



**S. CHAND GROUP** Presents

**FRANCHISE INDIA**  
Empowering **Change** Since 1999



**INDIAN  
EDUCATION  
CONGRESS 2011**  
National Convention on Business of Education

**INDIAN  
EDUCATION  
AWARDS 2011**  
National Awards on Excellence in Education

**Vision Education 2020**



*A Grand Success*

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



THE CONGRESS  
BROUGHT CLOSE TO

**300+ PROFESSIONALS  
FROM OVER 200 TOP COMPANIES  
ACROSS INDIA**

At a modest \$1,000 dollars per year per person for higher education, India represents a 200 billion dollar demand by 2020" – Mukesh Ambani\*

\*As published in Economic Times, New Delhi



**Gaurav Marya**  
President,  
Franchise India Holding Limited

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.

**T**op 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 event, was organized by Franchise India and presented by **S. Chand Group** with **KPMG** as the knowledge partner, was focused on discovering the pulse of education business in the country.

*Don't miss it*



**ZEE BUSINESS  
WILL  
TELECAST  
THE AWARDS  
CEREMONY  
AND THE  
EDUCATION  
CONGRESS ON**



**Saturday,**  
May 28<sup>th</sup>, 6:30 pm

**Sunday,**  
May 29<sup>th</sup>, 1:30 pm





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## 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

# AWARD WINNERS



The occasion 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. Following were the list of awardees:

## Individual Awards

Lifetime Achievement Award for School  
Lifetime Achievement Award For Higher Education  
Entrepreneur of the year

: **Mr. Jagdish Gandhi**  
: **Dr. Ashok Chouhan**  
: **Mr. Shantanu Prakash**

## Service Awards

Best Innovative Learning tools in K-12 Category  
Best Education Technology/ Solution for School  
Best Content & Delivery  
Best Assessment Platform  
Contribution in Education counseling  
Architect / Design firm for the year

: **IDISCOVERI EDUCATION PVT.LTD**  
: **S Chand Harcourt**  
: **ZEE LEARN**  
: **Global Scholar**  
: **Ms. Rosetta Williams**  
: **Taneja Associates**

## Institution Awards

Best innovative K-12 school  
Best Vocational Training institute  
Best Private University  
Best NGO for excellent work  
Excellence in Distance Learning education  
Most emerging Higher Education Institute of the year  
Most emerging K-12 Institute of the year  
Best Education company to work with  
Best Social Movement / Awareness Program on Education  
Teaching Excellence  
Innovation in Early Learning / Child Development  
Best Edutainment Program  
Governance (State/ Ministry/ Department)  
Best Licensing Program in Education

: **Drishti**  
: **Orion Edutech**  
: **Sharda University**  
: **BHARTI Foundation**  
: **IGNOU**  
: **Sri Ram Murthy College**  
: **Edify Schools**  
: **NIIT LIMITED**  
: **KBDAV School**  
: **Dr Dinesh Madan - Navyug School**  
: **Indu Khetarpal**  
: **RYAN INTERNATIONALS**  
: **CBSE**  
: **EUROKIDS Ltd**



The Union Budget 2011-12 saw high priority being given to secondary education keeping, in mind today's demographic dividend and opportunity of seventy per cent of the India's population being of working age by 2025. The allocation of higher education has been proposed for Rs 52,057 Crore, an increase of 24 per cent over the current year.

Source: Indian Education Franchising Report 2011



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## 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.**

