

FRANCHISE & COLLABORATION MODEL

SAMSIDH PUBLIC SCHOOL

HOLISTIC LEARNING WITH

TATA CLASS EDGE IMPRINTS

EMPOWERING SCHOOLS THROUGH
HOLISTIC LEARNING, INNOVATION,
AND OPERATIONAL EXCELLENCE



Samsidh

Preparing children for life

HOLISTIC LEARNING WITH

TATA

CLASSEGE
Imprints

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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.

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



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



For partnership inquiries or implementation support:

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