Presently, the education industry is estimated at USD 50 billion and expected to touch USD 80 billion by 2013. With an increase in the personal income of an average Indian household, more money is being kept aside for education purposes.

The Indian Education Congress 2011 was an attempt to create Thought Leadership and recognize the need to think more boldly and broadly on how to strengthen and expand our existing initiatives for meeting the needs of the growing Indian education sector. The platform echoed some concrete ideas bounced by key policy makers, educationists and corporate and the deliberations and interactions created veritable learning and knowledge towards best practices in promoting innovation, financing, accessibility & quality delivery in the field of education.

The Indian Education Congress and Awards 2011 brought close to 300+ professionals from over 200 top education companies across India. Through this convention, Franchise India has laid the foundation for educationists to learn, network and abreast themselves with tomorrow’s ideas-TODAY and would continue to reiterate this practice year on year.

I would like to ardently thank you for your support in making Indian Education Congress and Awards 2011 a grand success and give the right impetus to help the industry grow further.
The occasion witnessed the Lifetime Achievement Award for IGNOU got the award for 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. Following were the list of awardees:

**Individual Awards**

- Lifetime Achievement Award for School: Dr. Jagdish Gandhi
- Lifetime Achievement Award For Higher Education: Mr. Shantanu Prakash
- Best Innovative Learning tools in K-12 Category: IDISCOVERI EDUCATION PVT.LTD
- Best Education Technology/ Solution for School: S Chand Harcourt
- Best Content & Delivery: ZEE LEARN
- Best Assessment Platform: Global Scholar
- Contribution in Education counseling: Ms. Rosetta Williams
- Architect / Design firm for the year: Taneja Associates

**Service Awards**

- Best Innovative K-12 school: Drishit
- Best Vocational Training institute: Orion Edutech
- Best Private University: Sharda University
- Best NGO for excellent work: BHARTI Foundation
- Excellence in Distance Learning education: IGNOU
- Most emerging Higher Education Institute of the year: Sri Ram Murthy College
- Most emerging K-12 Institute of the year: Edify Schools
- Best Education company to work with: NIIT LIMITED
- Best Social Movement / Awareness Program on Education: KBDAV School
- Innovation in Early Learning / Child Development: Dr Dinesh Madan - Navyug School
- Best Eduainment Program: Indu Khetarpal
- Governance (State/ Ministry/ Department): IYAN INTERNATIONALS
- Best Licensing Program in Education: CBSE
- EUROKIDS Ltd

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

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

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.

AWARD SELECTION PROCESS OVERVIEW

Determining Award Categories
And Inviting Nominations

Internal Jury Evaluation

Final Jury Evaluation
And Winner Declaration

Identifying Key Award Categories
Inviting Nominations
Internal Jury Evaluation
Final Jury Evaluation
Winner Declaration

Determination of Key Education Categories
Determination of Evaluation Parameters
Tabulation of Nominations
Evaluation on pre defined parameters
Evaluation and selection of Winners
Declaration of Winners

Coming August, Franchise India will
be launching an insightful business
magazine on Education.

Stay tuned
for more updates!
THANK YOU
ASSOCIATES

Estimated population demographics, India would have a surplus of 47 million people in the working age group by 2020 while ROW would see a shortage of 56 million in this age group. In this backdrop, increasing mobility of the Indian workforce and its unique demographic would lead future growth.

Source: Indian Education Franchising Report 2011
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
KEY NOTE SPEAKER

Every aspect of education as an enterprise, including Global Outlook of the Education Sector, Innovations in Education Delivery, Technology as a key driver of education in 21st century, Funding Education: Role of Private Equity and Banks, Legal Due Diligence & Compliance, Private-Public Partnerships, The Evolving K12 Landscape and The Transforming Scenario of Vocational Education, was discussed at length at the Congress.

The key speakers at the Congress included:

Amit Gupta
CEO
S Chand Group

Shantanu Prakash
Founder & Chairman
Educomp

Rajesh Gopal
Founder & Chairman
Educomp

Dr. Sudhir Kapur
Managing Director & CEO
Country strategy Business Consultants Pvt Ltd

Ashok Ganguly
Additional Director Sarva Siksha Abhiyan C.B.S.E.

Dr. Indu Khetrapal
Principal
Salwan Public School

Rajesh Gopal
Associated VP
Technopak

Barry O’Callaghan
Chairman & CEO
EMPGI

Ashish Rajpal
Co-founder & CEO
iDiscoveri Education

Poonam Agrawal
Professor
(Vocational Education)
NCERT

Lokesh Mehra
Director
Education Advocacy
Microsoft Corporation India

Rajneesh Pillai
Vice-Chancellor
IGNOU

C.B.S.E.

