

# CATCHING THEM YOUNG



Winner of the Franchisor of the Year in Education Award, Shemrock is a brand to reckon with in pre-school education in the country

**S**hemrock, the first and the oldest pre-school chain in India, is credited with revolutionising the concept of early childhood education in 1989, by pioneering a vibrant, child-friendly system of learning as a refreshing change from dull and restrictive establishments with rote learning techniques. Today, with more than 1,00,000 children already having received the foundation for success from its 120 branches, Shemrock is a leader in pre-school education. The organisation is promoted by the Arora family with over 75 years of combined experience in the field of education.

It all started when Drs. D R Arora and Bimla Arora, a husband and wife team of academicians, envisioned a school that presented the children with an education system that was based on their 30 years of academic experience in India and abroad. They started a model school with the simple aim of

creating a harmonious, child-friendly environment to satisfy the inquisitive mind of toddlers. Being a firm believer in the neighbourhood school policy, they realised the need for similar pre-schools in other areas. In the process, Shemrock opened the first franchised school in India.

After establishing a nationwide presence, the organisation today is keen on foraying into international markets. With one centre already in Nepal, plans are afoot for SAARC countries and the Middle East. "The target is to have 175 branches by December 2010," says Managing Director Amol Arora, who along with his partner Meenal Arora, Executive Director & COO, has been providing strength to the organisation for the past decade. This new generation couple are taking forward the legacy of providing quality education through Shemford schools – an upcoming chain of 10+2 schools across India. Within a span of one year,

Shemford will have a presence in 13 locations in India, out of which two branches in Uttarakhand & Bihar are running in the current academic session while the rest will be launched in the coming years in Delhi, Haryana, West Bengal, Punjab & Rajasthan, making Shemford one of the fastest-growing school chains in the country.

Amol is also credited with initiating the concept of school franchising in the country with the signing of the first Shemrock franchise in 1992. The popularity of this business model can be judged from its 20-year illustrious history – an achievement that very few franchise systems can boast of!

Impressed with his style of working and his success rate, the Delhi Public School Society joined hands with Amol to launch Delhi Public School, Pinjore, which is now one of the leading residential schools in the country. Recognizing Amol's contribution to the education fraternity, he was nominated as the Chairman of the National Conference of the Independent Schools – an umbrella organization of 850 private schools of India. Amol was felicitated by the Governor of Delhi with the esteemed "Young Entrepreneur of the Year 2006" award. In the same year, the Independent Schools Federation of India, conferred upon Amol an Award for his "Outstanding Contribution to the Indian Education System".

Shemrock group has always endeavoured to live up to the values of truth, trust and tradition.

No wonder, it is Delhi's number one preparatory school, with 50 branches across the capital region and nearly 120 branches across the country. Today, with an alumni crossing 1,00,000 and with more than 10,000 children studying in its various branches, Shemrock schools are a standing testimony to the quality of education imparted by this very successful preschool chain. ■

