

Change your land into a landmark...  
**START YOUR OWN**  
**GLOBAL SCHOOL**



**K-12 Schools :**

**Nurture School**  
Compete with yourself!  
IB/CIE/IGCSE

**Nurture INTERNATIONAL SCHOOL**  
Compete with yourself!  
CBSE/ICSE/ISC

**CITY INTERNATIONAL SCHOOL**  
Compete with yourself!  
CBSE/ICSE/ISC

## ABOUT THE FOUNDER



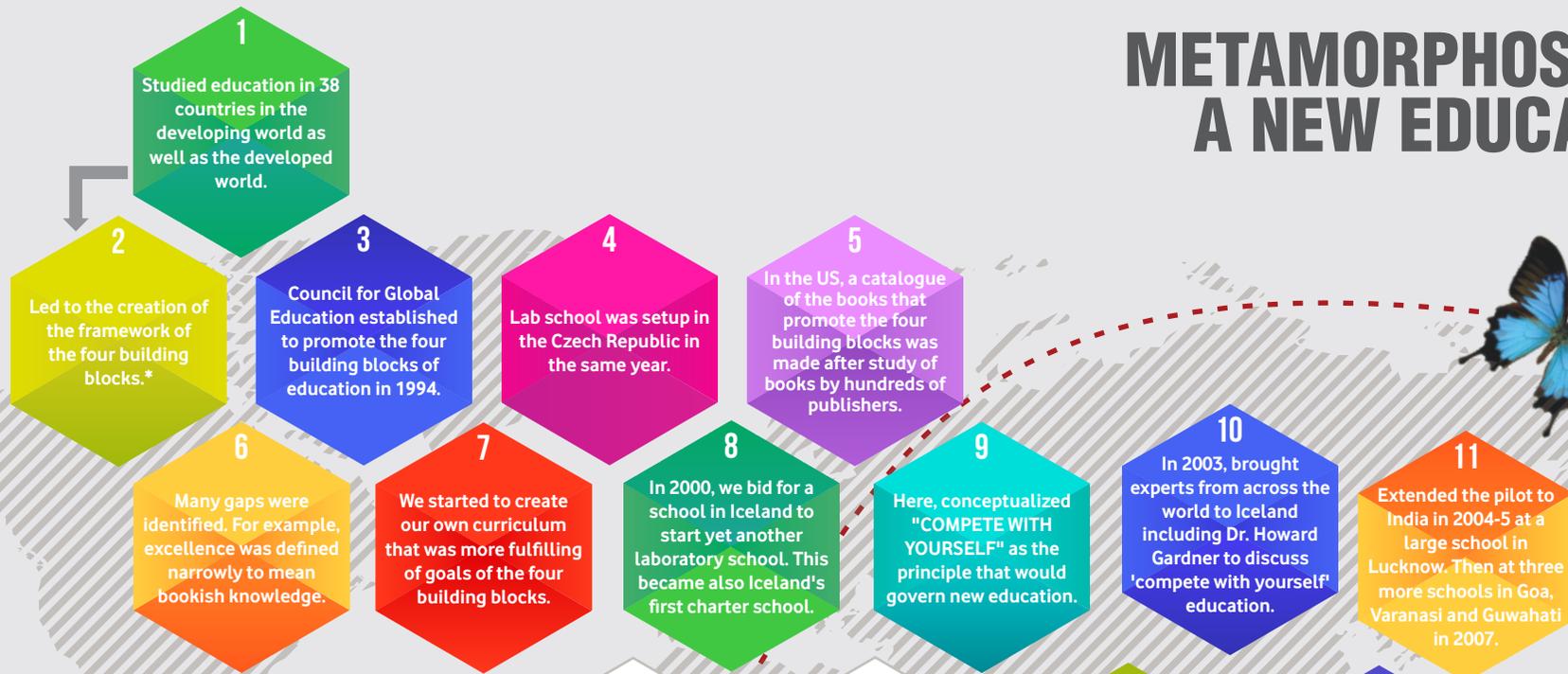
**Dr Sunita Gandhi**  
PhD, Cambridge University, UK  
President, Council for  
Global Education, USA  
Convenor, EdWW and  
Ed Leadership, India

Sunita Gandhi has travelled to and studied education systems in 38 countries and engaged in innovative work in education worldwide. She has founded and run schools in India, the Czech Republic and Iceland. These schools and others on three continents have served as laboratory for her to test ideas of an education more suited to the needs and aspirations of children living in the 21st century. In Iceland, India and the UK, she has piloted personalized and differentiated methods and assessments that aim to inspire and empower every child. Her work based on the principle of 'compete with yourself' has had an appeal to educators worldwide. Her school partnership programmes for new and existing schools aim at school transformation.

She has founded and run the Council for Global Education in Washington, DC, USA, the Education Society of Iceland, Islensku menntasamtokin ses, Iceland, and the Nurture International Welfare Society, India, to promote a new vision of education. Her latest project, the Global Classroom Pvt. Ltd. in India is to speed-up a process of reform at schools and help create a demonstration value in the new education based on the principle of 'Compete with yourself'. These efforts have been supported by her vision and passion for an education that brings out the best in every child for both personal and social good. They are further supported by research and evidence. She has established DEVI - Dignity, Education, Vision International, a non-profit NGO and started her first school for the underprivileged at the age of 14. Her experience in education is unique and spans a vast range, from the bottom-up grassroots level and practices in everyday classrooms, to worldwide top-down education policy reform.

Dr Sunita Gandhi has a PhD in Physics from Cambridge University, UK, and a Bachelors in Physics from Imperial College, London University. At Cambridge, she received three merit based scholarships: The Cambridge Commonwealth Trust Scholarship, The Overseas Student Award and Trinity College Scholarship. Subsequently, Sunita Gandhi was selected to the Young Professionals Programme at the World Bank, Washington, DC, USA. There she worked on education policy and development for nearly 10 years. Sunita Gandhi grew up to a family of educators that have founded and run the world's largest school, in Lucknow, India, with over 47,000 students currently on roll. It holds a Guinness World Record for being the world's largest school and is the world's sole school recipient of the UNESCO Prize for Peace Education.

