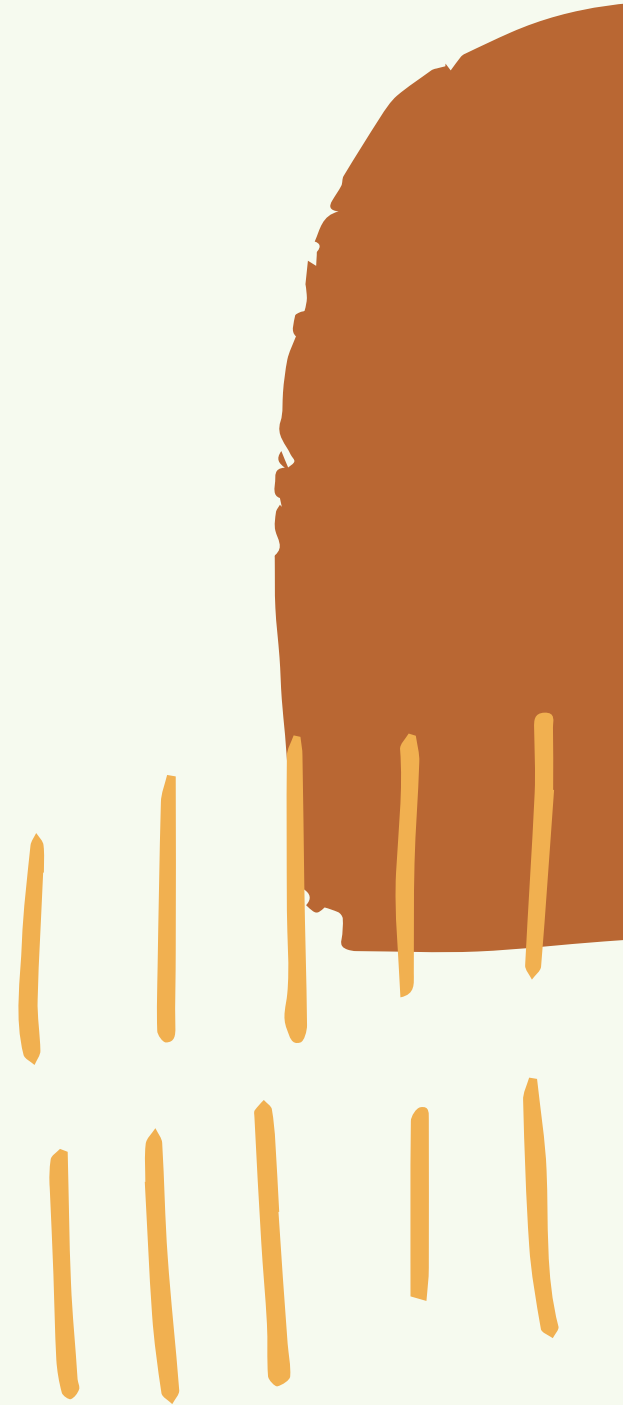
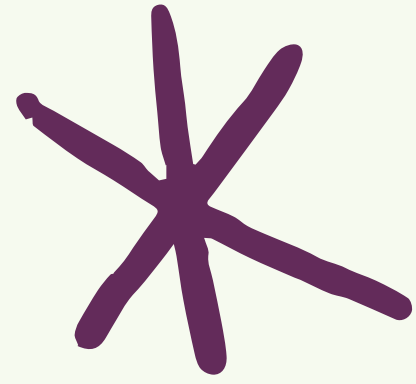




