INDIA'S LEADING SCHOOL ADVISORY & MANAGEMENT COMPANY

15 YEARS OF DELIVERING VALUE TO K - 12 SECTOR



LIFE CAN HELP YOU BUILD/MANAGE YOUR DREAM SCHOOL



15 YEARS OF EXCELLENCE

LIFE EDUCARE is India's leading school advisory and management company, offering end-to-end solutions for schools at any stage of their journey. Whether you're an aspiring entrepreneur looking to start a school in India (or a new school anywhere!) or an established institution seeking to upgrade your school in terms of quality of staff and pedagogy or improve your school's curriculum, LIFE EDUCARE can be your trusted partner. We'll guide you through every step of the process, from conducting a feasibility study and getting a business plan ready to project managing your school to ensure its success.

Our team comprises K-12 education experts with unparalleled experience across India and internationally in countries like the UAE, Kuwait, Nepal, and Qatar. This diverse background allows us to guide schools of all types - Day, Day Boarding, & Residential School, and affiliations (CBSE, ICSE, IGCSE, and IB). We offer comprehensive services for buying, selling, leasing, or renting out school properties, we identify suitable properties handle the deal and provide trusted advisory. Additionally, we specialize in developing K-12 school education franchise networks for national and international brands looking to expand in India. Our unique organization is shaped by our profound comprehension of the particular issues that schools encounter at every level and providing them with its solution.











School Feasibility



School Audit



Training



School Architecture



School Management







Recruitment



Buy-Sell Schools

TESTIMONIALS/FOREWORD



Founder Chairman **Manchester Global School** Hyderabad

DR. KONDAL REDDY, MBE Manchester Global School, Hyderabad, an IB & CBSE School has partnered with Life Educare for over a year to receive strategic and operational advice in various critical areas. Dr. Dhirendra Mishra and his team have exceeded expectations, providing exceptional support in market research, business planning, regulatory approvals, infrastructure development, and recruitment. Their deep understanding of the K12 education sector in India, combined with decades of experience, has proven highly effective and professional. We highly recommend LIFE Educare for high-quality advice and support in the education domain.



DR. MALAY RANJAN PATTI Founder & Director Sanskar Public School Dhenkanal, Orissa (An Affiliate Sainik School)

Despite being told that establishing a CBSE school in a remote village was impossible, I achieved my dream with the support of Dr. Dhirendra Mishra. His understanding, mentorship, and tireless planning helped me set up Sanskar Public School. With his guidance and the Life Educare team's expertise, the school has thrived, even earning Sainik School status. Dr. Mishra's educational philosophy and expertise are invaluable, whether for rural or metropolitan education in India.



JACOB THOMAS President **Good Shepherd** International School **Ooty - The Nilgiris** (Tamilnadu)

Dr. Dhirendra Mishra and his team at LIFE EDUCARE provide essential services for the evolution and success of educational institutions in India. With a collaborative, research-based, and tailored approach, they excel in teacher training and continuous skill development. Drawing from Dhirendra's early teaching career at Good Shepherd InternationalSchool, Ooty, Life Educare supports schools in meeting modern educational needs. Their expertise offers invaluable insights and guidance, helping institutions achieve their goals and adapt to a rapidly evolving world.



MANCHESTER

GLOBAL SCHOOL



Our experience with LIFE EDUCARE has transformed our journey in setting up a premium school in the Scotland of the East. Dr. Dhirendra Mishra and his team's professionalism, dedication, and expertise have accelerated our timelines. With a diverse skill set and experience in establishing 53 schools across India, LIFE EDUCARE offers a 360-degree perspective. Their unique approach to training, recruitment, and strategic support has been invaluable. Our 4-year partnership continues to thrive, driven by a shared commitment to excellence in education.











