreditation and uniform curriculum debate

Trend watch



14%
industry growth rate

70%
education budget is
focused on schooling for
achieving higher Gross
Enrollment Ratio (GER)

57%
rise in eLearning at K-12 level

30%
rise in IB curriculum schools

HIGHER EDUCATION

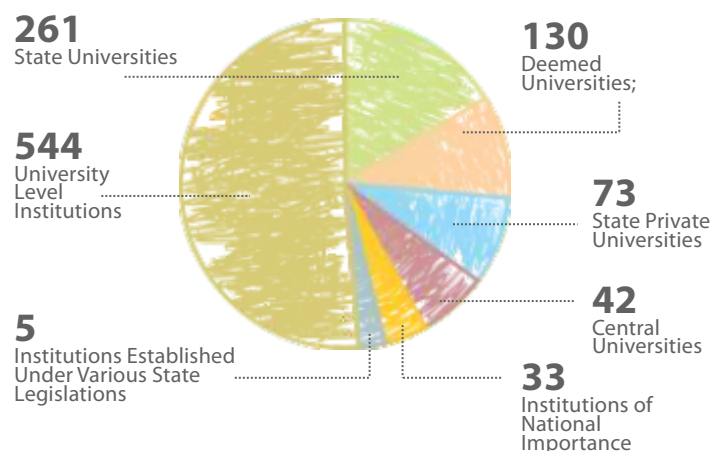
LINKAGES

Around 450,000 Indian students spend over USD 13 billion each year in acquiring higher education overseas. As a result of this, the Higher Education segment is seeing some rapid transformations, both in India and internationally.

The higher education segment is expected to witness significant activity in terms of foreign partnerships and foreign entrants in the coming years, with Indian players scaling up in terms of technology and course content to match the competition. Also, this segment is slated to have attractive margins considering volumes and propensity of people to pay for higher education.

To facilitate scalability, institutes are increasingly adopting multi-campus model and also expanding abroad. Further, there is a need for this segment to prepare for a new paradigm shift that will create a curriculum that fills in the employability gap.

Trend watch



\$ 10.4 billion

higher education sector in India

12.4%

Gross Enrollment Ratio for higher education

18%

growth rate till 2020

79

centrally funded institutions (IITs, IIMs & NITs)



Making Higher Education Deliverable

- Bridging the employability gap
- Need for an institute-corporate commitment?
- Why is the research culture missing in Indian higher education system?
- International tie-ups for sharing best practices
- How degree courses like engineering will make a comeback in new avatar to rebuild existing structures for higher efficiency
- People want to live where their parents live, where the language is theirs, if the education quality will permit that: Building a case against Brain Drain
- Available 5 NUJS, 5 IITs & 6 IIMs- calling for more!
- How third-generation Indian universities can be more connected into business, the community, and the world



Creating Vocational Initiatives

- Measuring and tapping performances of government initiatives- analysing the gap
- Building brand support for blue-collar skills/services
- Tie-ups with banks and industry to provide loans to students perusing vocational courses
- Need to build government guidelines for vocational skills institutionalisation
- Scaling up vocational education and skill training through open schooling
- Creating landscape to encourage participation of international vocation skills training and service companies- bringing in quality and consistency by creating competitive environment

V

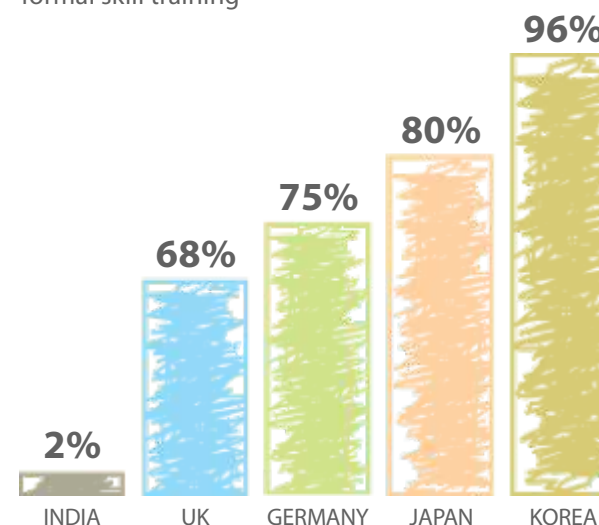
OCATIONAL LEARNING

Institutionalisation of vocational skills is critical to bringing in accreditation and better pay scales for the blue collared. Though India is poised for double digit growth, the essential pre-requisite is availability of skilled workforce.

