

FRANCHISE & COLLABORATION MODEL

SAMSIDH PUBLIC SCHOOL

HOLISTIC LEARNING WITH

TATA CLASS EDGE IMPRINTS

EMPOWERING SCHOOLS THROUGH
HOLISTIC LEARNING, INNOVATION, AND
OPERATIONAL EXCELLENCE



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ABOUT US

Azvasa Education (Ltd.) is a pioneer in value-based curriculum design, learning management systems, and whole-school transformation, with over 15 years of proven expertise in managing schools. With a focus on character education and real-world learning outcomes, Azvasa empowers schools to combine character development with a **excellent results with 100% pass in Grade 10 board exams across all its institutions.**

Tata ClassEdge (ClassEdge), a Tata Group company, provides cutting-edge digital solutions and academic resources to over a thousand schools across India.

Tata ClassEdge's strength lies in its scalable technology, AI-based learning tools, and field-proven training systems.

THE COLLABORATION VISION

Together, Azvasa and Tata ClassEdge are building a transformative education ecosystem designed for every school to:

- **Unlock Sustainable Growth:** To increase student admissions and cultivate an environment where students choose to stay and thrive, ensuring long-term growth.
- **Achieve Academic Distinction:** Deliver superior academic outcomes through a powerful fusion of high-quality curriculum, state-of-the-art digital tools and teachers empowered by continuous training and enhanced competencies
- **Optimize Operational Efficiency:** Streamline school operations by empowering teachers with tools that boost their productivity and impact, leading to a reduced operational cost.
- **Having a Lasting Legacy:** Build a renowned institution celebrated for nurturing well-rounded, future-ready individuals, creating an enduring mark on the community



OUR UNIQUE VALUE PROPOSITION

We offer a comprehensive education solution that drives academic excellence and operational efficiency, designed specifically for the 21st century school:

- **Integrated Pedagogy:** Our pedagogy is grounded in the science of learning and cognitive development, ensuring that each child's development is supported through mindful practices, experiential learning and emotionally balanced teaching strategies.
- **Future-Ready & NEP 2020 Aligned:** Our academic model is fully aligned with NEP 2020, preparing students for tomorrow's challenges.
- **Holistic 'Phygital' Blended Learning:** We combine the best of physical and digital education, integrating textbooks, our advanced LMS, interactive panels, and hands-on STEM & STEAM activities for a truly immersive experience.
- **Outcomes-Focused & Tech-Integrated Learning:** We deliver cutting-edge learning experiences that seamlessly blend technology with rigorous academics, ensuring measurable student success.
- **Boost Teacher Productivity with AI:** Empower your educators with AI-powered tools that significantly reduce preparation time and enhance classroom effectiveness.
- **Core Character Development Program:** Our curriculum intrinsically builds emotional intelligence and strong character, nurturing well-grounded individuals.
- **Sports and Arts Integration:** Our curriculum offers all students the opportunity to explore various arts and sports skills, with specific coaching available from Grade 5 onwards.
- **Dedicated Implementation Partnership:** Every school cluster receives a dedicated implementation partner, ensuring smooth integration and continuous support.
- **All-in-One School Transformation:** Benefit from a complete solution encompassing academic programs, operational support, ongoing teacher professional development, and robust ERP systems

FRANCHISE DESCRIPTION (FOFO*)

The Azvasa–Tata ClassEdge franchise, operating under the **Samsidh Public School - Holistic Learning with Tata ClassEdge Imprints** brand, provides education entrepreneurs with a powerful opportunity to transform their schools.

Our program empowers you with a unique blend of operational rigor, academic excellence, and cutting-edge technological innovation. As a franchise partner, you'll receive comprehensive support every step of the way, from initial school setup to daily operations and long-term brand expansion.

This partnership is ideal for existing school operators (Brownfield) aiming to enhance their current offerings, as well as new investors (Greenfield) looking to launch a sustainable, NEP-aligned academic model with unparalleled implementation support.