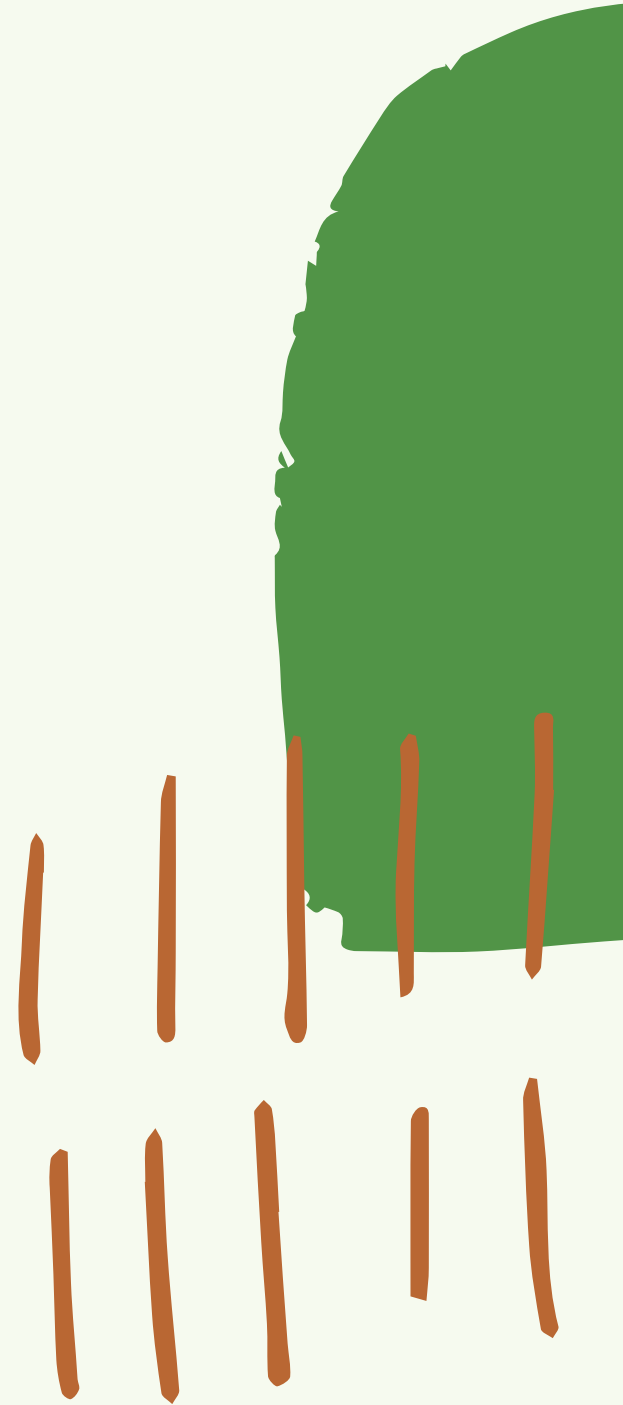
FRANCHISE PROPOSAL

Earn more with a brand you can trust.





अ aradhana Kala Kendra





Every child is
an artist.

PABLO PICASSO



AARADHANA KALA KENDRA

Our journey began as an after
preschool activity center and now
serves 1million+ students across 30+
branches across India.





HOW IT STARTED

Aaradhana Kala Kendra started as a preschool aggregator, run as an evening activity center in our own preschool **Mother's Arm International School**. However, it changed its business model when we realized the lack of quality in teaching standards of activities necessary in our culture to keep us true to our roots. It involved partnering with preschools, tuition centers, polytechnics, high schools, institutes, and universities asking them to operate as a franchise and use their infrastructure for our students of various terminals. Now **Aaradhana** is in 40+ centers across **India**.

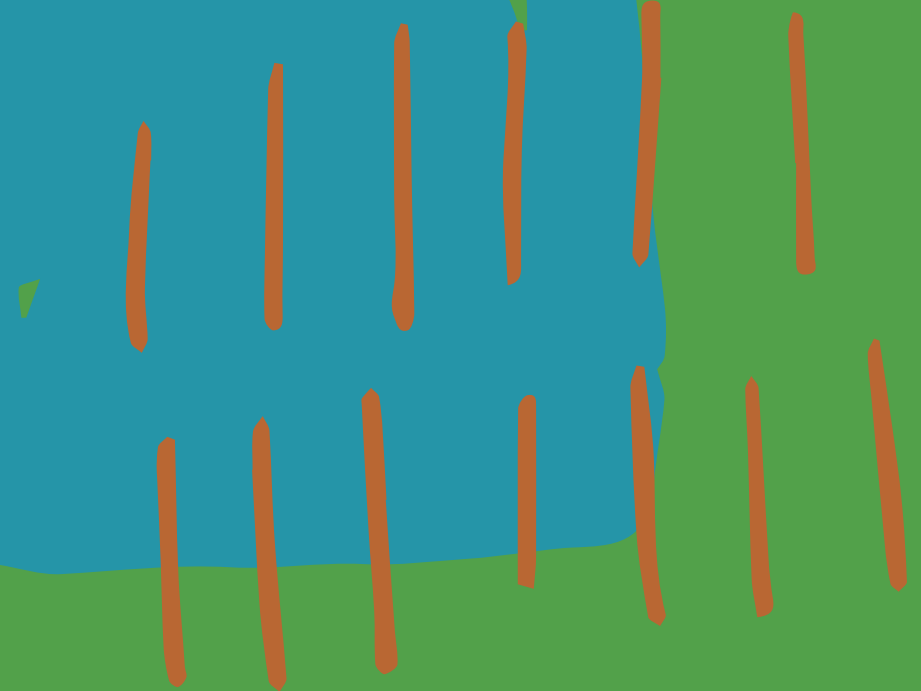




What makes us , US ?



- Akhil Bharatiya Gandharva Mahavidyalaya
- NSDC (National Skill Development Corporation)
- Pracheen Kala Kendra
- UCMAS (Abacus)
- MSME (Ministry of Micro, Small & Medium Enterprises)
- IIID (Indian Institute of Interior Designing)
- Early Childhood Association
- Pradhan Mantri Entrepreneurs and Skill Development Program
- Indian Rubics Society
- Indian Federation Of Karate
- Khilona



MISSION, VISION AND VALUES



MISSION

Providing quality education in co-curricular activities to every student helping them find and grow their talents.



VISION

Spread and develop skills for all age groups in fields of art/music/dance/fitness/vocational courses and also help in the whole brain development program with various short-term educational courses.