Companies and industry bodies are intending to make potential employees job-ready even before they enter the organisation. The quality of education is being upgraded to make it more relevant to industry requirements and thus increase employability of students. Moreover, Government plans to modernise large number of ITIs across the country to meet the industry requirements. Thus upgrading the quality of education imparted.

Trend watch

Percentage of workforce who receive formal skill training



\$ 4 billion
vocational industry in India

93%
of Indian workforce is employed in the unorganised sector who largely remain untouched by formal training

12.8 million
youth enter the job market every year

2.5 million
current capacity of Vocational Training

T

UTORING TECHNOLOGY TO TEACHERS

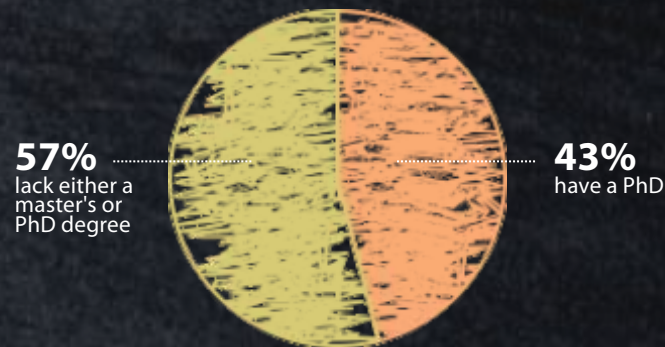
There is a need for a professional teacher development system. Training modules that are well structured and include motivational workshops as well as building strength in content and pedagogy.

The entire training approach is to be one of moving the system from rote learning to learning with understanding. For this, there is need to work on a training plan for a year that is made visible and transparent, so that teachers can apply and get selected based on their needs.

Use of technology to attain scale and provide individual attention to teacher needs and supported by periodic student and teacher assessment. The assessments would provide data-based inputs on progress and gaps.

Trend watch

College Professors qualifications



25%
of teaching positions nationwide
are vacant

International tie-ups

to aid teacher training in India

Teaching

needs to be made a
lucrative profession

Teacher training

lacks module, technology
and assessment tools



Preparing Teachers for Change

- How better teachers are a result of their connections to the real world
- Learning's from numbers: Amazon has complete insights on what his customer bought last- Can teachers have every piece of data about their class students
- Teacher, training and technology – need to tap the 3Ts of education
- Teacher incentives: What are they? How & when do they work best?
- What schools can learn from corporate about personnel management
- What learning institutes can do for making afterhours effective for teachers



Replacing "chalk talk" with technology

- The need to adopt virtual classrooms, data analysis, online games & highly customised coursework
- More content available free online, and arming each child with a "cheap device" that is connected to a tremendous amount of capacity

TECHNOLOGY FOR FUTURE CLASSROOMS

Technology, no doubt, will predominate the teaching-learning process. But it will not be the technology in itself but the use of technology that will change the style and make the difference.

Relevance of testing the content of learning will disappear – the pedagogy will focus on developing multiple intelligences, facilitating opportunities for building self-concept, emotional intelligence, social commitment and competencies. Networking of schools will cut across traditional boundaries and community interventions will increase to improve school effectiveness. Integration of technology has become imperative to enhance quality.

Enormous use of technology aims to bring better teachers to more students, creating virtual communities of teachers and learners and providing real-time assessment.

Trend watch



Rs 15 lakh

per district per year budget under Sarva Siksha Abhiyaan program for ICT at Schools

200,000

public schools will be able to offer computer training to their students.

Digital technology


in classrooms will enable students to broaden their knowledge

Cloud based campuses to double by next year

S

TRUCTURAL CHANGES IN FUTURE SCHOOLS

Schools are undergoing a process of 'destructuring'. Enormous flexibility will be infused in time, space and material management. The very ergonomic design of the school classroom may change. Learning materials will multiply in variety – moving away from traditional book-based learning to more paperless and eco-friendly, reusable material and digital classrooms. Certification and authentication will become less important – Specific Skills, Knowledge and Competencies will be more valuable.