Turnkey Setup

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



Training & 360 Degree Audit

LIFE EDUCARE has a set of efficient trainers, both inhouse and associates who are experts in giving impactful trainings to the teachers, students and also workshops for parents. Our LIFE SKILLS module is equipped with necessary transformational tools that assist a school in 'Whole School Transformation'. The schools, which are setup by LIFE EDUCARE have a training calendar where regular trainings and feedback are provided to the school so that corrective measures are taken and the institution runs as per the plan. We also provide our training services to a select few (non LIFE EDUCARE managed) institutions that are working towards excellence. We also do a 360 degree school audit that involves, academic, administration, compliance, finance, student & staff, infrastructure and governance.



School Feasibility

We suggest that our promoters first draw and design the school on paper and use excel sheets for planning and then start the design and construction of the school. During the study, we test a proposed project's Technical Feasibility, Economic Feasibility, Operational Viability, Cost-benefit Analysis, Promoter and his perception about schooling, Inputs from teaching fraternity and Education Experts of the region, Legal Experts and Local Regulation Personnel.



Curriculum Design

We prioritize creating a supportive learning environment rather than mandating specific books. Our curriculum offers comprehensive education, blending academic knowledge with essential life skills. Emphasizing a holistic philosophy, we help students find identity, meaning, and purpose through community, nature, and humanitarian values. Understanding the needs of students and parents, we adapt to evolving teaching methods, aiming to foster a setting where students actively pursue learning, with teachers serving as facilitators.

School Management Services

SERVICES

OUR



ASPIRE INTERNATIONAL SCHOOL NAGPUR M.H.

LIFE Educare's School Management Service offers a complete solution for managing all aspects of a school, closely aligning with the vision of the school's promoters and owners. This service covers key areas such as Curriculum Mapping & Designing, Recruitment & Talent Management, Training for Academic & Administrative Staff, School Branding & Admissions Planning, and Educo-Legal Advisory.

By meticulously designing curricula, recruiting and managing top talent, and providing continuous professional development, LIFE Educare ensures that schools operate at the highest standards. The company also enhances the school's brand and plans admissions strategically to attract and retain students, while offering comprehensive legal support to maintain compliance with educational regulations.

LIFE Educare manages the entire day-to-day operations of the school, providing continuous academic, training, and operational support with a strong focus on outcomes. By working closely with the Principal and core team, LIFE ensures that the school's systems and processes are continuously upgraded to remain contemporary and prepared for future challenges. This proactive approach guarantees seamless functioning and excellence across all areas, while promoters receive regular updates on the school's performance, allowing them to stay informed as LIFE Educare handles all aspects of management.

Deliverables Under School Management Services:





UNIVERSAL KNOWLEDGE SCHOOL SATARA M.H.

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School Exchange

At School Xchange, we can help you with Acquisition / Buying / Purchase of existing running Schools, help you Divest your stake in your School through multiple modes or help you completely Sell your School to investors who can carry on your lineage and vision. We specialise in all kinds of match making when it comes to Education and Educational Infrastructure. At School Xchange we wield the power of SIX for our clients i.e 1. Scouting, 2. Valuation Advisory, 3. Transaction Advisory, 4. Legal Advisory, 5. Deal Handholding, 6. School Management. All these 6 can help our clients make the right decision, meet the right kind of people and most importantly get the right valuation and smooth transaction. This is a complete one stop solution to those looking to enter or exit. We not only have extensive database of schools wiling to sell but we also have access to HNI's and PE Firms looking for a value deal in the current market.



School Architecture

Team LIFE has experience of being a part of the design process for over 50 schools in various parts of the country. LIFE EDUCARE 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.

K-12

K-12 Franchisee Development

In the last decade, K-12 setup in India has gone through a period of massive growth. With the demand for quality education on the rise, so is the demand for names one could bank upon. Building a brand and subsequently creating an opportunity for others to work with the brand as franchise schools is a lucrative opportunity. At LIFE, we assist our clients at every step in presenting your brand to the world. As your consulting partners, we assist schools as training and implementation partners once the franchise is signed up. We also assist schools in finding prospective school investors.