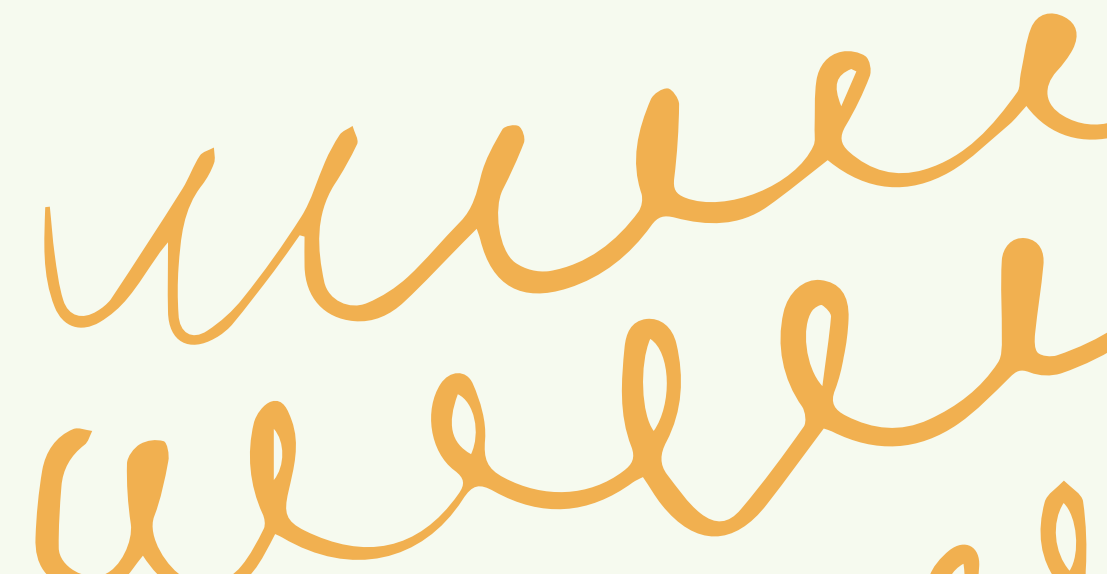
VALUES

Education is a needful right of every individual which has become even more relevant in the current day and age. Hence assurance of its quality isn't just wish it's a requirement.



THE BUSINESS PLAN

THE IDEA BEHIND THE WORK



PROBLEM

- Choices in cultural education & vocational courses (either lack of or too much) and their quality.
- Certification.
- Finding the perfect fit.

SOLUTION

Assurance of quality and substantial rewards for the hard work and learning.

UNIQUE VALUE PROPOSITION

- Accessible
- Affordable
- And rewarding

UNFAIR ADVANTAGE

- Events
- Exams
- Training

CUSTOMER SEGMENTS

Art enthusiast
career oriented
casual learners

EXISTING ALTERNATIVES

- YouTube.
- Home tutors.
- Non specialized websites or apps.

KEY METRICS

To measure our growth, we'd account the number of branches opened in every populated locality.

HIGH LEVEL CONCEPT

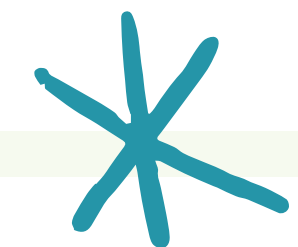
Education of cultural and Vocational courses with a degree that validates your efforts.

CHANNELS

Direct marketing
social media
Ads
Partnerships

EARLY ADOPTERS

Counselling for their artistic needs or career needs



COST STRUCTURE

For us: Interior design, inaugural event, training costs for admin, the subdomain for marketing and information, HR for hiring, graphic designs, syllabus, certificates.
For our franchises: Infrastructure.

REVENUE STREAMS

Monthly fees and events.

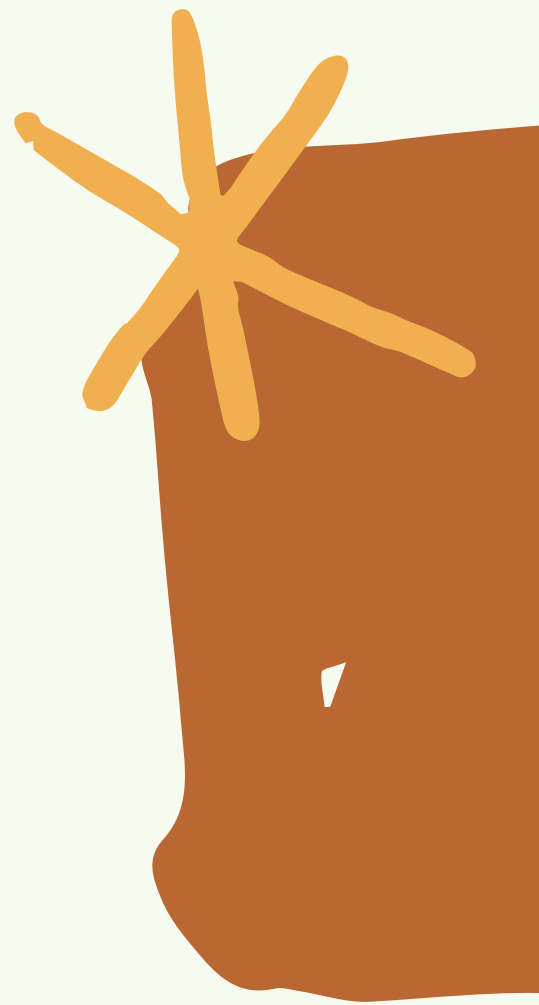
MODES OF LEARNING



ONLINE



OFFLINE





Our Main Subjects



DANCE



Hip Hop | Salsa | Jazz |
Kathak | Bharatnatyam
| Oddisi | Kuchipudi |
Garba.