8

SESSION

Designing Learning Places for 21st Century

- Cost-effective new age infrastructure solutions
- Optimum utilisation of institute spaces beyond 3 p.m.
- Building effective security systems within the design
- Effective learning structures – designs that spell learning
- The design differentiator for – schools, pre-schools and universities



9

SESSION

Lessons in Scaling-up

- Joint ventures –Where education businesses can infuse growth through forward and backward integration
- Consolidation of small institutes under a single corporate umbrella
- Due diligence prior to partnerships
- Regulations and legal safeguards for a growing educational enterprise
- What corporate model/models are best fits for fast growth business of education? A case study analytics

B

UILDING SCALE & BUSINESS UTILITY

According to a report published by PWC, the education sector in India is one of the thrust areas for investments as the entire education system is undergoing a process of overhaul. Companies are using a mix of franchisee and owned-schools in order to scale up. Many institute owners are also adopting a model of setting up schools through joint ventures with real estate developers. Moreover, profit margins are significantly higher in such businesses than owning schools. Given that most firms are looking to set up schools, other such companies have roots as suppliers to schools. Their strength lies in running the schools better rather than managing real estate. And such alliances are creating competitive business model in the education space.

SESSION 10

Where attention goes, money follows

- Bringing education in limelight
- Great demand spells high growth
- Why education is as an attractive PE proposition
- Breaking away of the not-for-profit education syndrome
- Debt vs. equity debate for funding

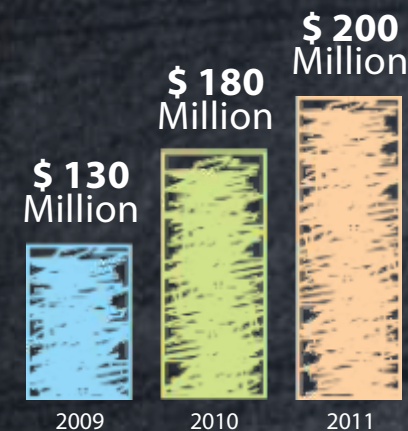
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RIVATE EQUITY CAPTURING NON-REGULATED GROWTH

The education sector is seeing a lot of activity in terms of companies looking at raising capital from PE funds. Mid-size deals are driving private equity investments in the education sector.

Five aspects in an education company make for the right PE target: the business has to be asset-light; there should be strong competitive advantages and high entry barriers; the business model should be scalable; there should be very little regulatory hassles; and there should be tangible benefits to students. Businesses that fit into any of these criteria include education allied services companies like pre-school companies, test prep and tutoring companies; institutions providing vocational training; companies managing brick-and-mortar K-12 schools; and the higher education segment.

Trend watch



\$ 600 billion
worth PE investments in
Indian education sector

Fast growing education
sector has resulted in PE
players being bullish

PE
investment more robust in
non-regulated segments

IPO
bringing in next level of growth
for many private players

PPP FOR INCLUSIVE

GROWTH

Public Private Partnership (PPP) can provide the much needed finance to the education sector while serving as an efficient operating model. Establishing strong partnerships between private and public sector can achieve the growth. In the least regulated vocational segments, government is encouraging both private and foreign participation through private entities and PPPs. GOI also announced incentives including financial assistance for private participation in running ITIs, with a target to add 1,000 new polytechnics in government/PPP and the private sector by 2012.



The Big Connect-Partnering for enlarged education access

- Upgrading the quality of education in public schools
- Benefits and risks
- Making PPP profitable
- Infrastructure challenges faced
- Viability of different PPP models

SESSION

12

Building Global Competency

- What can Indian education system offer?
- Exporting education beyond India
- Strategic connect to leverage international standards
- International and Indian perspective
- Formation and dissemination of modern international curriculum

INTERNATIONAL COLLABORATION

The Indian economy needs to step up research and development and innovation, which generally emerge from educational institutions, an area where India needs to catch up with the rest of the world. Collaboration and internationalisation will be an important aspect of the growth in the country's higher education sector. Universities from Europe, the United States and Canada are beating a path to India hoping to collaborate with Indian higher education institutions – even though legislation to allow foreign universities to set up campuses in India has yet to be passed.