WHAT THE FRANCHISE PROGRAM INCLUDES

Operational & Compliance Support

- Guidance in academic and administrative infrastructure planning
- Assistance in school building aligned with safety and CBSE/state norms
- Operations management systems setup and training
- Support cost structuring, budgeting and expense management with an integrated dashboard.
- Vendor supports for all school operations with market best prices.
- Help with statutory and regulatory compliance. (PF, ESI, and other additional need-based support)

Marketing & Branding

- Complete marketing and branding toolkit
- Custom-designed admission brochures, hoardings, and social media packages
- Name branding as "Samsidh Public School" with a tagline of "holistic learning with Tata ClassEdge Imprints"

Academic Resources

- Term-wise academic delivery methodology with teacher planning tools
- Dewy lotus Book kits curated by Azvasa for each grade (print + LMS access)
- Ongoing teacher training via blended modules
- Recruitment support for key academic and operations roles

Franchisee Support Services

- Student acquisition strategy support and lead sharing in your region
- Access to a dedicated success manager
- Term-wise academic audits and feedback reviews
- Yearly franchisee summits and showcase opportunities
- Structured Certified Professional Development (CPD) program for teachers
- Technology infrastructure recommendations – assist with technology infrastructure requirements – bandwidth, panel specifications.

SOP (Standard Operating Procedures) for HR, Academics, Admissions, Administration, Marketing, Compliances and Finance.

FRANCHISE DETAILS

Sl No	Particulars / Category	Brownfield Model	Greenfield Model
1	Affiliation	CBSE Affiliated / State Approved (with land and building suitable for CBSE by-Laws)	Local Govt Recognition; NOC for CBSE Affiliation
2	Minimum Sections	4 sections approved	1 section per grade to start
3	Student Strength	Minimum 250	Expected: 250–300 in Year 1
4	Area Required	Existing infrastructure	Metro and Tier 1 : 1 acre; Tier 2: 1.5–2 acres; Tier 3: 2 acres
5	Investment (Total)	Interior fit-out: ₹50 Lakhs (excl. franchise fee)	₹6–₹10 Cr (including land, infra, 20K sq ft)
6	Franchise Fee	₹15–₹30 Lakhs (non-refundable, 10 years)	₹30 Lakhs + taxes (non-refundable, 10 years)
7	Revenue Sharing	7.5% – 12.5% on gross school fees (excl. GST)	12.5% on gross school fees (excl. GST)
8	Lease Period	Building/Land lease > 10 years	Owned/Leased for 30 years land approved by local authorities
9	Compliance	Safety compliant as per CBSE by-Laws (disability inclusive)	Fire Safety, Sanitation, Local NOCs
10	Furniture Life	Not more than 5 years	New set-up with CBSE norms

FRANCHISE DETAILS

Sl No	Particulars / Category	Brownfield Model	Greenfield Model
11	Teachers Required	As per CBSE By-laws	As per CBSE By-laws
12	Labs & Library	As per CBSE By-laws	Lab: 40 Computers; Library: 500 Books; Setup cost ₹20-₹30 Lakhs
13	Smart Classroom Setup	As required	Based on Partner Pricing
14	Transport Infrastructure	Existing fleet	2 buses (24-seater) – ₹40 Lakhs
15	Society/Trust Norms	Min 7(society)/3(trust) members; profile verification Required	Society/Trust formation + CBSE By-law compliance
16	Salary, Fee Collection, Discounts	As per CBSE norms	Discretion of school management for scholarships and discounts
17	Additional Co-Curricular Programs	Managed per school SOP	Optional paid programs: after-school, trips, external competitions
19	School Name and Branding	School Name to be changed to Samsidh Public School and branding with tag line of “ <i>holistic learning with- Tata ClassEdge Imprints</i> ”	Branding will reflect the same national collaboration - (“Samsidh Public School” and branding with tag line of “ <i>Holistic learning with – Tata ClassEdge Imprints</i> ”)

PRICING STRUCTURE

Students	One time Excl GST (INR)	Collaboration Fee Excl GST Per year
Greenfeild	35 Lakhs	12.50%
250-500	35 Lakhs	12.50%
>500-750	25 Lakhs	10.00%
>750	15 Lakhs	10.00%

Product/Service	Price (INR) per student/year (Excl GST)*
LMS + Book Kit	₹4500 - ₹ 5500
Intelli-Read (English Language Program)	₹1250
ERP Suite	₹200 + ₹8000 for WhatsApp integration (one-time payment) + Payment gateway integration

DATA TRACKING AND IMPLEMENTATION ROUTINES

We follow a structured monthly reporting and implementation cycle:

Level	What's Tracked	Frequency
School	Academic Reports, LMS usage, Unit Tests releases, student performance, training attendance, feedback	Month Wise
Cluster	School Audit, teacher growth reports	Quarterly Review
Central Ops	Strategic dashboards, service analytics	Need Based + Annual

FRANCHISE DESCRIPTION (FOCO*)

This model is ideal for visionary school founders who wish to gradually transition from daily school management, while preserving their school’s ethos, standards, and reputation. Azvasa–Tata ClassEdge assumes full operational responsibility, ensuring academic quality and administrative efficiency through a professionally managed approach.