MUSIC



Classical Vocal | Sitar |
Guitar | Harmonium |
Casio | Violin | Drums |
Tabla | Congo | Dholak
| Flute

EDUCATION



Abacus | Cumaths |
Calligraphy | Theatre

VOCATIONAL COURSES



Nursery Teacher
Training | Primary
Teacher Training |
Cosmetology | Interior
Designing | Fashion
Designing.

ART



Fine Arts | Canvas
Drawing | BFa. | MFa. |
Workshops |
Handicraft.

FITNESS

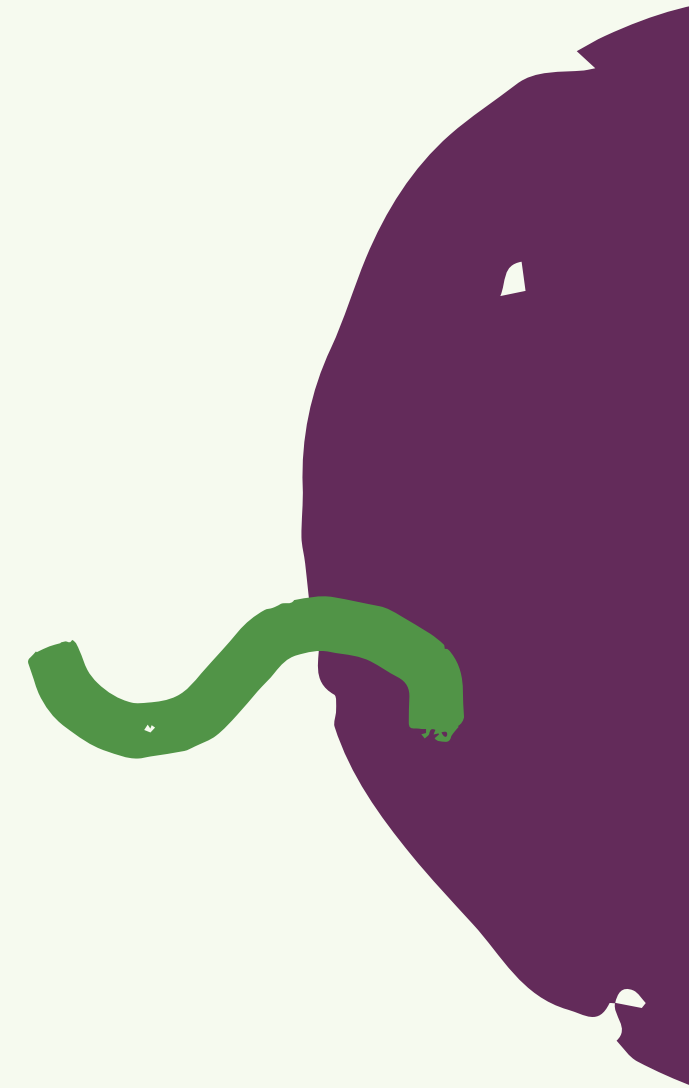


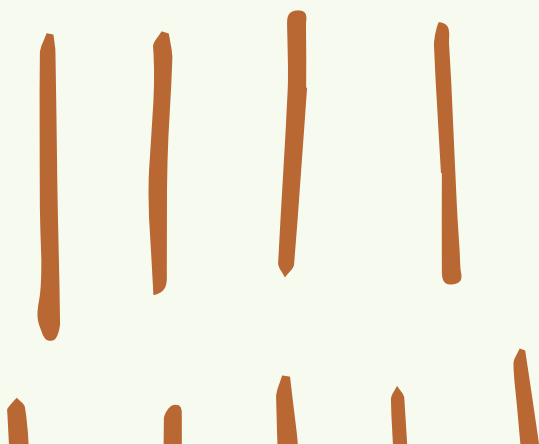
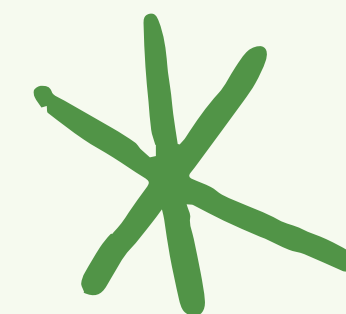
Yoga | Zumba