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KEY TAKEAWAYS OF THE CONFERENCE

- Stay updated on the latest advances in the field of education
- Compare and evaluate the right growth format for your education enterprise
- Evaluate how technology is transforming the education industry - how
- Identify efficiencies and measurable outcomes coming to the classroom
- Network with peers and practitioners to discuss the current issues in business education
- Public Private Partnerships (PPP) and government investments
- Place yourself in front of the biggest audience of policy makers, contractors, architects, consultants and many more
- The modern outlook on curriculum, programme delivery and training
- The importance of marketing and getting it right both at national and institutional level
- Financing education deals -- where to find liquidity?
- New methodology on quality assurance and school improvement
- Values, strategy and implementation –integrated internationalization



WHO SHOULD ATTEND

The Indian Education Congress will bring together Ministries of Education, Key Representatives of Educational Institutes, Trade Bodies and Association, Educationists, Academicians, NGOs, Policy Makers, Investment Groups and Stakeholders in the Education Sector. The conference will be particularly interesting for:

FORMAL & INFORMAL EDUCATIONAL STAKEHOLDERS INCLUDING CEOs / DIRECTORS / PRINCIPALS / DEANS AND SENIOR MANAGEMENT FROM

- Preschools
- K-12 schools
- Public colleges and universities
- Private colleges & academics,
- Vocational institutions
- Skill development institutions
- Professional colleges and institutions
- Coaching institutes
- International education companies

SUPPLIERS & ALLIED INDUSTRY

- Technology & service providers
- Overseas education agencies
- Test preparation companies
- Career counseling agencies
- Placement agencies and training consultants
- Education management consultants
- Security/hygiene management services
- Classroom and learning environment suppliers
- Transportation & facilities management companies
- Uniform, stationery, books suppliers and printers
- Legal , taxation & audit firms
- Developers and builders
- Architecture & design firms

CORPORATES , FRANCHISORS & FRANCHISEES

- Corporate representatives
- Prospective & existing franchisors in the education sector
- Prospective & existing franchisees
- Education professionals

ASSOCIATIONS, AGENCIES & MEDIA

- International & national education agencies
- Government departments & trade bodies
- Education associations
- Regulatory & accreditation authorities
- Online & offline media agencies related to education
- Publication houses
- Education NGOs

EDUCATION MINISTRIES AND COUNCILS (REGIONAL & INTERNATIONAL)

- Government bodies & funding agencies
- Senior administrators of educational institutes
- Education consultants
- Directors of strategic planning
- Educational institutions – international
- Private education operators – international
- Directors of international offices
- Commercial partner companies
- Business development managers and directors
- Funding and research councils
- Human resource directors and statutory bodies

INVESTORS

- Banks & financial institutions
- Investment groups with interest in the sector
- Private equity firms
- Seed funding firms
- High networth investors
- Venture capital firms
- Angel investment firms
- PPP practioners



AGENDA AT A GLANCE

Vision Education 2020



Session 1: Literate India: Building a Knowledge Economy

- Evaluating education growth strategy of the 13th Plan
- How government can encourage local businesses to transform a community and help its schools
- Technology redefining 21st century literacy
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Session 2: Building a Serious Business case for Early Learning

- Will standardisation and accreditation help to build integrated learning platform?
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Session 3: The K-12 Mandate: Education with new age Environment and Sustainability

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Session 4: Making Higher Education Deliverable

- Bridging the employability gap
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- How degree courses like engineering will make a comeback in new avatar to rebuild existing structures for higher efficiency
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Session 5: Creating Vocational Initiatives

- Measuring and tapping performances of government initiatives- analysing the gap
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Session 11: The Big Connect-Partnering for enlarged education access

- Upgrading the quality of education in public schools
- Benefits and risks
- Making PPP profitable
- Infrastructure challenges faced
- Viability of different PPP models

Session 12: Building Global Competency

- What can Indian education system offer?
- Exporting education beyond India
- Strategic connect to leverage international standards
- International and Indian perspective
- Formation and dissemination of modern international curriculum



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Franchise India presents the country's most prestigious awards in the Education sector. The awards aim to recognize and felicitate Achievers, Innovators and Suppliers, who have contributed significantly towards the excellence in the education sector.

