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.

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 they have 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 12 schools in Mumbai in 2003, EuroKids has since crossed many milestones and has taken big steps towards becoming the pre-schooling partner of choice for many many parents. Prajodh says, "In the 17 year journey we've evolved as a brand and company, keeping track with the changing needs of the child and society. But one thing that has remained consistent is our Child First ideology. When we forayed into the K-12 segment we looked for a good mix of team members who had expertise in this segment and we also strengthened our team to include specialists with direct delivery experience since EuroKids was directly owned and managed by us.

Today, EuroKids presence extends across 5 countries, 350+ towns and cities, 1000+ pre-schools, 20 K-12 schools and has 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 childcare education at EuroKids the safety and security norms, structured curriculum, experienced teachers and many such stand-out aspects that 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 whereas maximum learning takes place in the environment in which the child is exposed to.

Another issue they faced was the inaccessibility of Teacher Training institutions for early childhood education which they overcame by initiating a 6-month 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 the E Talent (EuroKids Teacher Assessment Tool) an online teacher assessment and training tool.

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

A Man Who Knows the Value of Quality Education
Mr. Prajodh Rajan comes from a family of educators and members 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 have carried some of those values along with me, even till my current education enterprise including a strong work ethos which I've inherited from my parents," he adds.

His business philosophy is simple. "People-Customers-Shareholders. Any enterprise which serves people will surely 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 up your promise of holistic schooling made when we enrolled our child in 2009. You've lived up to your promise. Thank you for the said with folded hands!"