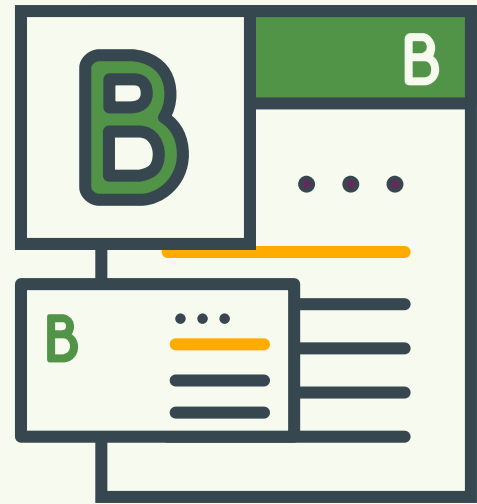
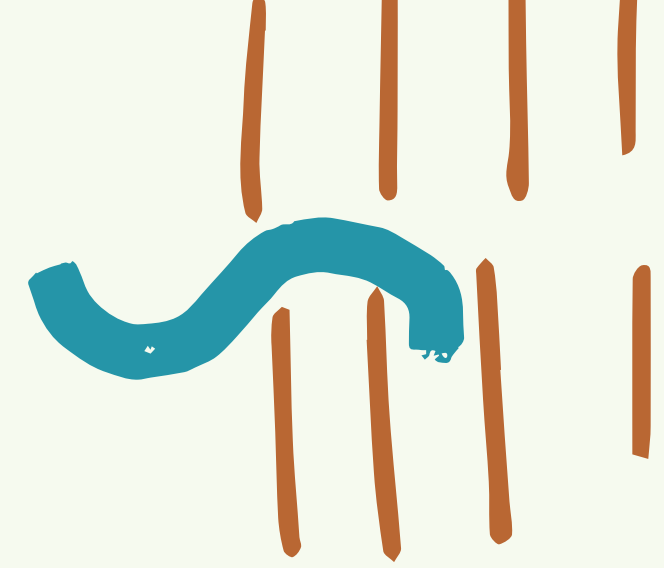


OUR MARKET FIT PYRAMID





HOW CAN YOU JOIN BECOME A PART OF OUR GROWTH ?