# METAMORPHOSIS OF A NEW EDUCATION



## \* FOUR BUILDING BLOCKS OF EDUCATION IN THE 21st CENTURY

Universal Values

Global Understanding

Excellence in All Things

Service to Humanity

All work is perfected using POP. This reduces correction work. Self and peer checking provide instant feedback and create better learning.

Teacher training leads to empowerment that 'sticks'.

Many schools in India and beyond began to ask for the program along with Nepal & Sri Lanka.

In 2007, interest was also shown by UK's DfES and its Innovations Unit. This led to another pilot at 6 government schools in the UK.

In the meantime we created a curriculum which began to be tested as well.

Instant feedback is followed by immediate corrective action

Through My Daily Perfection Log children reflect daily on their personal attitude, behaviour, effort and improvement.

The curriculum incorporated Montessori, Waldorf, Bloom, Multiple-Intelligences and John Hattie's largest meta-analysis of research in education.

Parent education is incorporated through parent self-analysis and filling of the child's daily log.

This led to the formation of Global Classroom Pvt Ltd in 2007.

Another influence came from Carol S. Dweck about the need for creating a growth mindset.

Global Classroom now has three different complete curricula that address the needs of parents at different economy levels and that incorporate the four building blocks.

GC also provides subject solutions, assessments and teacher empowerment through newly formed 'GETI'.

Homework is an extension of work in the class. No tutor or adult supervision is required.

Processes: Global Classroom places emphasis on process. Its process of perfection (POP) accelerates learning and improves school ethos.



**Dr Sunita Gandhi**

Founder, Global Classroom Pvt. Ltd.

PhD, Cambridge University, UK

Founder, Council for Global Education, USA

Member CII National Committee on School Education, India 2015-16



# BACKGROUND OF PROMOTOR

Global Classroom Pvt. Ltd. is Directed by Dr Sunita Gandhi, Founder, Nurture International Welfare Society, and Co-founder, Council for Global Education, USA. She is the Chief Academic Advisor, City Montessori School, Lucknow, that has been founded and run by her family for the past 51 years. CMS is a Guinness World Record Holder, the world's largest school, and recipient of the UNESCO Prize for Peace Education. global has evolved based on Dr Gandhi's personal visits and experience of 35-country education systems. Over 200 people on three continents have been involved in its development. The programme has evolved and improved by trials in the Czech Republic, Iceland, UK and India since 2000. CMS has produced consistently India's best academic results. Last year, for example, of its 4331 students who sat the ICSE Class X and ISC Class XII Board Examinations, 1104 or 25.5% (1 in 4 students) got above 90% marks, an unparalleled record! CMS students consistently bag awards in

most categories of competitions in India and abroad. They get a record number of scholarships and join professional programmes at IITs, IIMs and other reputed universities and succeed in the merit lists of the IAS, IFS, IPS and other professional examinations, on average more than other schools known. CMS organises 32 international events for the benefit of its student body. Its students have travelled to or interacted with students from over 70 countries over the last twelve years. Dr Sunita Gandhi has benefitted from 52 years of family know-how of creating the world's largest school and taking it continually to new heights in both academic and human terms. The CMS family knows how to attract and retain students and how to move a school from strength to strength.

Global Franchise of existing schools & franchise of new schools is a way to support schools to become light house of society, going well beyond the notions of schools as providers of knowledge to become transformers of society. since future lies within the four walls of a school. it is schools that can bring about profound changes to the future of the world for & through the children. The thought process behind global in 1992 when DEVI Dignity Education Vision International, anon profit institution, Started its first 15 schools in rural India and the subsequent formation of the Council for Global Education in Washington D.C. USA, which was established to create a new vision of education. Experimental schools were started based on its philosophy of the four building block of education in the Czech Republic in 1994 and in Island in 2000. These experiments laid to the concretization of the Nurture International Model of Schooling (NIMS). NIMS was first implemented in India since 2004 & first implemented at City Montessori School, Lucknow. Its materials & methods are now being implemented in over 900 schools nationwide. The full affiliate model has been launched for the first time for implementation in the session 2010-11. After 3 yr polite in several schools across India

The NIMS method has been inspired by the philosophy and works of Dr. Maria Montessori, Dr. Rudolf Steiner, Dr. Benjamin Bloom, John Holt, Dr. & Dr. Jagdish & Bharti Gandhi (World citizenship) to the global Education model of schooling of Dr. Sunita Gandhi as promoted by the council of global education USA.



## Inspiration...



1861-1925  
Dr Rudolf Steiner

Waldorf  
Method



1870-1952  
Dr Maria Montessori

Montessori  
Method



1913-1999  
Dr Benjamin Bloom

Cognitive Levels  
of Learning



1936-Present  
Jagdish Gandhi and Bharti Gandhi  
Founder-Manager/Director, CMS, Lucknow

World Citizenship  
Education



1946-Present  
Prof Howard Gardner  
Professor, Harvard University, USA

Multiple  
Intelligences



1961-Present  
Dr Sunita Gandhi  
PhD, Cambridge University, UK

GEMS  
Global Education  
Model of Schooling



Dr Jagdish and Dr Mrs Bharti Gandhi, Founders, City Montessori School (CMS), Lucknow, receiving the UNESCO Prize for Peace Education at the UNESCO Headquarters in Paris, 2002.



Dr Sunita Gandhi on extreme right with family at the UNESCO Headquarters in Paris, at the Awards Ceremony.



Education experts from across the world were invited by Dr Gandhi to Iceland in 2003 to discuss Global Education based on the principle of **compete with yourself**. Above, Dr Howard Gardener, founder of Multiple Intelligences movement in education and Dr Ellen Winner, Psychology Professor, are giving their inputs on the Global Programme in Reykjavik, Iceland.