Recruitment

LIFE EDUCARE establishes schools with a clear, research-based vision. Recruitment is aligned with this vision, selecting individuals who resonate with it or can adapt. Through LIFE HIRES, we provide services like organizational structure creation, staff recruitment, HR manual development, policy guidance, and customized induction and orientation programs.







Campus Area: 20 Acres Built-up Area: 6,00,000 Sqft Yearly Avg Fees: Rs 5,00,000 Total Strength: 200+ Approx (2024) Affiliation : IB & CBSE

Manchester Global School is a new entrant in IB/CBSE education in Hyderabad. With an investment exceeding 100 crores, the school aims to establish itself as India's premier institution catering to a global audience. The school faced specific challenges, including attracting talent, launching multiple boards simultaneously, building a strong boarding culture while still appealing to day scholars, developing SOPs that can withstand the test of time, finding the right approach to brand themselves in a highly competitive market, and gaining the trust and reputation of parents. Competing against schools with proven track records and strong alumni networks makes it challenging to attract and retain students. The school also seeks to differentiate itself through unique value propositions, such as innovative teaching methods or specialized programs. Overcoming these challenges requires strategic marketing, competitive fee structures, and a strong focus on delivering quality education to build a loyal student base.

LIFE addressed these challenges by conducting in-depth market research and developing the right business plan to understand the specific needs and preferences of the local community, enabling the school to tailor its offerings accordingly. LIFE Educare becomes a key part of a school's journey, guiding promoters with global best practices every step of the way, from concept to execution. LIFE meticulously planned the project, assisted with numerous compliances, and provided comprehensive project mapping and planning, curriculum design, support with branding and marketing, complete recruitment planning, and the hiring of quality teaching and non-teaching staff, as well as assistance with school affiliation.





AL BASMA BRITISH SCHOOL

Year of Establishment: 2014 Campus Area: 3.5 Acres Built-up Area: 1,00,00 Sqft Yearly Avg Fees: USD 9,000 Total Strength: 1500+ Approx (2024) Affiliation: British Schools Overseas

Setting up Al Basma British School in the UAE was challenging, particularly in complying with the 2011 ADEC norms, which were based on EU schooling standards. The school had to align its curriculum, facilities, and staff qualifications with these rigorous requirements.

LIFE played a key role in addressing these challenges by providing expert guidance to ensure the school's compliance with ADEC norms, helping it achieve accreditation and successful operation.

STU CASE



Year of Establishment: 2020 Campus Area: 05 Acres Built-up Area: 1,75,000 Sq ft Yearly Avg Fees: Rs 1,50,000 Total Strength: 500+ Approx (2024) Affiliation: CBSE

BDW International School in Shillong, Meghalaya, as a new premium and one-of-a-kind institution, faced several preopening challenges. Firstly, building brand awareness and trust is crucial in a market dominated by established schools, where parents may be hesitant to consider a new option, even with superior infrastructure. The school's premium nature lead to concerns about affordability, potentially limiting its appeal in a region where economic disparities are notable. Recruiting highly qualified educators willing to relocate to Shillong is another significant hurdle, as the remote location might not attract talent used to urban amenities. Additionally, logistical challenges such as obtaining permits, meeting construction deadlines, and setting up advanced technological infrastructure in a less urbanized area could cause delays and increase costs.

Lastly, In April 2020, when the school was about to open, COVID arrived. LIFE initiated and assisted the school with its online launch.

LIFE also helped the school in launching its coaching institute in 2024.

LIFE started by conducting thorough market research to understand local preferences and tailor the school's offerings to meet community expectations while maintaining international standards. To address concerns about affordability, LIFE EDUCARE developed flexible fee structures, Marketing strategies, Parent profiling and early enrollment incentives to attract a diverse student body. LIFE EDUCARE's network in Education sector helped School in navigating logistical challenges, ensuring timely completion of construction and setting up advanced technological facilities.