BRAND
INVESTOR



SEGMENT
INVESTOR



PLAY
GROUP
OWNERS




ONLINE
FRANCHISE

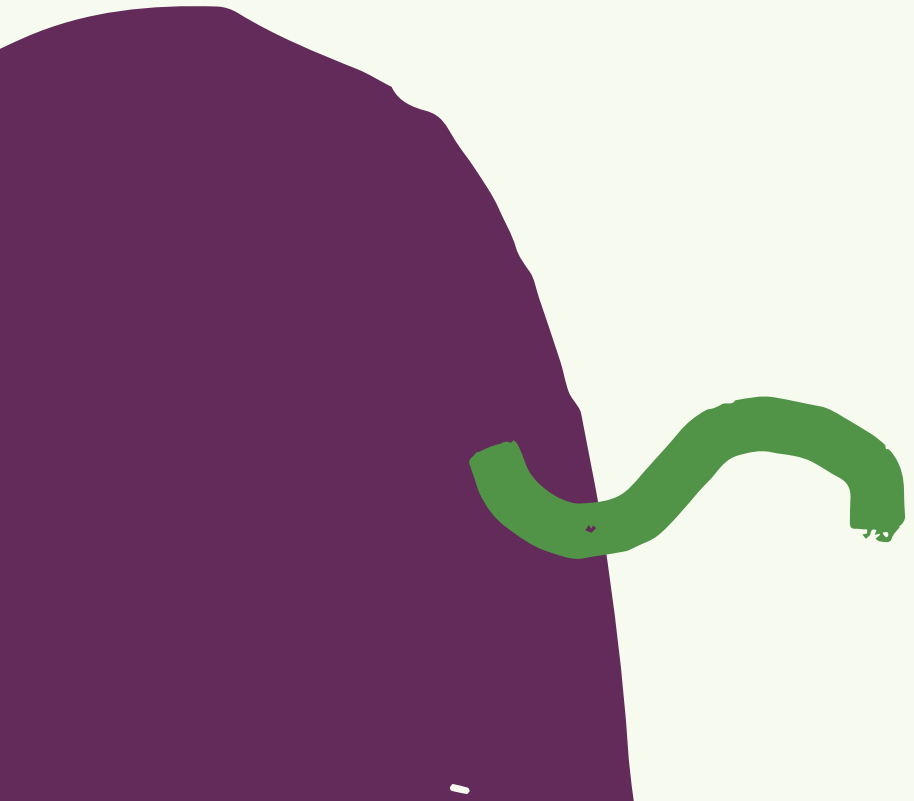


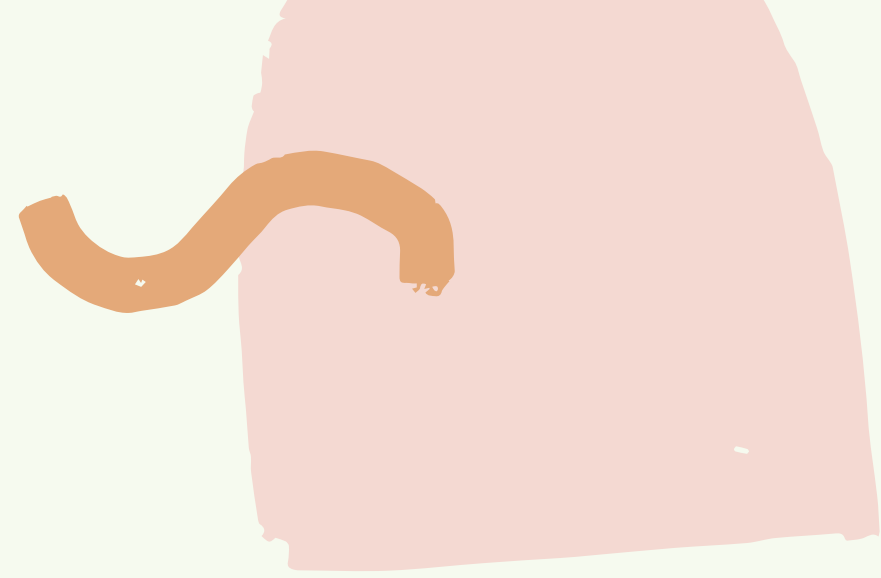
BRAND INVESTORS





Investors who wish to run a multi-facility Institute with infrastructure. They can run all our products and services.





FEATURES

- **FREE TRAINING TWICE A YEAR**
- **DIGITAL BRANDING FOR THE ENTIRE FRANCHISE TENURE**
- **GUARANTEED 30 ADMISSIONS**
- **FREE SAMPLE LOGISTICS**
- **GRAPHIC PROMOTIONS THROUGHOUT THE YEAR**
- **HUMAN RESOURCE**
- **EVENT DESIGNING**
- **SYLLABUS AND EXAM**
- **ACCOUNT MANAGEMENT SOFTWARE**



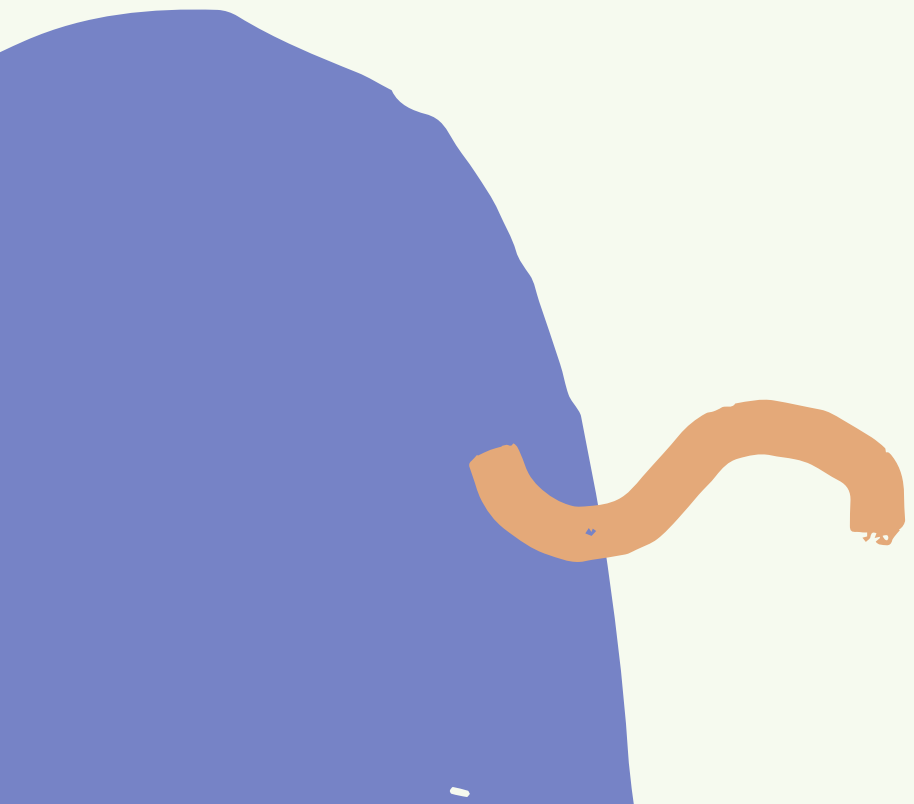


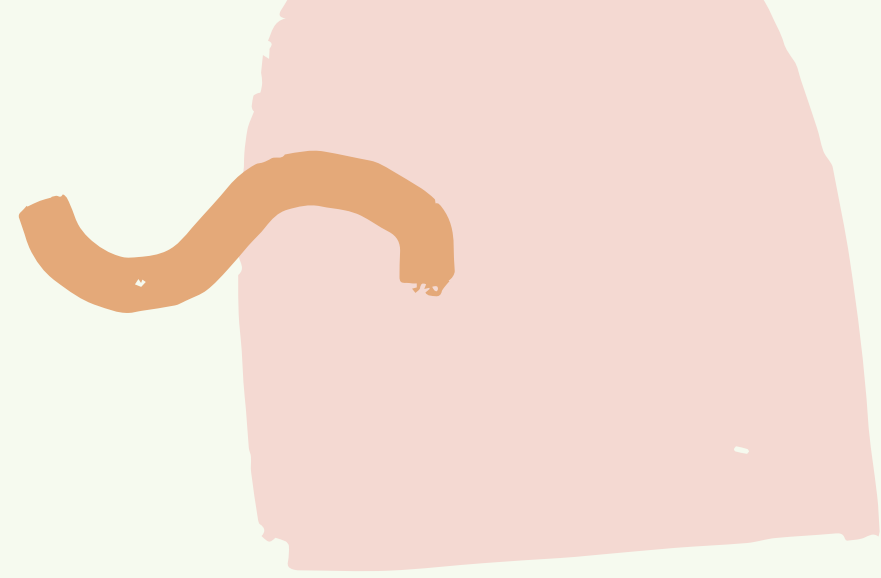
SEGMENT INVESTORS





Investors who wish to run
an institute with one or
more of our terminals.