Principals and teachers are acknowledged and appreciated for their innovative work. Here, Dr Robert Saunders and Dr Sunita Gandhi, Co-Founders of the Council for Global Education, USA, present awards and recognition to teachers and Principals in Iceland.



In India, recognition is provided at the nationwide level through Education We Want Initiative ([www.educationwewant.org](http://www.educationwewant.org)) and Ed Leadership Roundtables ([www.edleader.in](http://www.edleader.in)). To date, some 250 individuals from schools across India have been honoured with the Ed Leader Innovation In-Process Fellowships, Ed Innovator and other Awards.



[www.guinnessworldrecords.com](http://www.guinnessworldrecords.com)



[www.unesco.org](http://www.unesco.org)



[www.globaleducation.org](http://www.globaleducation.org)

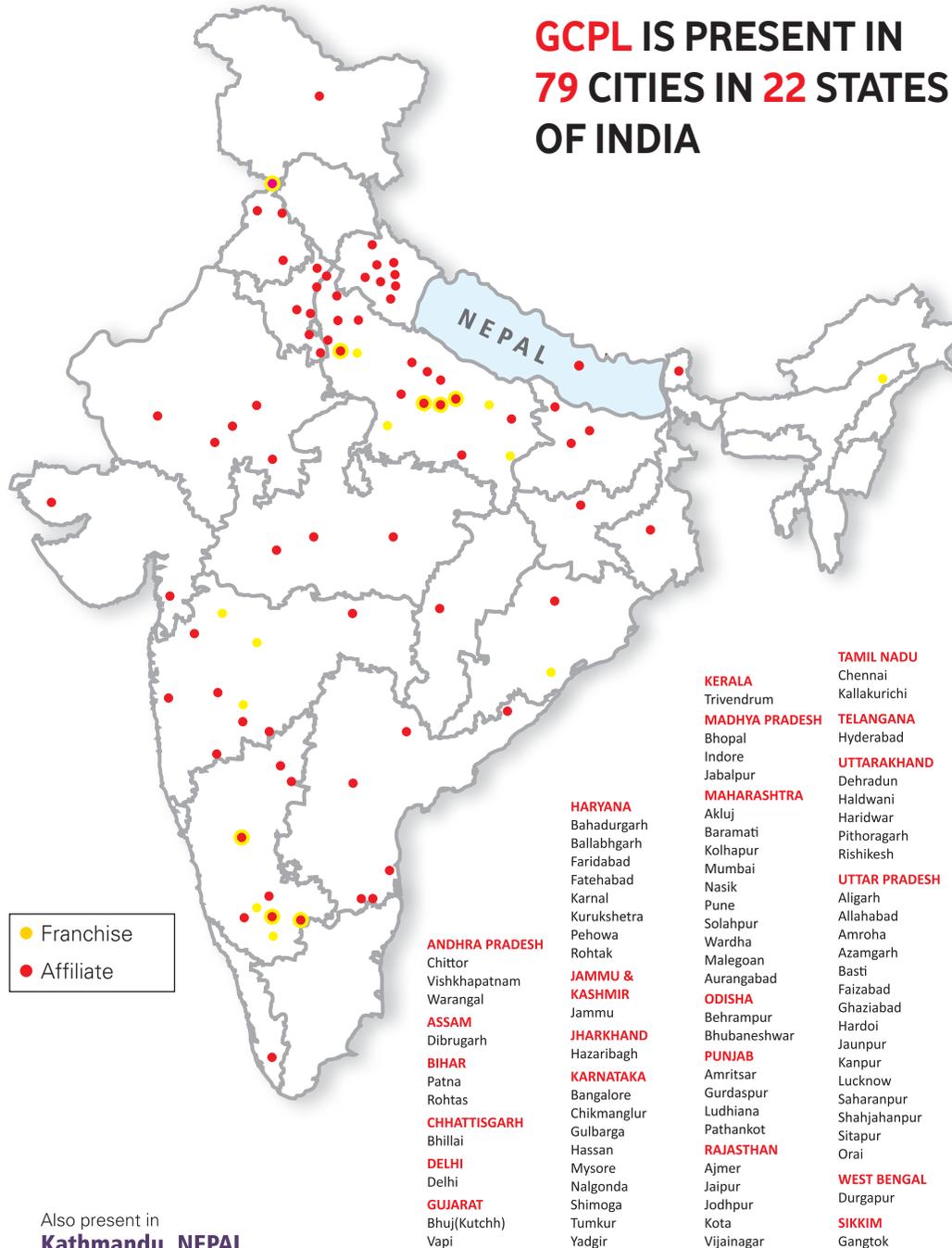


[www.educationwewant.org](http://www.educationwewant.org)



[www.edleader.in](http://www.edleader.in)

## GCPL IS PRESENT IN 79 CITIES IN 22 STATES OF INDIA



Also present in  
**Kathmandu, NEPAL**

## 10-Steps to Your School Start Up!

- 1 Fill up Area Survey Form.
- 2 Get site approved.
- 3 Sign agreement / pay franchise fee.
- 4 Get architect on board, if not built, or finalise changes to present building.
- 5 Start construction or renovation if needed.
- 6 Hire PRO and Principal. Order all furniture and equipment.
- 7 Set up a parent information room.
- 8 Hire staff and get them trained by GCPL trainers.
- 9 Launch press conferences and open days.
- 10 Inaugurate Your New School!

## Global Classroom Offers

GCPL shall provide the Brand, the Marketing System, the Curriculum, the School Operating System and Consultancy on running the school.



## BENEFIT AS A GCPL FRANCHISE

- Established Brand: Global Classroom Schools is the oldest and the fastest growing K-12 Chain School.
- Research-Based Organisation: GCPL is a unique, in-house School System & Curriculum, developed on the basis of 23 years of research and experience in education sector.
- Proven Success & Promising Future: We follow successful franchise model since 1991.
- GCPL Feeder Schools: We witness regular admission of children to formal schools from more than 61 schools.
- Exclusive Territory: We offer complete support in the site selection, to ensure an exclusive territory.
- Excellent Returns & Satisfaction: Being a recession-free sector, you can get excellent returns on your investment, with satisfaction of serving the society.