B

ENEFITS OF APPLYING FOR THE AWARDS

Indian Education Awards are the most prestigious awards that recognize excellence in education sector. Awardees will receive national recognition and will be termed as best education entities in the country. The winners will be awarded a trophy or a plaque. The award winners will receive extensive media coverage and PR with the partners.

100 shortlisted nominations will get national recognition through the Franchising World, which will have the feature covering them. Such an achievement & recognition have, according to our Award recipients, translated into further success in the education business.



- Each applicant would be required to fill in a Self-Nomination form and send it to us by April 16, 2012.
- Only companies, firms or businesses registered and based in India can apply.
- Any organization / individual from education / allied sector can apply. Each applicant can apply for one or multiple categories, except the ones which states 'Jury Nomination'.
- Self- Nomination forms should be sent along with the prescribed fee to Franchise India. The nominees in each category will be presented to the final jury for determination of winners.
- Evaluation would be done in two phases. In select cases, online polling would also be conducted to support the jury's decision.
- The esteemed jury shall be announced by April 16, 2012. Jury decision is binding on all applicants.
- KPMG would be the Knowledge Partner for the awards.
- Information received will be treated confidential and not used for any purpose except for determining the winner of the awards.
- Incomplete questionnaire in any manner will disqualify a participant from participating in the awards.
- Right to permit participation is reserved with Awards management.

MINOMINATION AND EVALUATION



Vision Education 2020



Individual Awards

Lifetime Achievement Award

Contribution in the highest degree, someone who participated in building a platform for educational upliftment of India

Policy maker of the year

A decision-maker with progressive outlook in the wake of changing requirements of education sector

Most Impactful PPP initiative in Skill Development/Elementary Education/Adult Education

Taking up the cause of channelising the execution to its optimum impact

Education Entrepreneur of the year / Edupreneur of the year

Leading up with example & innovative business idea

Celebrity with Education as a Cause

Someone who used his/her influence to bring a positive change to education

Service Providers Awards

Contribution in student Counselling

Meeting the academic stress amongst students humanly and bring in soothing touch to wards

Architect / Design firm for the year

Introducing new age cost effective designs, simplifying infrastructure

Best Education Sector Magazine

Reflecting the need of all the stake holders

Best Education Webinar Series

Successful webinar series for dissemination of knowledge

Best Infrastructure & Resources Provider – K12

Firms or entities from various sectors including infrastructure, legal, security, uniforms and others who have added significantly to an institution's growth

Institutions Awards

Best innovative K-12 school

Introducing technology and new concepts for better future, focus on humane growth along with academic enlightenment

Best Vocational Training institute

Meeting up Skill requirements with real time modules & learning solutions, enabling employment

Best Private University

Best academic delivery with desired infrastructure, best practices & working for the cause of education

Best NGO for excellent work in (Skill Development/Elementary Education/Adult Education)

For taking the growth & upliftment to places where it matters most

Excellence in Distance Learning education

Overcoming geographical challenges without diluting the quality

Most emerging Higher Education Institute of the year

Emerging higher education institution lesser than 5 Years old in Medical/Engineering/Management field

Best Licensing Program in Education

Brand extension to an education product/ service

Best Education company to work with

Meeting up with employee and staff expectations

Best Social Movement / Awareness Program on Education

Social campaign or awareness which has made a positive impact for uplifting underprivileged sections

Best Educational use of Social Media

Best Use of social media platforms by an institution

Teaching Excellence

Demonstrating the upgraded curriculum and teaching methodologies

Innovation in Early Learning / Child Development

Best innovative model and support to early child education

Best Edutainment Program

Best entertainment led education program

Governance (State/ Ministry/ Department)

Regulator with an eye to the demand & solutions to changing India



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INDIAN EDUCATION EXHIBITION 2012



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April 28 & 29, 2012,
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Understanding this growing need and opportunity for integrated education businesses we are pleased to share with you that parallel to the convention will be an expo designed as one stop shop for exploring best technology suppliers, innovative tools, tie-up with best in league distribution channels, co-branding alliances, international development opportunities, best data management and teacher training tools and many more, either enhance the learning process or evaluate it in perspective of helping build the Indian education system on international lines.