FEATURES


- FREE TRAINING TWICE A YEAR
- DIGITAL BRANDING FOR THE ENTIRE FRANCHISE TENURE
- FREE SAMPLE LOGISTICS
- GRAPHIC PROMOTIONS THROUGHOUT THE YEAR
- HUMAN RESOURCE
- EVENT DESIGNING
- SYLLABUS AND EXAM
- ACCOUNT MANAGEMENT SOFTWARE



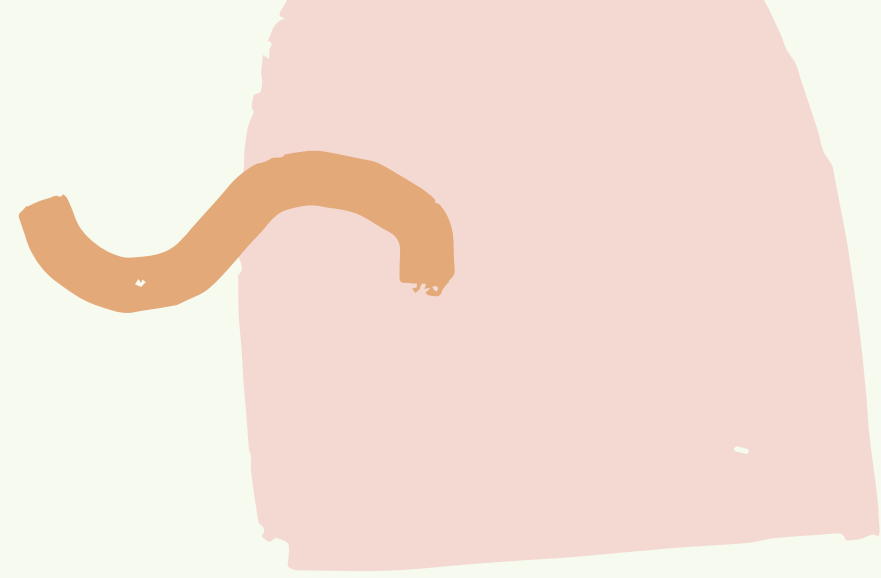


ONLINE FRANCHISE





In this segment of investment
where one can become a
channel partner of
Aaradhana using online
tools.



FEATURES

- **WORK FROM HOME**
- **NO INFRASTRUCTURE**
- **NO NEED FOR TEACHERS**
- **NO ADMINISTRATOR**
- **TRIPARTY AGREEMENT
FORMAT VALID FOR LIFE**
- **EARN FROM THE COMFORT OF
YOUR HOME AND WORK AS
PER YOUR CONVENIENCE.**

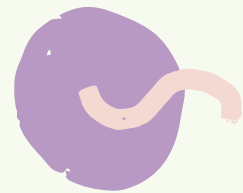




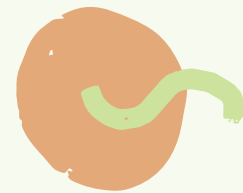
VALUE PROPOSITIONS



WE PROVIDE



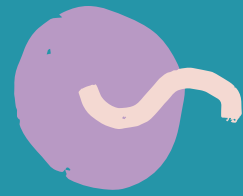
WELL DESIGNED WEBSITE



**SIMPLE AND EASY OPEN
SCHOOLING SYSTEM**



**PERSONALIZED TRAINING
FEATURES**



**GOVERNMENT REGISTERED
ORGANISATION**



**CONSTANTLY ADDING
VOCATIONAL COURSES**



SKILL DEVELOPMENT



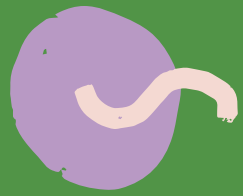
SHORT TERM COURSES



**ENTREPRENEURSHIP
PROGRAM**



**TRAINING OF ALL
EDUCATIONAL PROGRAM**



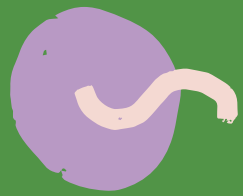
**DEGREES OF GRADUATION:
MASTERS AND PHD**