## Starting a school is not easy.

- The kind of building you make defines the environment that you create for the children.
- The kind of furniture you buy reflects your education pedagogy.
- The services you provide matter equally.
- The fee that you choose defines your school's profile.
- The books you select and the methods and the assessment system you install will define the strength of your educational model.
- How you advertise and how you project your school.
- The brand you will choose .
- Once the image of school is made, it is hard to change that image.
- Once the teachers are hired, it is hard to change them.
- Once the furniture has been bought, it is expensive to change it.

## Providing know-how and turn-key support for the creation of new schools

- Global Classroom provides its own K-12 content, study methods, diagnostic assessments, teacher training and supervision across all its schools
- Global Classroom is a leader in educational thinking and India's first education house that provides standardisation in academics
- Global Classroom curriculum has been vetted by experts on four continents including educationists from Cambridge, Harvard, Oxford and Stanford Universities, among others
- Every child is challenged and supported at his / her individual level
- Adds value to and focuses on nurturing the confidence of every child while propelling each child forward to the next level of learning and being
- Uses advanced pedagogy of the young child and integrates the world's best education systems and thinkers
- Provides a balanced and rounded education to develop both inner and outer powers in a carefully designed school environment
- Parents are fully integrated as partners in their child's learning



## Right start means right results.

- One must open shop for admissions well in advance of the academic session, to be able to get the maximum market share that is possible in the first year. This applies, even if your building is under construction.
- Begin advertising early so as to get a chunk of the market share. Remember, it takes time to get the word out and for people to feel you out!



## Before you advertise your school...

- You will need to plan the number of teachers and other staff you may need.
- You will need to plan your staff salary structure.
- You will need to have the fee structure, admission forms, syllabus, booklist and prospectuses ready.
- You should also have the admission's procedure in place complete with admission forms, receipt books, prospectus, fee structure, any discount offer and costing of any supplementary services, for example, extra creativity, swimming, etc.
- You will need to make signage on your school building.
- This will need to be designed and ordered.
- You will need to have a nationwide AD to recruit the Principal and creative staff members, if they are likely not to be available locally.
- You will need to appoint a PRO until the Principal is hired and even beyond, to assist in the promotions process, to plan open days, activities, follow-ups, etc.
- You need to plan training of the teaching staff and the Principal in advance of when the school begins operations, so that they can explain your school's philosophy to the perspective parents and also plan for the school's beginning.

In the beginning, you don't have picture of your own children, so you will need help from the global to get you pictures of other schools in their group that reflect your school's pedagogy. You will also need to write about yourself, what is global, the methods you use in global and why, etc. You will need the designs of a brochure, flyers, hoardings, etc. for the market launch, complete with branding information with logos.

You will need to print all the marketing materials. You will need to identify where the hoardings will go and then hire a local agency to help you with marketing. Such a strategy also requires study of the local market, for example, will it focus on neighbourhood more or a city-wide market, or for a residential school, marketing across many cities and rural areas, for example, all depending upon where you think your clients are most likely to come from. Then you will need to think of how long the marketing campaign will run for and which media outlets will be used during that period, for example, if radio or local TV are going to be included, or not, why or why not. global will help you in deciding based on your needs for the type of project.

## Advertise

- We provide all advertise material like Hoarding, Banner, brochures, etc.

## Some important considerations...

- Though it is very hard to start a school, it is still harder to get the first few children and to maintain quality after the school has been well-established. You will need the support of your franchisor throughout the process.
- Many established schools face on-going problems even after a school is well-established.
- Quality assurance and supervision, check on the Principal and teachers.
- Motivation of staff.
- Handling of over indulging and demanding parents.
- Cleanliness of the school.
- Transport management.

## Other

- Provide specification for academic offerings, curriculum for students, training of teachers in global methods, activities, marketing etc. , leading up to making the region's best school.
- Make strategies for student enrolment plan and facilities and specifications based on curriculum structure.
- Provide an inventory list for infrastructure needs as per the educational methodology and curriculum requirements (Books, Computers, Lab Materials, etc.).
- To act as knowledge advisor on the application process for the planning, developing application and managing of the accreditation process for CBSE or ICSE / ISC and other Boards as decided. The physical work for getting an NOC and other formalities and any payments to be made for getting the accreditation are to be borne by The Promoters.





## Admissions Process

- global will help you in designing of the admissions process.

## Education Methodology, Curriculum Design & Course Material

- To implement the global model of education though the physical costs of the programme will be paid for by the parents.
- Provide guidelines, training and supervision to implement the Broader, Bolder education in the curriculum design.
- Any school books, assessments, kits etc. will be billed separately and charged to the parents. Any books/ materials procured from other suppliers shall also be paid for by the parents. All materials in the school will be approved by global.

## Student Assessment & Performance Review

- To implement empower assessment framework and tools for review of student performance along the lines of education methodology and curriculum objectives.
- To review class performance, teaching staff on devising strategies and plans to improve student performance in a milestone driven time based program.



## Principal & Teacher Hiring

- Selection of School Principal: Design advertisement, screen resumes and select the Principal.
- Selection of Teachers: Design advertisement, establish need and provide support in the selection of teachers and if needed, locate them nationally.
- The cost of all ADs, promotional materials and additional support is to be borne by the Promoters.

## Problems often include..

- Not being able to attract the type of teachers you want (with good spoken English, right attitudes, peppy personality, training and skills for specific jobs, sufficient or desirable experience, etc.)
- Not being able to retain teachers (due to marriage, husband's transfer, move to another school, etc.)
- Providing on-going in-service training to keep the staff up to date with the global pedagogy and upgrade new staff into new and advanced teaching methods.
- Quality assurance and supervision, check on the Principal and teachers.
- Motivation of staff.
- Handling of over indulging and demanding parents.
- Cleanliness of the school Transport management

## Faculty Training, Assessment & Performance Review

Provide comprehensive and periodic training to teachers / Principal to align them with global education philosophy and curriculum objective.

