

The Luminaries of Mumbai

They are leaders who've created revolutionising brands which have influenced and impacted Mumbai's very consciousness. Their success is symbolic of enterprise, excellence and of an ever growing ambition which is consciously all-inclusive and aggressively futuristic at the same time.

Mumbai's Shining Luminaries

CA. SUNIL G. KARVE

PROMINENT EDUCATIONIST

ATUL RUIA



PRAJODH RAJAN



PROF. GAUTAM SEN



SURESH G. BHARWANI



PRAVEEN TYAGI
FACE IIT. MEDICAL

AMARDEEP SINGH VIG
RONAK ADVERTISING
COMPREHENSIVE COMMUNICATION



EuroKids, Transforming Education with its Child-First Ideology

"We have so much more to do to serve the 425 million children in India who deserve better quality education focused on the requirements of tomorrow. Hence all our partners & team members have a deep sense of purpose and have joined us in our mission of Nation Building!"

The story of EuroKids is the story of a transformation from a children's book publishing company into an education company focused on early childhood education and K-12 education

A Brand Based on Trust
EuroKids was built around the idea that a Pre-School is the child's first experience away from home and this transition has to provide a holistic nurturing environment with emphasis on child development, safety and security. "There was a need to make each child feel that this was like a second home and everything at EuroKids was centered around our Child First ideology," says Mr. Prajodh Rajan, Co-Founder & Group CEO - EuroKids International. "We have

carried this same ideology forward when we entered the K-12 segment and wanted to provide meaningful, relevant education to children so that they can be successful in the 21st century," he explains further. Starting with 2 pre-schools in Mumbai in 2001 EuroKids has since crossed many milestones and have taken big steps towards becoming the pre-schooling partner of choice for many young parents. Prajodh says, "In this 17 year journey we've evolved as a brand and company, while keeping track with the changing needs of the child and society. But one thing that has remained a constant is our Child First ideology. When we forayed into the K-12 segment we on boarded the right mix of team members who had expertise in this segment and we also strengthened our team to include specialists with direct delivery experience since EuroSchools were directly owned and managed by us."

Today, EuroKids presence extends across 5 countries, 350+ towns and cities, 1000+ pre-schools, 30 K-12 schools and having contributed to the growth and development of over 5,00,000 children we now look forward to becoming the pioneers of Reinventing Education in the country.

Overcoming Hurdles
Establishing a reputed Early Childhood Education brand does not come easy. There were several stumbling blocks along the way, as Prajodh explains, "Back in the day, most parents were comfortable sending their child to the nearest pre-school or the most popular pre-school in the vicinity. We had to put in a lot of effort towards presenting our pre-schools to parents and make them realize the benefits of high quality early childhood education at EuroKids the safety and security norms, structured curriculum, experienced teachers and many such stand-out aspects that slowly made us the preferred choice of many parents. We had to work hard to emphasize that the first 5 years of a child's life is most important wherein maximum learning takes place and the environment to which the child is exposed to makes the biggest difference."

A Man Who Knows the Value of Quality Education
Mr. Prajodh Rajan comes from a family of educators and many of his extended family members also have been or are currently in the teaching profession. "I have been brought up in an environment wherein the value of education was most pronounced and teaching as a profession was looked up as a service to humanity, I've carried some of those values as I built my current education enterprise including a strong work ethic which I've inherited from my parents," he avers.

His business philosophy is simple, "People - Customers - Shareholders. Any enterprise which keeps people first will be successful!" It is this people centric approach which has made him and EuroKids a shining example of what education institutes should aspire for. He shares an encounter with a parent, "Very recently at our 10th grade felicitation program, a parent of a student graduating from the school came up to me and said - Thank you for walking the talk and keeping your promise of 'Balanced schooling' made when we enrolled our child in 2009. You've lived up to your promise! Thank you she said with folded hands!"

Another issue that he faced was the inadequacy of Teacher Training institutions for early childhood education which they overcame by initiating EuroVarsity an online teacher training and certification program for women who would like to pursue a pre-school teaching career. To ensure that our existing teachers periodically update their skill sets, we developed ETAT (EuroKids Teacher Assessment

Tool) an online teacher assessment and training tool.

Education requires constant evolution and over the years EuroKids has also kept pace with the changing needs of the child. "Our curriculum has seen six upgrades and in 2019 we will launch our seventh upgrade as well," states Prajodh.

RAPID FIRE

A business leader you look up to?
There are many business leaders that inspire me but Jeff Bezos, Howard Schultz & Elon Musk are few of them

One Bollywood film you've watched over and over again?
It would be 3 Idiots- Loved the movie!

What's on your bucket list?
Many things on the list but want to go see the Northern Lights soon

Best career advice you've received?
Think with not just your head but your heart because the heart truly knows what you want and deserve!

Three qualities that got you where you are today?
Grit, curiosity and hard work

The last line of your autobiography will read...?
I'll be back!