- Technology & service providers
- Overseas education agencies
- Test preparation companies
- Career counseling agencies
- International brands looking for tie-ups in India
- Schools/pre-schools looking to franchisees
- Placement agencies and training consultants
- Education management consultants
- Security/hygiene management services
- Educational toy companies
- Classroom and learning environment suppliers
- Transportation & facilities management companies
- Uniform, stationery, books suppliers and printers
- Legal, taxation & audit firms
- Developers and builders
- Architecture & design firms

**WHO SHOULD
EXHIBIT?**

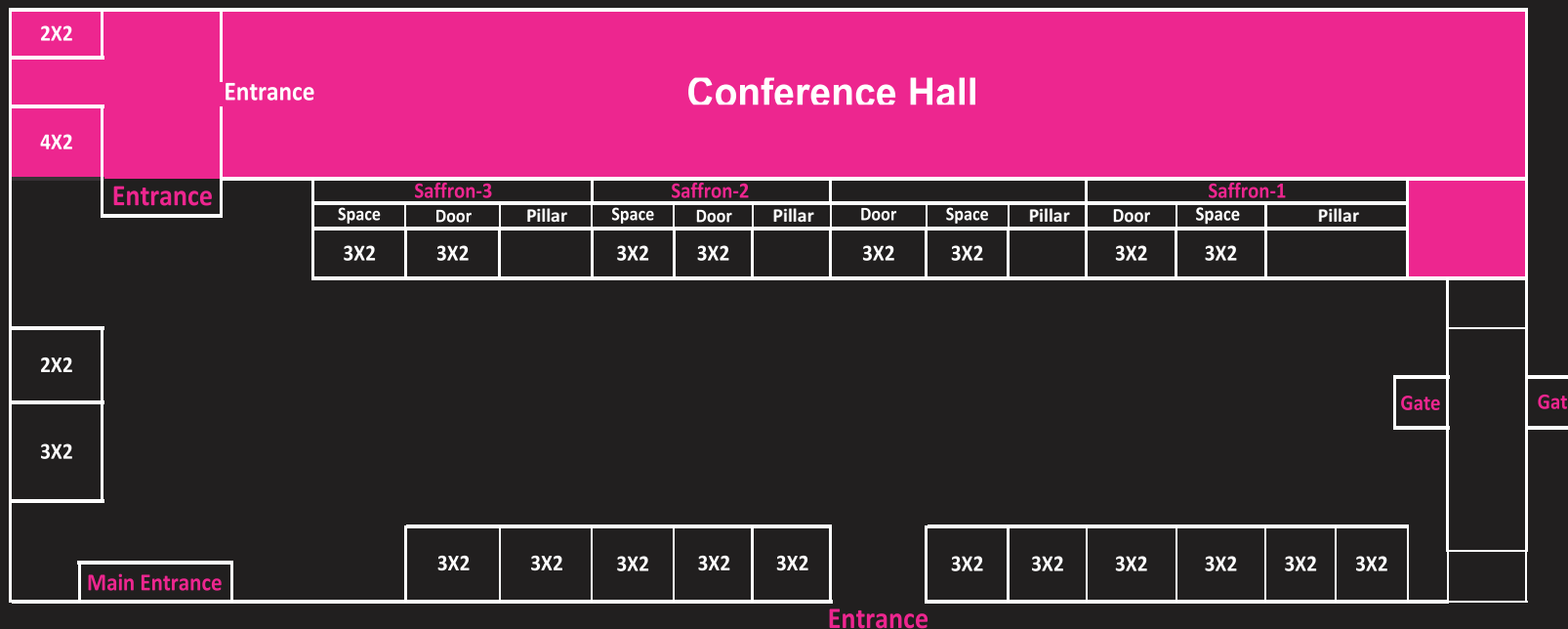
**Opportunity to
showcase your
product to a niche
audience of 500+
discussion makers
from the education
industry.**

B

EXHIBITING ENEFITS?