Deliver a minimum of 100 hours of training per teacher, interspersed with supervision and feedback over a three year period.

Train teachers to build the foundation for the entire program introducing teachers to some fundamental building blocks such as planning the teaching of key concepts, classroom management, themes based learning, subject input and meaningful empower assessments. It will also focus on training teachers for parent communication and their personal growth as well.

Define and execute improvement strategies (under the training program) to improve performance. Do random site visits and evaluation teams to provide periodic feedback on implementation success.



## Why get a brand?

- It is the same reason as someone might start a hamburger shop. Imagine you start a school called Somename School or CIS or global International School. The differences are quite obvious
- Starting up Somename School will be a lot harder; CIS/NIS much easier as global expert team will be behind you, supporting you every step of the way.
- You will earn more even after paying the fees (think Macdonalds and other franchises). In the present offer, you further recover a large proportion of your fees just by the fact that you have a waiver on royalties till you have 250 children in whole schools, 50 in preschools.
- Starting up Somename School might even be more expensive as mistakes along the way may be costly in terms of money spent, wrong decisions or hiring, time or reputation loss.
- Most importantly, it will take time to build up reputation, in the same time as NIS will get you readymade customers. Even if you plan to start many schools, you make take 10 years or longer to build a reputation big enough to be considered a brand, or you will need to spend enormously to establish a market presence. In the meantime, you could already be multiplying with NIS / CIS profitably.
- If you have desire to set up a school in someone's name, CIS / NIS can be "in the memory of" or "inspired by" So and So.
- There is opportunity cost to your timing. If it takes you a year longer to get your school started, for example, you are losing in terms of opportunity cost. Should you have only land and wish

## Global Vs Other Brands

In the next five years, the brand that will thrive the most will be a brand that will work on new educational dynamics. global is based on a new set of educational principles and on the new premise of 'Compete with Yourself!' Every child is important. Old education does not empower every child. Old education is, therefore, out. New is in.

## The School Education Market

The waste majority of the Indian schooling sector is set in traditional moulds which are hard to break. Education is an exciting sector at this time in India. Though there are many schools getting into the reform agenda on their own they countless others who would like to see their education reformed but could do with support from other progressive external groups. However there are very few players at the national level. The field is barren so is our potential to make a huge impact. The schools & institutions that will survive the future, will be those that are based on the new premise of "compete with yourself" and not those whose reformed agendas are limited to providing an improvement to the existing system, however dramatic.

## Branding, Know-How & Marketing Communications

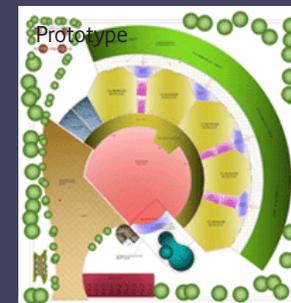
- School branding will be provided under the banners of global International School and City International School, NIS or CIS Juniors.
- Provide school logos, brochures and hoarding designs
- Provide content for a start up website
- Provide support for developing & executing marketing & advertising plans, creative & communications strategy
- Physical costs of such marketing and promotions are to be borne by The Promoters.

**Initially branding and image is everything. After that, what retains parents and moves your school from strength to strength is how good your education programme is, especially academics**

## How is Global different

- They only group to provide standardisation through unique and proprietary curriculum, personalised study materials, on-going diagnostic assessments, teacher training and supervision of quality
- The only group with extensive experience of providing world class education with family runs schools that have the distinction of getting the UNESCO prize for peace education and GUINNESS WORLD RECORD for being the world's largest school. We know how to attract students and how to provide them a quality education to retain them. Our family run school in Lucknow has over 45,000 students in the current session.
- Our architectural designs for schools are outstanding. They incorporate BALA-building as a learning aid and environmentally sustainable features, nature integration, etc. The ambience they create is warm and caring towards individually child.
- We provide on-going detail training an assessments of teachers as it is hard to find ready made teachers in most parts of India. We help in the hire of principals and teachers and we are the only group that brings expertise form across the globe to train teachers in advance and accelerated methods of teaching. For example, we have invited practitioners and experts from top TIMSS and PISA countries to share their experiences on how they created the best academic results in the world while teaching children joyfully.
- We provide strong quality assurance through a systemic approach to supervision.
- Our on going diagnostic assessments are centrally prepared for all schools and taken using voting devices or on-line means so that we get an accurate reading on children learning across our schools and can act on any fall in standards.

### GCPL Whole Schools



Architecture by GCPL\*



## Get expert support.

- Hiring a Principal will be one
- You will still need to have financial control and create a system of both cheques and balances.
- global will provide on-going support, guidelines, systems set up in all these aspects.
- School branding
- Provide school logos, brochures and hoarding designs
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# Reasons to start a Global Franchise

## Established Brand

- Become a part of India's fastest growing international school chain.
- Gain from the goodwill of the Leading Brand name in the Education Industry.
- Receive support of a Corporate establishment with years of experience.
- Boast of the solid foundation that more than 2,00,000 children have received from GCPL

## Research Based Organisation

- Gain from the rich Experience of Foreign Qualified Educationists.
- Learn from our experience and avoid costly start-up mistakes.
- Benefit from the well-developed, well-researched, comprehensive curriculum, based on 22 years of research and experience-GCPL School System.
- Stay updated with continuous monitoring & up gradation of the system as per the changing needs.

## Proven Success & Promising future

- Benefit from proven Franchise success model since 1991.
- Enjoy access to a successful support network from across the length and breadth of the country.
- Receive personalized support resulting in highest success rates in the Franchise Sector in India.
- Gain from Increased awareness of Parents about the importance to provide best education to their children in the best schools.
- Enjoy stable venture irrespective of economic cycles.