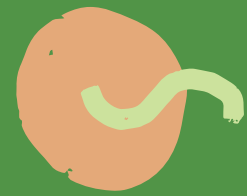
DIGITAL SUPPORT 24*7



HR MANAGEMENT

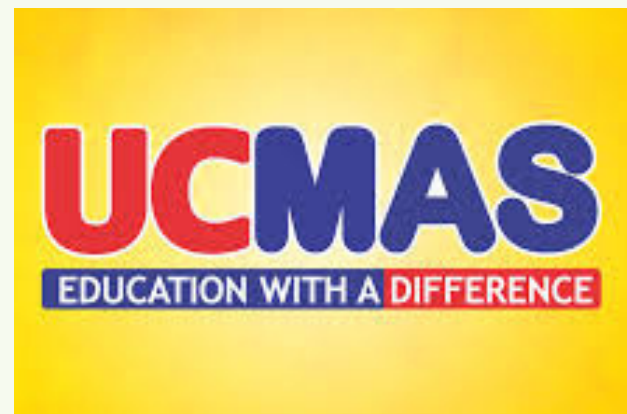


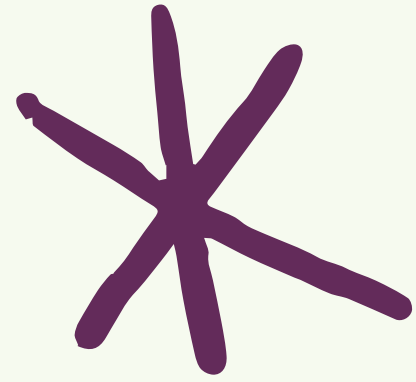
NO REVENUE SHARING



**LOGISTICS AVAILABLE
ROUND THE CLOCK**

OUR PARTNERS

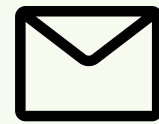




CONTACT US



www.aaradhanakalakendra.in



amcesindia@gmail.com



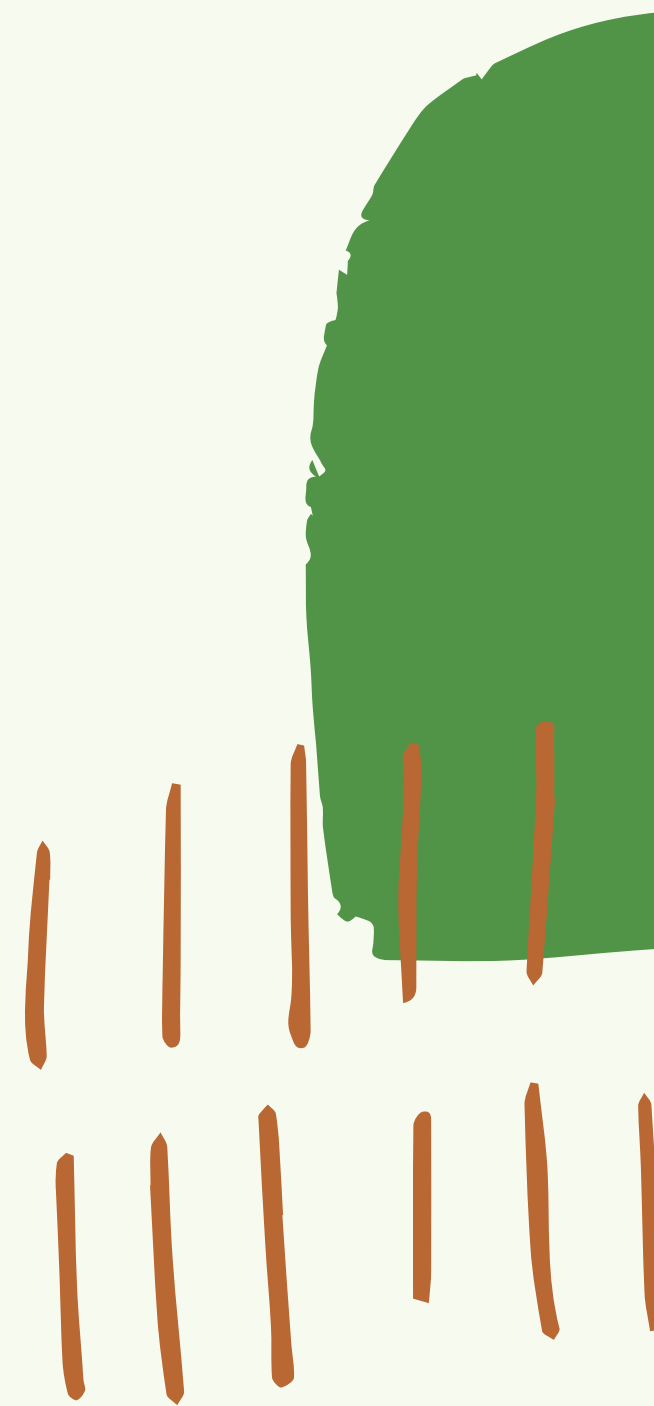
[@aaradhanakalakendra](https://www.facebook.com/aaradhanakalakendra)

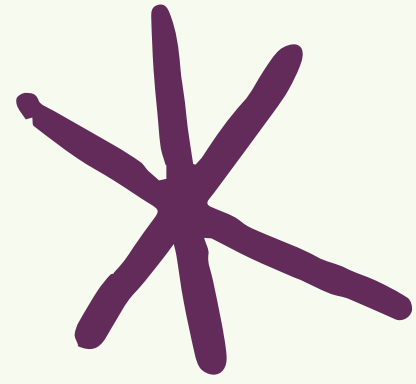


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+919310566999, +919319372788, +919899177749





अ aradhana Kala Kendra

