

EduExcellence

Nomination & Inquiries

Nominations, duly filled in the attached form should reach Anshu latest by April 5th, 2011. For queries you can contact **Ms. Anshu Dubey: +91 74286 54774. Email: anshu@eduexcellence.org**

Registration

The registration fee for the three day program is Rs. 38,100/- (inclusive of all taxes) per participant. The fee covers teaching material, faculty fee, entertainment, guided tourism and conference arrangements. Registration can be done by mail or online from our website: www.eduexcellence.org

Payment Details:

Fee for the program can be paid by Demand Draft or Cheque payable at par in New Delhi. **The cheque or draft should be in favour of "EduExcellence".**

In case of any cancellation, 50% fee will be refunded if the request is received at least 15 days prior to the program commencement date.

Payment can be made to the following address :

EduExcellence c/o Ms. Roshni Gandhi, Ground Floor, 41, Zamrudpur, Greater Kailash - 1, New Delhi - 110048.

Boarding / Lodging

Lodging & Boarding are not included in the program fees. You are encouraged to do your own booking. Discounted rates at Sheraton Hotel are available. We can facilitate hotel booking at the conference venue. Other hotels available are Trident / Cambay Resort / Lotus Resort / The Royal Retreat.

As part of the registration, please indicate if you would like us to book your hotel at the conference venue, with your selection of Single (Rs. 4500 per night) or Twin Sharing (Rs. 2400 per night).

Discount

Early Bird Discount: Nominations received with payments on or before March 15th, 2011 will be entitled to an early bird discount of 10%.

Reference Discount: For three (3) references provided by you that register for this conference, you will be entitled for an additional 10% discount (paid back post the conference).

How To Get There

Udaipur is 660 kms from Delhi. With direct air, rail and road connectivity, Udaipur is an approachable destination offering a glimpse of our history amidst a modern and laid-back setting. Udaipur is often called "**Venice of the East**"

- **Flights:** Daily non-stop flights available from Delhi – Udaipur (Rs. 5500 return-fare)
- **Rail:** Daily train available with overnight journey from Delhi - Udaipur.
- **Road:** National Highway 8 from Delhi to Udaipur.

About EduExcellence

EduExcellence was established by a group of IITians in December 2008 with a desire to contribute to the field of training and development by introducing a culture of constant learning. EduExcellence evaluates the best practices from all over the world, study their scope of implementation in Indian Scenario and helps in executing them by bringing the right kind of expertise. Our Board of Panel has Professors from IITs and IIMs, who play a pivotal role in our quality assurance.

Workshop on

Excellence in School Education

(Building World-Class Schools)

April 15 – April 17, 2011



EduExcellence

Program Director:
Dr. HARISH CHAUDHRY
Dept of Management Studies, IIT - Delhi

Venue:
Sheraton Hotel, Udaipur

EXCELLENCE IN SCHOOL EDUCATION

A Conference for School Directors

Managing a school is serious business, as well as a complex endeavor. **As an entrepreneur, you have to carefully and cautiously manage the Operations, Marketing, HR, IT, Finance and Brand.** The education business places on the entrepreneur (edupreneur) the additional responsibility of inculcating values in the children, ensuring best quality of education and contributing to the society in the distant, unforeseen future. **Pursuing Quality and Excellence in School Education is the primary responsibility of the promoter-director.**

A long-term focused school development plan is essential for strategic progress and growth. This could be through expanding presence across geographies, or instituting new dimensions of quality and excellence within the existing system. **In this conference we will enable you, as the school director, to conceptualize & develop your long-term vision (5-year perspective) for the school enterprise coupled with a detailed action plan for adoption and implementation.** Pursuing the growth vision is the responsibility of the promoter-director, which has to be defined formally, and its progress assessed periodically. Short-term and long-term activities are derived from this vision and strategic objective.

The employees of the school are important stakeholders in delivering on these objectives. **Empowering and motivating the team of principal, administrators and teachers is the responsibility of the promoter-director.** Innovative practices in Human Resource Management and alignment with strategic goals is an imperative for school development. It is essential for you, as the director, to benefit from industry best practices in operational management, which can then be inculcated and delegated in the system effectively. **As part of the conference, best practices will be researched and exchanged for adoption and implementation at your school.** We will discuss the model of Doon School which has set itself as a benchmark of an academic quality institution. Ryan International School, on the other hand, has replicated its model to expand to cities and towns across India.

Whereas short-term profitability can be ensured by careful financial management, the long term performance of a school shall be determined by its brand value and brand strength. **The process of branding has to be nurtured and a positive word-of-mouth activated.** This requires focused market outreach for brand creation and brand extension.

The fundamental objective of this conference is to enable you, the promoter-director, to take the leap towards developing excellent schools through a structured and growth-oriented process. **The conference proceedings will detail steps to progress towards higher levels of excellence in school operations and performance.** It is in this context that this workshop will take place.

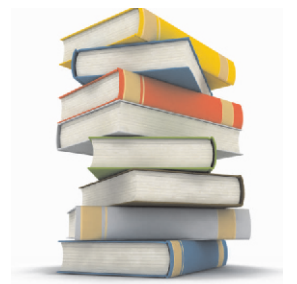
Objectives

- Evolving Role of School Directors & Related Challenges in School Operations
- Ideate on Long-Term Strategy & Design Action Plan
- Financial Management for Stronger Control & Expansion
- Process & Stages of Brand Creation and Brand Extension
- Managing Human Resource towards Strategic Alignment
- Exchange Best-Practices that can be Effectively Deployed in Your School



Content

- Designing a School Development Plan
- Innovative Practices in Human Resource Management – Empowerment & Motivation
- Creating a Powerful Brand
- Financial Planning & Management
- Case Study of an Indian School



Methodology

The conference will pool in **senior resources from the school education segment.** Our approach would be to provide insights by way of **judicious mix of lectures, case discussions, experience sharing, simulation and role-play.** An interactive and group-based learning approach will promote peer learning and sharing of best-practices. Faculty coordinator will balance the formats to ensure group networking and interaction with clear and defined **conference learnings for adoption at your school.**

Program Date & Venue

Dates: Friday 15th April – Sunday 17th April.
Venue: Sheraton Hotel, Udaipur, Rajasthan

Udaipur, the 'City of Lakes', will offer a scenic and beautiful backdrop to this **3-day / 2-night conference,** enabling creative and strategic discussions & deliberations.



Audience

This conference is designed for youthful and energetic school directors / owners / promoters. Directors, who wish to expand their roles and responsibilities, develop a blueprint or an action-plan for business growth, comprehend industry best practices, learn from peers and share their learnings are invited to benefit from this conference.

Resource People

Dr. Harish Chaudhry (Program Director)

Having done his schooling from The Doon School, Dehradun, Dr. Chaudhry, holds a B.Tech from IIT Kanpur, PGDBM from IIM Bangalore and Ph.D from IIT Delhi. He has carried out substantial research on values and quality in education, conducted numerous training programmes for school principals, parents and teachers. He has interacted with various schools to establish best practices and a long-term growth perspective.

Mr. G S Madhav Rao

In a career spanning over 40 years, he has been the principal of various school nationally and internationally. He returned to India in 2007 as the Chief Academic Officer of a management company to head its education vertical. As CEO of Synergy School System, he is involved in building new generation schools, facility planning, curriculum design, teacher training and professional development programmes for school leaders.

Mr. Sandeep Srivastava

Having started his career in teaching and moved on to become a management trainer and more recently social entrepreneur with extensive hands-on experience of technology-mediated quality transformation in schools, Sandeep brings in innovative lateral thinking solutions for the education sector as a whole.