## GCPL Feeder Schools

- Benefit from Regular admissions of children from more than 175 GCPL schools.
- Gain from Preferential transfer of GCPL children to other GCPL branches across India.

## Technology Support

- Benefit from the Personalised and Dynamic Portal maintained for each school at [www.globalclassroom.in](http://www.globalclassroom.in)
- First of its kind in India – our unique Corporate Office – school – parent communication software GCPLFAST!
- Unique online marketing support.

## Excellent Returns & Satisfaction

- Royalty – value for money.
- License Fee includes all of the following projects:
  - a. Nursery - 12th Class.
  - b. Summer Camp & Activity Centre for age group 2 to 12 years.
  - c. Bonus Revenue Channels.
- No Hidden Costs.
- Assistance in raising finance.
- Centralised designs & marketing material.
- Corporate buying power, pooled advertising costs and assistance in negotiations resulting in cost reduction.
- Comparably Higher admission enquiries and fee chargeable due to a preference for a 'National Brand'.

## Leadership

- International speakers and conferences for principles
- Up grading content based on pedagogy, ICT tools and changing needs
- Benefit from the biggest education network

## Academics

- Content developed on basis of 52 years of research and experience in education sector in 38 countries
- Ready to use books, creative worksheets, assessments, personalised books and classroom tools
- Scholastic and non scholastic subjects weaved together in day to day lesson plan

## Training

- Exemplify 4-level training empowerment programme
- 300 hours of teacher's training over 3 years
- 24X7 learning support for teachers through telephonic and email support
- training in operations, marketing and managerial skills

## Business setup

- Architectural guidelines, procurement support and guidelines
- Strategy formation, business plan, advertising and marketing support
- Recruitment, process setup and statutory guidelines

## Operational support

- Technology support for assessments and reports
- National level branding and advertisement support
- Continuous quality up gradation

**Training:** We provide extensive training in the fine art of operating a GCPL Franchise to assure a smooth start-up. You will go through an intensive and focused training that will equip you too smoothly and successful operate a GCPL branch.

**Recruitment:** Our HR Department helps you to recruit the right candidates to run your School. Right from E-mailing to candidates, telephonic interview to online video conferencing – we shall ensure that your branch is equipped with the best possible talent!

### **Operational Support:**

You can contact our support staff at any time to assist you with day-to-day operating matters. Additionally, our representative will visit your branch periodically to review the progress and provide any assistance you may need.

**Purchase Savings:** To ensure that you get the best quality at the best price, we have short-listed suppliers for most of the items required to run your operations. You will be benefitted from the reduced price due to our network buying capabilities and ensuring that they support you with after sales services.



**Continuous Product Development:** We continuously review and evaluate opportunities for new ideas and work on the enhancement of existing services & infrastructure and share them with you. You do not have to worry about things like designing & promoting the website, diary, holidays homework, circulars, activities, writing books etc. as all the planning is done from the Head Office.

### **Curriculum Design and Support:**

We provide you with well developed, comprehensive and child-friendly school system & curriculum – GCPL, which is continuously researched and updated by the R&D team at the Head Office to give us a cutting edge. You will be provided with processed manuals for Morning Assemblies, Outings, Activities, Celebrations, Annual Day, Sports Day, Excursions, Competitions and other events.

### **Advertising & Promotion Support:**

We work with you to execute highly professional, cost efficient and effective marketing efforts – all in step with GCPL dynamic image. You will have access to professionally prepared advertising, promotional and marketing material, including prospectuses, brochures, newspaper advertisements, mailers, public relation material, leaflets, banners, cable advertising etc.

# Global INCLUDES:

- Curriculum for all subjects
- Study materials and solutions for all subjects
- Assessments for all subjects and solutions
- Comprehensive teacher training
- Supervision support

The Global Programme is based on the Council for Global Education's Global Education Model of Schooling and the Four Essential Building Blocks of Education: Universal Values, Global Understanding, Excellence in All Things and Service to Humanity.

# The Global Programme

- Develops an intrinsic love for learning / builds motivation from within
- Promotes discovery
- Encourages competition with oneself
- Inculcates lifeskills and instills values
- global cooperation and team spirit
- Inspires leadership skills
- Prepares for the unknown
- Develops global citizenship
- Preserves self confidence and global confidence

**A good education is one that nurtures**

- ➔ a good human being,
- ➔ a good member of a family,
- ➔ a good member of a community; and,
- ➔ a good citizen of the world.

**Universal Values**  
**Spirit to be**

**Global Understanding**  
**Heart to love**

**Excellence in All Things**  
**Mind to discover**

**Service to Humanity**  
**Skills to do**

## GLOBAL'S FOUR BUILDING BLOCKS OF EDUCATION

The Council for Global Education USA / INDIA

[www.globaleducation.org](http://www.globaleducation.org)

So **What** is a **Good** Education?

## A Comprehensive Approach

Instead of piece meal changes, the GEMS global Affiliate Programme addresses all aspects of transformation at a school for each level the affiliate signs up for. What content is taught, how it is taught, activities and materials needed to make hands-on interactive classrooms, teacher empowerment, school ethos and environment are all integrated as part of global's holistic approach. Based on the premise of 'compete with yourself', many profound changes begin to take place and a whole new outcome is witnessed for the individual child and the school community combined.

## Global School Concept

A global education is a rounded education which encompasses the rounded development of body, mind, heart & spirit of every child. In global education every child is treated as special and every child compete with himself/ herself, to do their best always. It is a highly personalise and dynamic system of education that incorporates concepts of mastery and self realization.

## The Goal

Goal is transformation of schools, its method, its subtle massaging, what it whispers into every child's ears, what it inspires in every human spirit and what it delivers as outcome. Current education is merely geared on exam success our goal is to global lifelong learners, life skills to live beyond the present constrains of society, to live with uncertainty & to embrace the diversity of human potentialities. and for meaningful engagement with life to become promoters of peace, world citizen, and proactive agents of social transformation.