Cambridge Assessment International Education Cambridge Early Years Centre

Year of Establishment: 2023 Campus Area: 0.5 Acres Built-up Area: 25,000+ Sqft Yearly Avg Fees: Rs 88,500 Total Strength: 100+ Approx (2024) Affiliation: Cambridge

Mowgli's Land is First Standalone Cambridge Early Learning Centre in Bhopal. The Biggest task was recruiting qualified teachers who understand the curriculum, can deliver and share the school's vision and commitment to excellence. Building a strong brand presence in a competitive market and gaining the trust of parents is very important to run a premium pre school.

LIFE provided expert guidance and support from start of the journey. LIFE hired qualified educators who are most capable and aligned them with the school's philosophy and curriculum requirements. LIFE also played a pivotal role in developing a robust marketing strategy that helped Mowgli's Land establish a strong brand presence and gain the trust of parents in Bhopal. Their expertise ensured that the preschool could effectively navigate the challenges of launching and sustaining a premium educational institution.



RAIPUR & SHAHDOL Nursery to Grade 12

Year of Establishment: 2010, 2016 Campus Area: 8 Acres & 5 Acres Built-up Area: 1.5 Lacs & 45,000 Yearly Avg Fees: 75,000 Total Strength: 2300 & 725 Affiliation: CBSE

Establishing Brighton International School in a town already dominated by successful franchise schools and established institutions was a significant challenge. The aim was to create a distinctive non-franchise brand that could eventually expand through franchising. Despite the competitive environment, the school has successfully attracted over 3,000 students and established itself as a leading educational institution.

LIFE EDUCARE played an essential role in this achievement by offering strategic guidance throughout the school's setup. They helped in designing a unique educational model, ensuring the school's offerings stood out in a crowded market. Their support also extended to the school's successful expansion, with franchises now spreading across Madhya Pradesh. As a result, Brighton International School is ranked as the No. 1 day school in Chhattisgarh by the prestigious Education World Magazine. LIFE Educare has also helped develop a unique academic delivery model for the school.







Year of Establishment: 2015 Campus Area: 09 Acres Built-up Area: 2,12,068 Sq ft Yearly Avg Fees: Rs 50,000 Total Strength: 300+ Students Affiliation: CBSE

STU ш S ()

Aspire International School in Nagpur, established a decade ago, faced challenges in running the school smoothly despite having all the necessary policies and procedures in place. The promoters encountered issues such as operational inefficiencies, difficulties in staff management, and challenges in maintaining consistent educational quality. The school was initially affiliated with IGCSE and was finding it difficult to get the right fit.

LIFE EDUCARE stepped in to assist by providing strategic guidance, streamlining operations, and implementing effective management practices. Their expertise helped stabilize the school's operations, ensuring a more organized, efficient, and high-quality educational environment.



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Sahayog Group, headquartered in Gondia, Maharashtra, provides services in Banking and Finance, Healthcare, and Education, with a strong emphasis on supporting the middle class, lower middle class, and economically weaker sections of society. The group's commitment extends beyond business, aiming to enhance societal well-being through accessible and quality services.

In the field of education, Sahayog Group has established 5-6 budget schools in and around Gondia, catering to the educational needs of the local community. These schools are designed to provide affordable yet quality education, ensuring that even the most underserved sections of society have access to good schooling.

LIFE EDUCARE has been instrumental in the setup and management of these schools, offering expertise and support to ensure the schools operate efficiently and effectively, meeting both educational standards and the community's expectations.



Year of Establishment: 2014 Campus Area: 24 Acres Built-up Area: 1,50,000 Sqft Yearly Avg Fees: Rs 15,000 Total Strength: 600+ Appox (2024) Affiliation: CBSE

Sanskar school is funded by TATA company faced significant challenges initially in its establishment, particularly due to its rural location. The school struggled to attract qualified teachers, find a capable principal, and convince parents of the benefits of CBSE education. The entire setup process took nearly three years, with every step presenting a challenge. Despite these hurdles, the school has become a symbol of educational excellence in the region, gaining the trust of the local community. Sankar also got affiliated to SAINIK SCHOOL which is a significant milestone

LIFE Educare was crucial in this journey, providing support in recruiting staff, mentoring leadership, and engaging with parents to highlight the value of CBSE education. Their efforts were key to the school's successful establishment and growing reputation.