Our FOCO solution includes:

- **FOFO Services:** Comprehensive curriculum delivery, continuous teacher training, character development programs, tech-integrated pedagogy, and student performance tracking.
- **End-to-End Fee Collection and Financial Management:** Streamlined systems for transparent fee collection, reporting, and reconciliation, along with oversight of financial operations and forecasting.
- **Cost Optimization and Budgeting:** Structured budgeting systems to ensure sustainability, reduce overheads, and maximize value across departments.
- **Teacher Recruitment and Capability Building:** End-to-end hiring, onboarding, and capacity-building of teachers aligned to the academic goals and ethos of the school.
- **School Administration and Daily Operations:** Professional management of admissions, scheduling, communication, transport, and infrastructure.
- **Vendor and Facilities Management:** Oversight of all vendors related to school operations, including transport, housekeeping, security, and infrastructure maintenance.
- **Compliance and Statutory Audits:** Regular review and adherence to all regulatory norms (CBSE/State), safety guidelines, HR compliance, and academic audits.

Particulars	FOCO (Franchise Owned, Company Operated)
Franchise Fee (one time – Renewed Once in 10 years) (INR excluding GST)	
Greenfield	NA
250-500	35 Lakhs
500-750	25 Lakhs
>750	15 Lakhs

Collaboration Fee* (Yearly) Excluding GST)	
Greenfield	15%-18% will be paid to Society of the school
250-500	
500-750	
>750	



SCHOOL

COMPETITIVE ADVANTAGE

Here's how Azvasa – Samsidh Public School with Tata ClassEdge Imprints stands apart, offering unparalleled advantages for your school:

- **Superior Teacher Empowerment:** We provide certified, continuous professional development that focuses on competency-based teaching, character education, and the effective integration of AI tools. Most other programs offer only basic or one-time training, leaving your educators without ongoing support.
- **Integrated Academic Excellence:** Our seamless system brings together NEP-aligned textbooks, workbooks, our advanced LMS, AI-driven reading (IntelliRead), and core values woven into every subject. Competitors often provide fragmented solutions, separating content from technology, with many lacking a comprehensive LMS altogether.
- **Built-in Competitive Exam Readiness:** We embed structured competitive exam support directly into the curriculum, complete with diagnostics and AI benchmarking to track and improve student performance. Other schools typically rely on ad-hoc, branch-level initiatives or offer no dedicated preparation at all.
- **Holistic Value & SEL Education:** We teach compassion, humility, and happiness as a daily, scientific practice, integrating socio-emotional learning deeply into the core curriculum. In contrast, most competitors treat values as optional additions or occasional disconnected extras.
- **360° stakeholder Engagement:** Our model involves every stakeholder- students, teachers, leaders, parents- through tools like ERP, LMS, teacher upskilling, student-led clubs. This ensures learning is not confined to the classroom, creating a collaborative environment.

OUR PHILOSOPHY AND CULTURE

At Azvasa, our culture is built on principles that foster a supportive and high-performing environment:

- **Cultivating Compassion:** We start our meetings with loving-kindness meditation, fostering an empathetic and positive atmosphere.
- **Continuous Professional Growth:** We prioritize ongoing development with dedicated weekly learning and development hours, access to external mentoring, and personalized skill-mapping for every team member.
- **Valuing Well-being:** Our structured time-off policies and support for school breaks ensure our team can rest, recharge, and maintain a healthy work-life balance.
- **Dedicated Local Support:** We believe in hands-on engagement, with regular travel to our franchise locations to provide direct support and maintain strong relationships.
- **Voice and Ownership:** We empower every team member to take initiative, share ideas. Our culture encourages active participation and a sense of ownership.
- **Culture of feedback & innovation:** We embrace a feedback-rich culture, encouraging open dialogue, innovation and continuous improvement.

www.azvasa.in

Azvasa

IN COLLABORATION WITH

Tata ClassEdge



For partnership inquiries or implementation support:

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