A broader set of objectives address the body, mind, heart and spirit of each child. Training is provided for every step of the way in the implementation process.

## The Methods

Course work is divided into manageable units for 4 stages of developments Pre/Prim, Prim, Jun. & Senior with clear objectives & outcomes for each unit of work & stage of development. The emphasis & the goal vary for each stage of development for example

Stage1 the primary years is a stage of encouragement,  
Stage2: the prim years is a stage of empowerment, the junior years focuses on expressions, & the senior years on enlightenment. these over arching goals are further divided into objectives for example: the 5 Ps-

P1: performance in the boards,

P2: Proficiency in English,

P3: Praise worthy Character,

P4: Personality

P5: Preparation for service to humanity. (Leadership training etc.)

- Diagnostic & formative assessments are attached for each unite of work with mastery as goal for each unit of work. Baseline & progress assessments in the core subjects. propel a child forward in a dynamic cycle away from class & age considerations. indeed as we notice language skills for example in ENGLISH vary between children that go beyond class & age considerations.
- Every chapter begins with a hands on interactive exercise called dramatic presentation that involves Kinaesthetic learning.
- Visualization is built as a core mechanism for learning, active learning environments are provided through the use of slates, Time limits & peer work for example. Field trips & theme based learning...
- Parents are made more effective partners through formative reports & work plans that are color coded & easy to understand.

Teaching method includes differentiated teaching learning, active, interactive, hands on and experiential learning along with the use of accelerated teaching methods, MINEIMAX approaches and more. The outcome is joyful learning, an intrinsic desire to learn, self mastery, self analysis, focus on beauty and perfections and excellence and all things. So we do not rush through syllabus at the cost of understanding we also see learning as 14 yr tunnel of learning = tunnel of enlightenment and a process of perfections in both human and academic sense instead of exam to exam cycles or one year cycle with 40 minute periods repeated for 14yrs. From classrooms arrangements into groups to multi age settings to block scheduling, to flexible time tables that allow scope for focus on areas of needed interventions and fine tuning to capture student interest and imaginations to capture in their teachable moments. To the use of the language of encouragement not praise to teacher self assessment and empowerment through knowledge and up gradation to the use of technology where needed (not everywhere), our methods span a wide range.

## Global treats every child as special

Besides being a comprehensive programme of development for a school, global is complete empowerment of the individual child. The programme provides on-going personalised roadmaps to every child's success.

**GLOBAL PERSONALISED DIAGNOSTIC REPORT**

NAME: **Teaha Begun** CLASS: **4A**  
 SUBJECT: **English** TEACHER: **KAREN CHODHURY**  
 SCHOOL: **Sarvani The Global** PRINCIPAL: **Ms ANURADHA BARKADOTI**

CLASSIFICATION: **A**  
 SUPERVISOR: **Shweta Bhowy Fog 2000 Class**  
 TIME TAKEN BY YOU: **CLASS AVERAGE: 1 hr 23 Min / 1 hr 23 Min**

<b>GREEN: Maintain with practice.</b>	<b>BLUE: Consolidate.</b>	<b>RED: Fix</b>
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**Verbs:** Complete each sentence with correct form of the verb, for example, "He was buying (buy) a newspaper from the corner shop." 100

**Nouns:** Unscramble the letters of the given words to get the correct name, for example, "My pet dog had a litter of puppies." (leat) 90

**Gender:** Rewrite the underlined words by changing the gender of the underlined nouns and pronouns, for example, "My brother was chosen to act in the school concert." - sister 70

**Spelling:** Choose the correct word from the options and fill in the blanks, for example, "Sonal is as hard working as an ant." (enert / ant) 70

**Pronoun:** Choose the correct pronoun and fill in the blanks, for example, "This dog belongs to Mr and Mrs Gupta. This dog is theirs." (their / theirs / they) 60

**Picture Composition:** Study the picture and write a story or a description of the picture. 60

**Sentence:** Choose the correct sentence given and fill in the blanks. 60

**Pronoun:** Two sentences are given, each pair is joined using a relative pronoun, choose the correct sentence. 60

**Editing:** Correct the underlined grammatical mistakes in each sentence, for example, "A zoo is a place where where we can see wild animals." 50

**Adjective:** Choose the correct word and fill in the blanks, for example, "There is some juice in the jug." (some / any / many) 50

**Comprehension:** 70  
**Composition:** Write a composition of all 100 words to describe sentences on any one of the given topics, for example, "My School Uniform" / "An Exciting Adventure" / "A Visit to a Market" 70

**Noun:** The underlined word in each sentence is incorrect, write the correct word in the space provided, for example, "Mona, my friend was known for her honest." (honesty) 70

**GLOBAL CLASSROOM**

The personal Reports for your child alone is automatically mailed up with formative study materials. Global Education Model of Schooling has been developed in India since 2008 by Dr-Santa Singh, Ph.D, Cambridge University, UK, who works for the welfare by providing education to the world. For your child to take any personal Blue and Red topics alone and correct them to Green with the help of Parents and other members. There will be no fee for this. For more information, please contact The Global Classroom, info@globalclassroom.com or call 022 636 3904 or +91 932 355 646 6255.

**Compete with Yourself!**



## The Principles

- Children learn best when they learn by themselves, through their own metamorphosis, comparable from a cocoon a butterfly must emerge.
- Teacher must be a facilitator, a joyful positive learning environment full of positive reinforcement that says "you can do it" not "you cant."
- A helper a mentor, a guide, an exemplar (behaviour), a psychologist, an environmentalist. role model.
- School must be restored to its traditional role.... (transformers of society) a variety of learning environments are provided.
- A child compete with himself not the others so reporting on assessments is uplifting an empowering, Methods encourage honesty, the right behaviour, 7 process over product, effort & improvement accounted as more imp than accomplishment.
- Progress is a measure of success.
- Success is measured on both inner & outer aspects, & the development of body, heart & spirit, a broader objective report uses self analysis tools to provide directions to a child's broader development.