Sarva Siksha Abhiyan

Country strategy Business Consultants Pvt Ltd

Vision Education 2020

INDIAN EDUCATION CONGRESS 2011
National Convention on Business of Education

INDIAN EDUCATION AWARDS 2011
National Awards on Excellence in Education

A Grand Success

April 22 & 23, 2011, Hotel Claridges, Surajkund, Delhi

LAUNCH OF INDIAN EDUCATION FRANCHISING REPORT 2011

A prestigious report titled Education Franchising Report 2011 was also released by Franchise India during the Congress. This Report showcases how education sector is the biggest contributor to the fast growing franchise industry in India. With over 390 active education franchisors and approximately 50,000 franchised education outlets across the country, the sector claims 30% share of India’s franchise market which is estimated to be around US $7.2 billion.

Australia and India are two countries to have witnessed the maximum growth since 2003. It is estimated that in U.S. 3.1% of the total working population is employed in franchise industry. While in India, 2% the total working population is employed in franchise industry.

Source: Indian Education Franchising Report 2011
Over 150,000 franchisees at present
Over 1200 franchisors at present
Out of 1200 franchise systems operating in India, approx 400 systems are engaged in Education sector
Current Annual turnover estimated – approx 80,000 crore (over $16 billion) and growing at 25 to 30 per cent annually

Source: Indian Education Franchising Report 2011
Franchise India is Asia’s leading integrated franchise solution company since 1999 and has an absolute authority on Franchising, Licensing, Retailing, Real Estate and Marketing. FIHL has helped hundreds of investors in selecting the right opportunity and in turn assisted various organisations in International and Domestic Franchise expansion. With its strategically formed divisions, FIHL has created its own niche in the industry.

Their Story
Educomp Solutions Limited, founded in 1994 is a globally diversified education solutions provider and the largest education company in India. Educomp Group currently reaches out to over 26,000 schools and 15 million learners and educators across the world and has been at the forefront of pioneering initiatives in the e-education space. Educomp works closely with school to implement innovative models to create and deliver content to enhance student learning. Educomp's long-diluted focus on the K-12, curriculum design and teacher education space, in developing applications and products, has revolutionized leverage of information technology and Internet for Education. Educomp has also embarked upon innovative IP-driven project to set up pre-schools, high schools and professional and vocational education institutions.

Success Milestones
When Shantanu founded Educomp, computers had barely made an entry in education space. He set up Educomp in 1994-95 with a fund of Rs. 1 Lakh. Based on his belief that school children should be introduced early to computers, the first offering from Educomp was turnkey solutions for outsourcing IT integration in schools where the hardware/software, maintenance and teachers training were all Educomp’s responsibility. This gradually became very popular and Educomp signed on many leading schools like Carmel Convent, Mothers International, DPS etc.

Shantanu then scaled-up this service and his company began participating in large government projects for spreading computer literacy in the earlier phase and then computer aided learning in government schools.

To order Education Franchising Report 2011, Call 9310978211 or SMS MAG to 5667779

Franchise India
Calendar of Events

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<tr>
<th>Show</th>
<th>Dates</th>
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<td>FRO Mumbai</td>
<td>21st &amp; 22nd May 2011</td>
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<tr>
<td>FRO Chandigarh</td>
<td>18th &amp; 19th June 2011</td>
<td>Taj Hotel</td>
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<td>Entrepreneur India</td>
<td>15th &amp; 16th July 2011</td>
<td>The Claridges, Surajkund, Delhi</td>
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<tr>
<td>FRO Ahmedabad</td>
<td>9th &amp; 10th July 2011</td>
<td>The Pride Hotel</td>
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MOVING FROM LOCAL BUSINESS TO LOCALLY ORIENTED BUSINESS

In Recognition of A Local Business’s Commitment to its Neighborhood & Locality

Creative, cleaner and prosperous communities/neighborhoods cannot be done by Government alone nor can Corporate Social responsibility be an exclusive mandate of Corporate. From times immemorial Local and Neighborhood Businesses have been the focus of social exchange and centre of community engagement. Together local businesses serving neighborhoods can make a difference to own society to thrive and succeed.

At Franchise India we feel that Small and Local Businesses, local franchisees can make a collective contribution to stabilize and improve their residential district or their localities which can typically include small capital improvements like public space enhancements and provide services such as supplementary hygiene, safety and security.

It is time for Local Businesses to recognise Community participation, think socially progressive and support and encourage private initiatives do their small piece in Building More Responsible Neighborhoods.

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