TRAININGS









LIFE Educare's Training Wing is a pivotal part of the company, specializing in enhancing the skills and effectiveness of both teaching and non-teaching staff across various educational institutions. The company's expertise extends beyond schools, offering corporate training programs tailored specifically for organizations within the education sector.

LIFE Educare has developed a wide range of training modules that address multiple facets of educational and administrative excellence. These modules include:

• Pedagogy:

Focused on refining teaching techniques and instructional strategies, these sessions help educators enhance their classroom delivery and student engagement.

• SchoolAdministration:

Designed to empower administrative staff with the knowledge and skills needed to efficiently manage school operations, ensuring a smooth and effective learning environment.

• Parents Management:

This module equips staff with strategies to build and maintain positive relationships with parents, fostering a collaborative and supportive school community.

Personal Skills:

Training in essential soft skills like communication, time management, and conflict resolution, which are crucial for both personal and professional growth.

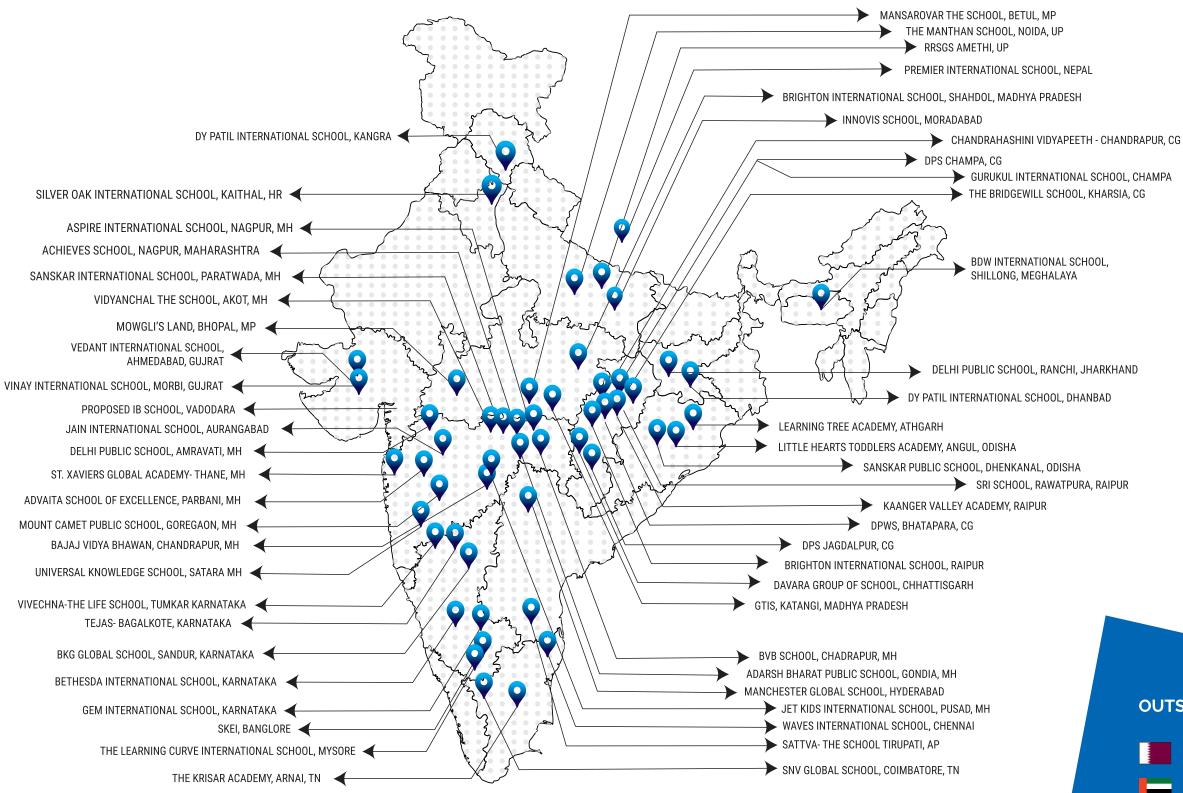
Academic Management:

Focuses on optimizing the organization and management of academic programs to maintain high educational standards.