## The Outcomes from Global Education

- Develops an intrinsic love for learning / builds motivation from within
- Promotes discovery
- Encourages competition with oneself
- Inculcates lifeskills and instills values
- globals cooperation and team spirit
- Inspires leadership skills
- Prepares for the unknown
- Develops global citizenship
- Preserves self confidence and globals confidence

Global is a outcomes driven values laid process of transformation at a school. Its driven by its mission to make education more meaningful for the individual child and to create conscious & carrying individuals for whom service to humanity will become a way of life. They will become both leaders & Team builders not just competitors. who will be intrinsically motivated to do their best always and to compete with themselves not others. They will be able to distinguish right from wrong & will always chose to do that which is worthy of human nobility.

*Before the beginning of any endeavour, one must look to the end of it. (Bahauallah)*

# Minimum Requirement for a Nursery-Class 12th School (Day School)

- In metropolitan cities with a population exceeding 25 Lakhs, the land should not be less than 1 acre with adequate building and there must be an arrangement with other institution/organization for imparting physical & health education and conducting games in their grounds.
- The minimum land area required for the schools in NCR, Delhi is 4000 sq. mts.
- In hilly areas, the land should not be less than one acre. The norms as prescribed by the Planning Commission shall be applicable for determining the eligibility in hilly areas.
- In all other places, the school must possess at least about two acres of land and a building constructed on a part of the land and proper playgrounds on the remaining land. In case of lease, it will be acceptable only if it is for a minimum of 30 years and in favour of the Society/School by registered deed.



## Land Area for Residential School

The school must possess about 20 acres of land. This type of school will have the CBSE system and may/may not offer the IB (International Baccalaureate) system. These schools will be truly global in all approaches and may be setup in India or Abroad  
Apart from the land, you need to invest on the construction, the cost of which may be from Rs 700 per sq ft onwards (including furniture and interiors), depending on the fee that is being targeted in your school. You should also be able to secure bank funding for a majority of this amount. Banks may also give a one-year moratorium, which will help you settle down the school. Within a year, you will be able to reach a stage where you can start paying the bank instalments, from the money you get from fee collection. Hence, to start a school, you need the required land and some working capital too.





## Other aspects global will help you plan include:

- Remedial Strategy
- Design Admission Tests
- School Syllabus & Stationary List
- Hire a uniform vendor to provide the school uniforms.
- Teacher Hiring -- Assessment criteria for hiring, salary structure
- Teacher Training -- for global + Corrections = Doing from the beginning = not a culture change because teachers settle into patterns of behaviour
- Teacher Plans according to global
- Supervision and 3rd Party Input to help the Principal
- Strategic discussions for growth of the school into upper classes and strengthening quality
- Buying of equipment and furniture -- group work basis -- Classroom management and class furniture
- Installing the assessment system, student assessment and performance review
- Designing parent seminars
- Language and Mathematics Labs
- Interactive Whiteboards + content
- Marketing -- means profiling this school the best possible way
- Make ADs for announcing the new school
- Make hoarding designs, flyers for distribution in specific areas, brochure, logos
- Start-up website to profile the school
- Fee structure, fee billing forms and procedures
- Teacher / Principal salary, hours of work, contracts
- Number of teachers and other staff requirements

## Optional services and support

- Project report to help you lineup financing
- Organising NOC (non organising certificate) from your city / state
- CBSE / ICSE / IB / IGCSE / CIE approvals or affiliations
- Architectural services
- Setting up of a laboratories
- Organising your furniture
- Sports Facilities
- Management contract managing your school
- Alternative partnership structures
- Large scale projects
- PPP (public private partnership)
- Rural programs

# Stepping Together to start a **global School**



# PARTNER us in establishing a global school in your town



## The right reasons to start a school

- ✓ Enable individual transformation
- ✓ Bring a positive difference in society
- ✓ Serve humanity



## Not the best reasons to start a school

- ✗ A money machine
- ✗ Industry is recession free
- ✗ No dead stock

Start  
a  
**BUSINESS**  
with  
**SERVICE**  
in mind,  
**Goodwill +**  
**Money**  
shall  
follow...

NURTURE INTERNATIONAL SCHOOL

The hallmark of  
**NIS schools** is that  
they have one curriculum  
that has been prepared  
according to its vision,  
**"Compete with Yourself"**

### Top 10 Reasons to Start a School

- I Not impacted by business cycles
- II A Growing market, Awareness for quality school growing
- III All cash transactions, No credit
- IV No stress of unsold inventory and wastage
- V Prime commercial location not required
- VI Easy work timings
- VII Holidays as per your children's holidays
- VIII A positive working environment
- IX Respect from the community
- X High degree of satisfaction as you are giving a foundation to so many children lives

## Why should people who serve, not earn well?

## MEET THE GROWING EXPECTATIONS OF PARENTS

Away from comparison with others, parents want specific information on their own children and what will help them maximise their potential as individuals. The usual advice, "work hard", "practice" and "focus on weaknesses" is not effective.

Instead, Global provides frequent, on-going and detailed topic-wise personal strengths and areas of improvement. A child is thus prompted to improve upon and compete against his / her own past performance. Further, every child is provided with personalised smart study plans that answer the question, "What next?" Personalised and differentiated learning materials help close any remaining gaps in understanding even as a child becomes better at self-analysis, self-regulation and self-study.

Global's premise of "Compete with Yourself!" creates in every child the feeling, "Yes, I can." Such an intrinsic motivation is not clearly possible to generate in systems that rely primarily upon competition with others.

Children progress like never before at the same time as parents become better informed partners in their child's learning.

Besides providing complete empowerment of the individual child, Global is a comprehensive programme of development of a school, complete with quality assurance and supervision.



*"Look, I  
Can!"*

We need a metamorphosis in education.  
From the cocoon, a butterfly must emerge!



**In the Future, All Children will  
Compete with Themselves.**

**In Global Schools they already do.**



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