# AWARD SELECTION PROCESS OVERVIEW

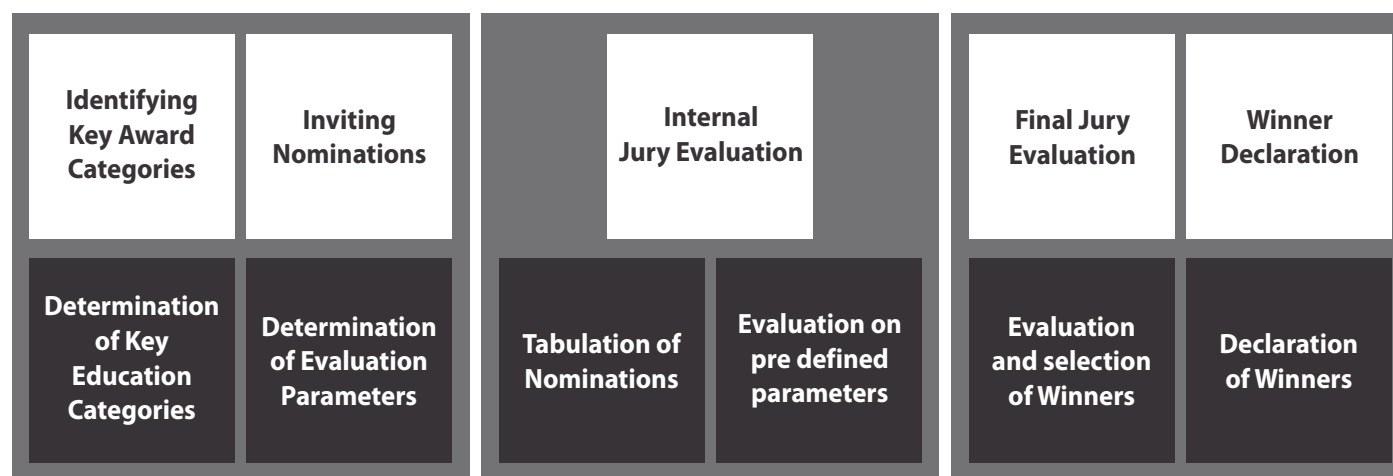
**DETERMINING AWARD CATEGORIES AND INVITING NOMINATIONS**

**INTERNAL JURY EVALUATION**

**FINAL JURY EVALUATION AND WINNER DECLARATION**

KEY PROCESSES

Key work Steps



KNOWLEDGE PARTNER



cutting through complexity™

## EDUCATION MAGAZINE LAUNCH



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

**Stay tuned for more updates!**





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## THANK YOU ASSOCIATES

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Virtual Classroom Partner  
**WizIQ**  
education.online

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**Francorp**  
The Franchising Leader

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**NAVS**  
...inspiring from Real

Official Portal  
**franchiseindia.com**  
Entrepreneur's Daily Dose

Associate  
**Orion Edutech**  
ISO 9001:2008 CERTIFIED

Official Magazine  
**Franchising**  
WORLD

Associate  
**Fun Kids**  
THE PRE-SCHOOL SPECIALIST

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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







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## 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**







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## 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



**Rajshekhar Pillai**  
Vice-Chancellor  
IGNOU



**Barry O' Callaghan**  
Chairman & CEO  
EMPGI



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



**Rajesh Gopal**  
Associated VP  
Technopak



**Poonam Agrawal**  
Professor  
(Vocational Education)  
NCERT



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



**Lokesh Mehra,**  
Director  
Education Advocacy  
Microsoft Corporation India



**Ashish Rajpal**  
Co founder & CEO  
iDiscoveri Education



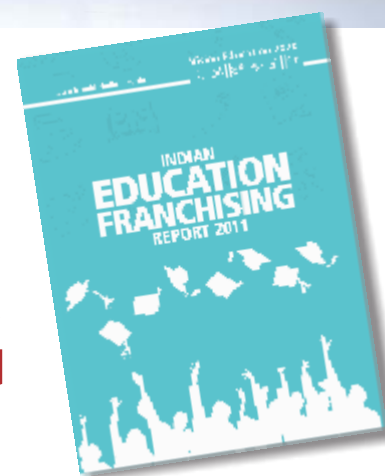
**Dilip Chenoy**  
Managing Director & CEO  
The National Skill  
Development Corporation



**Dr Indu Khetrpal**  
Principal  
Salwan Public School



## 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.

**To order  
Education Franchising  
Report 2011,**



9310978211



Mag to 5667779



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





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## MEDIA GALLERY



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

## The Indian Education Congress & Awards 2011 Coverage

The Financial Express (All Editions)  
The Times of India  
(Education Times, New Delhi)  
Hindustan Times (HT-Live Faridabad)  
Hindustan (Faridabad & Gurgaon)  
Nai Duniya (Faridabad & Gurgaon)

The Hindu Business Line  
The Statesman, New Delhi  
Financial Chronicle  
Amar Ujala, Faridabad  
Punjab Kesari, New Delhi  
Education World

The Times of India (Education Times, Lucknow)  
The Pioneer (Avenues, Lucknow)  
The Economic Times (Financial Times, Bangalore)  
Dainik Bhaskar, Faridabad



Case study

# HOW TO.. INNOVATE AS YOU GROW?



Shantanu Prakash, Founder & Chairman, Educomp

## 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

Source: Indian Education Franchising Report 2011

## Franchise India Calendar of Events

Show	Dates	Venue
FRO Mumbai	21st & 22nd May 2011	Nehru Centre, Worli, Mumbai
FRO Chandigarh	18th & 19th June 2011	Taj Hotel
Entrepreneur India	15th & 16th July 2011	The Claridges, Surajkund, Delhi
FRO Ahmedabad	9th & 10th July 2011	The Pride Hotel



### 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.

## FRANCHISE INDIA Empowering **Change** Since 1999

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.

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Tel:- 0172-2571823 Fax:- 0172-2564963

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