Leadership Development:

These programs are tailored to cultivate leadership qualities among school leaders, encouraging a culture of continuous improvement and excellence. LIFE Educare has developed a cutting-edge, contemporary training module specifically for school Principals. This module is designed to help school leaders navigate the complexities of modern education, offering insights and strategies that are both innovative and practical.

OUR CLIENTS





15 YEARS

16 STATES

64 SCHOOLS

3 PROJECTS OUTSIDE INDIA

14 ONGOING PROJECTS

(7 SCHOOLS UNDER LIFE'S MANAGEMENT)

OUTSIDE INDIA



The Pearl Academy, Doha, Qatar Al Basma British School, Abu Dhabi Premier International School, Nepal

CAPTAINS



CAPTAINS is a premier service offered by LIFE EDUCARE for SCHOOL PRINCIPALS

What can CAPTAINS do for school leaders?



Ę and Publishing **Seminars**

Why is CAPTAINS unique?

CAPTAINS stands out in the rapidly growing Indian K-12 education sector as a one-of-a-kind service. By offering a holistic suite of services aimed at professional development, career advancement, and intellectual engagement, LIFE EDUCARE ensures that Principals are well-equipped to lead their institutions effectively. The extensive network and experience of LIFE EDUCARE make CAPTAINS a trusted partner for educational leaders seeking to excel in their roles.

MEDIA & COVERAGE



and municipal governments in small towns are becoming more cooperative in granting permissions to greenfield schools, than local governments in the metros," says Misra.

EVERTHELESS, MISRA warns that even after procedural and regulatory hurdles are cleared, edupreneurs are likely to be confronted with acute shortages of qualified and trained teachers. "Though tier II-IV cities are experiencing an economic boom, public infrastructure including roads, water, sanitation and recreational facilities remain under-developed. Therefore there's reluctance among well-qualified English-literate teachers to migrate to small and district towns. Consequently school promoters also need teacher recruitment and incentivisation aid and advice,"

Although poor infrastructure and parochial social ambience of tier II-IV cities are a disincentive for top-rated principals and teachers, the BJP-NDA government's Smart Cities Mission - an urban renewal and retrofitting programme launched in 2016 with the objective of developing 100 cities across the country to make them citizen-friendly and sustainable - offers

adds Misra.

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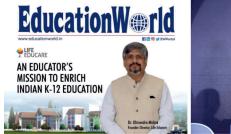
SPOKE ABOUT THE INNOVATIVE EDUSTAR AWARDS FOR TEACHERS.



SCALE ADVENTURES

Misra: pressing demand







Featured in cover story of March 2019 issue of the prestigious EducationWorld magazine.

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ISSUE FOCUS K12 CHECKLIST

Association with a brand or an organisation

with a legacy provides the assurance of a

successful business venture, "Partnering

with an established entity not only adds

create a unique legacy. The leaders in this

command the right fees," says Debshankar

equity you possess to make the investment.

invest 20% capital. Also, you should commit to a negative cash flow for the first 5-6

If it comes to raising a loan, you need to

years and expect a return by 7-8 years'

MD, Brighton International School.

timeframe only," advises Abhiney Singh,

to your reputation but also helps you

sector already have a proven business

model and best-in-class standards that

Mukhopadhyay, CEO, Zee Learn.