- Showcase your products to various industry stakeholders
- Look for tie-ups and partnerships with institutes
- Pitch and network with PE, VC and government funding bodies
- Generate new sales leads
- Expand your business network- leverage your brand identity
- Raise your profile in the industry and add more business association
- Discover the latest online retail innovations and trends
- Strengthen your brand internationally
- Attract potential investors and strategic partners
- Meet and establish relationships with potential buyers from around the world

Vision Education 2020





ESTIMONIALS

Awardee Speak

The next big leap in education can happen only if education is also looked at as an enterprise. We need best practices, scalable models and investment by organized players to achieve this. Once the education market gets consolidated then pan-India outreach can be achieved.

S. Chand's CEO Mr. Amit Gupta.

In India, the condition of primary education sector is quite good. There are plenty of options available. But the efficiency of the secondary education is very low. In the next 3-5 years we need double the number of secondary schools than we have now. There is an urgent need for increase in financing for senior secondary schools. Government alone cannot fulfill the needs. Hence there is a requirement for private funding.

Mr. Ashok Ganguly, Former Chairman, CBSE

The rate at which teachers join the profession is much lower than at which they leave. This can be changed only if it is acknowledged that teachers are the creators of knowledge. Managing the performance of teachers is not a small task. There are different kinds of management performance techniques and they should be applied according to the need of the hour. A teacher should be seen as someone who builds capacity. Therefore, it is vital to take into account the needs of the teachers and they should feel responsible rather than taking it as something that has been put as a burden on their head.

Mr. Ashish Rajpal, iDiscoveri

Presently, technology has penetrated only 5% of schools while 95% are still open. The day would not be far when school students would be carrying laptops and notebooks to classrooms. In the next couple of years, almost 15-20 million rupees would be spent on providing laptop and notebooks to school students. The introduction of 3G and Broadband will bring about a change in the landscape of education.

Mr. Shantanu Prakash, Educomp

Exhibitor Speak

The Indian Education Congress was an outstanding platform of professionals from various disciplines. It provided an insight into new opportunities and challenges, with multiple perspectives which was informative and useful.

Nanette D'Sa CEO, Brainworks

The Indian Education Congress 2011 brought into culmination the best practices of the Education Industry and the most inspiring ideas of individuals with a global perspective. The event was replete with opportunities to interact with eminent speakers and networking with them. It was a process of unlearning many things that were conventional and, learning afresh many progressive strategies for a better future in education. Thanks to Franchise India for organizing this enriching event!

Hitesh Hindocha, Strategic Growth Partner, Edify School, Edify Education Pvt Ltd.

The event was well executed and each speaker presentation was really enriching. This event has definitely helped us in getting to know more about education space in addition to the prospective clients looking for funding in either their new projects or expanding their current facilities.

Saurabh Goel, Zonal Cluster Head - North, SME, ICICI Bank

Delegate Speak

Well Rounded Agenda

Mr. Chayan Dhir, Analyst, Standard Chartered Bank

Getting all key people in Education together. Relevant topics and also good networking.

Mr. Dinesh Victor, Managing Director, SIP Academy India

The Content and the Speakers who delivered that content were definitely an ace in their field. The platform and the issues raised showered the right status of education system and related policies in India.

Ms. Ankita Kashyap, Delhi College of Engineering

Presentations are nicely put up. Energy of speakers.

Mr. Rohit Bharadwaj, Chairman & MD, SSR College

Platform provided by organizers for networking and collaborations

Mr. Rajesh Gupta, Director, R.G. College of Pharmacy

Conference content, all round organizing of the workshop. Great Job, Keep it UP!

Mr. Amit Kumar, Director, Parents Eye.



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For registration & more information call:

Call Amio +91 9312687253
Mail at kamio@franchiseindia.com

Conference registration fees

Regular Package: Rs. 15,000* per delegate

Premium Package: Rs. 20,000* per delegate
(includes networking dinner on April 28, 2012)

*inclusive of taxes

Payment method

Option 1: Cheque / Demand Draft
drawn in favour of "**Franchise India Holdings Ltd**"
payable at par and to be sent to **4th & 5th Floor, Charmwood Plaza,
Eros Garden, Charmwood Village, Surajkund Road, Faridabad - 121009**

Option 2: Wire transfer
For account details, please contact the above.

Option 3: Online payment
www.franchiseindia.com/payment-gateway.php



Exhibition

The expo will be a showcase & branding opportunity for your product or services operating in the Education industry, to connect with Institutes and allied industries.



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Magazines



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