INVESTMENT POTENTIAL

BACK TO SCHO

Here are the ten most crucial things you should know before

taking the franchise route to set up a private K12 school

KeyNote Speaker

10th April 2021

By Toprit Saifi

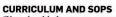
BRAND LEGACY





hope of better times to come. Bangalore-based architect and managing partner of Kumar & Swamy Architects, Sanchali Harsha says that infrastructure and living conditions are rapidly improving in tier II-IV cities. Kumar & Swamy, which has designed the top-ranked Aditi Mallva International, Canadian International and Kumaran's schools in Bangalore, has shifted its attention to constructing K-12 schools in regional towns, such as Arni (Tamil Nadu), Bagalkot (Karnataka) and Vellore (Tamil Nadu). "Tier III-IV cities are no longer dusty backwaters without motorable roads. They are fast competing with





"You should choose an appropriate curriculum with detailed lesson plans and design syllabus that is apt for the potential school location. This should be packaged



Education Excellence

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com R + 91 95093 46847

Dr Dhirendra Mishra

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The K-12

segment constitutes 38% of the Indian education segment, which is predicted to grow to USD 144 billion in 2020

You should plan the investment outlay first. "For instance, it is important to know the

MANAGEMENT TEAM - STRATEGIC SUPPORT

DR. DHIRENDRA MISHRA Founder & Director

An educator turned edupreneur, Dr. Mishra started his career as a senior teacher at St. Joseph's Senior School, Pipariya (Madhya Pradesh). A

> management and education graduate with a doctorate in Business Management, he has gained invaluable experience teaching for ten years in top-ranked CBSE, CISCE, IB and Cambridge affiliated schools in India and Nepal including the Good Shepherd International School, Ooty (GSIS). He mastered the ropes of managing an education institution, managing franchise operations and multi-city institutions through a leadership assignment in Nepal and Central India, followed by his time with Birla Edutech. LIFE EDUCARE, conceptualised in the year 2009 is the labour of

love of a teacher who dared to dream big to bring to life the vision of building an organisation that provides end-to-end school setup & management services. Dr. Mishra has trained over 5000 teachers across India and the Middle East to ensure teachers focus on the skills and competencies for the holistic development of a child. LIFE EDUCARE & Dr. Mishra has setup over 50 schools in 18 states of India. Having visited over 550 out of 743 districts of India has given him first hand insight into education in the Indian context.



ABHINEY SINGH

Director Life Educare Founder & MD Brighton International School - Raipur A teacher, consultant, blogger and media professional turned entrepreneur, Mr Abhiney Singh's experience in the field of education, strategic planning/branding & marketing is invaluable. His passion for education drove him to start a K-12 school - Brighton International School at Raipur that is now being franchised. His work experience includes tenures in media verticals and profiles; from Media planning at Mindshare WPP to Brand Management at Zapak.com to Content & Strategy planning and production at Big Broadcasting & Big Productions. With a desire to be a

part of the great India story, he is deeply involved the field of Skills Development and Education as seen in his insightful self-help blog -'Teach Club'. Mr Abhiney Singh is also an active member of the Rotary Club. He is an MBA from Mudra Institute of Communications, Ahmedabad (MICA) and an Engineer from NIT Raipur.

TEAM

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Ms Priya Madhyan Head - HR

Ms Shobha Wagh Manager - HR



Ms Teresa George Manager - Academics





Mr Venkatesh Iyer Head - Operations & BD

We are a dedicated team of professionals who work collaboratively to achieve our goals and support one another. Our team is composed of individuals with diverse skills and backgrounds, bringing unique perspectives to the table. From project management to customer service, each member plays a vital role in ensuring the success of our operations. We value open communication, innovation, and a positive work environment, striving to create a space where everyone can thrive. Together, we're committed to delivering exceptional results and making a meaningful impact.

HR TEAM



Ms Ankita Saxena Manager - HR



Mr Poovarasu N Asst. Manager - HR



Mr Reuben Dhanaraj Asst. Manager - Academics

OPERATIONS TEAM

Mr Brij Sharma Manager - Finance & Research



Mr Dushyant Das Sr. Manager - Operations



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