Creating New Benchmarks by Reinventing Education: EuroKids International

We have always been focused towards innovation in the pre-schooling space. We ensure that the development, safety, and engagement needs of the child are met in a home-like environment as they Play, Learn, and Grow to imbibe essential life skills.

A Pre-School is the child’s first step away from the parents and it’s a huge leap for both parents as well as for the child. As the child takes the first step into a new world, it’s essential that it steps into a pre-school which makes the child comfortable with the new surroundings and offers a warm nurturing learning environment.

For a pre-school, it’s imperative that it must have an ideology that aims to keep solely the interest of the child and the parents at its very core. With a vision of providing a unique learning experience to young children and ensuring that all initiatives and efforts are initiated with a child-centric objective, EuroKids International Pvt. Ltd. was established.

EuroKids has a ‘Child First’ ideology, at its pre-schooling DNA and works toward offering the perfect pre-schooling experience for the child through placing high importance on providing a gentle and protected atmosphere. A holistic nurturing environment that focuses on child’s safety and security, high levels of cleanliness and hygiene, delivering structured curriculum and nurturing the child’s development in close coordination with parents, makes EuroKids the ‘Child’s Second Home’.

Inception of EuroKids

EuroKids’ journey started in 2001 with the idea of providing a unique learning experience to young children. From two preschools in Mumbai, today the brand is widespread across 3 countries and has nurtured over 300,000 children. In 2009, EuroKids ventured into K-12 education with EuroSchool, which now has a presence across 6 cities.

Prajodh Rajan, Co-Founder, and Group CEO of EuroKids says, “A critical part of developing young children for the challenges of tomorrow is through appropriate exposure to new age learning initiatives. At EuroKids, we believe that what we provide is an age-appropriate learning environment for the child we have Motion-Based Learning, which enables learning through digital games, stories, rhymes, and videos which enables the child to remain exposed to the right amount of technology at his/her age.”

Fostering the Development of Kids through Fun and Innovation

EuroKids’ Pre-Schools offer the following programs:

- PlayGroup: 1.5 to 3 years
- Nursery: 3.5 to 6 years
- Pre-Primary: 6.5 to 8 years
- Nursery: 4.5 to 6 years

EuroKids curriculum focuses on developing ‘Executive Function Skills’ (EFS) that are crucial for building positive behavior in children from an early age. Each day at EuroKids is a new learning day, filled with novel and wonderful experiences to help young learners find what interests and inspires them.

The firm’s curriculum is disseminated to children through an array of learning initiatives. It has SPEAK, a phonics-based language program developed that focuses on language with emphasis on pronunciation, diction, proficiency, phonetics etc. Motion Based Learning is a unique program that uses technology and digital arts to showcase the curriculum in the form of interactive animated games, stories, and videos. EuroKids provides innovative learning through Learning Play – a toy library, which gives the children access to carefully selected learning toys that enable skill development in children. The children enjoy EuroGym, India’s first specialized children’s gym that provides quality fitness training to young ones. And finally, EuroMuscle, an early childhood, music and movement program that provides musical experiences to help children discover and develop an ear for music.

“Innovation just does not end with curriculum and initiatives but is also extended to the learning tools available at our pre-schools. We have constructed learning enabled kits, welcome theme and readiness kit which helps in nurturing the child and engaging them physically and mentally. They include creative workbooks and a host of pre-school materials like child-friendly sand kits, grasp crayons, texture painting sets, art and craft kits etc. which stimulates the child to explore,” reveals Prajodh.

Finally, EuroKids ensures that its existing teachers periodically update their skills sets and has developed ETAT (EuroKids Teacher Assessment Tool) - an online teacher assessment and training tool, that ensures that teachers at its pre-schools comply with specific uniform standards and that their skill sets are continuously upgraded so that they remain the best in the business.

The Future Sight

EuroKids is a franchised business and intends to expand beyond the present 1000+ pre-schools. The company sees a maturing of the major metro cities and believes that there is great untapped potential in the tier-II and III towns and cities and aims to focus its energy on these territories. With a presence in 150+ towns and cities, EuroKids plans to expand its network and triple it in next 5 years.

Prajodh Rajan, Co-Founder & Group CEO: Prajodh Rajan is an education entrepreneur who enjoys an enviable reputation in the industry, for his pioneering efforts in early childhood education in the country, besides creating a fertile ecosystem for education entrepreneurship. He is responsible for guiding the strategic direction and growth of EuroKids International. Under his leadership, the company grew from 1 PreSchool in 2001 to 1000+ Pre-Schools across 300 towns & cities in India, Nepal & Bangladesh, and a fast-growing network of 10 K-12 Schools in 6 cities. His continued effort in this direction has resulted in EuroKids winning over 17 awards including ‘Most Trusted Brand’ and ‘Power Brand’ in the pre-school category.

Leading a workforce of over 1000 employees, Prajodh’s vision of creating a world-class environment for his team has led EuroKids to be amongst ‘50 great place to work’ in India. His effort toward creating an entrepreneurial opportunity for women has created a platform for many women entrepreneurs in metros and small cities to become self-reliant.

Prajodh, a management graduate from the University of Madras is highly passionate and committed to the cause of instilling 21st-century skills in young learners. He is a proud recipient of Education Leadership Award 2020 for his contribution to the education sector by Digital Learning magazine and also Entrepreneur of the Year 2021 by Franchise India. Prajodh has also been named among ‘50 Leaders Shaping Indian Education’.

“Our is the only pre-school in India that has received certification on safety standards employed at our pre-schools from an international organization that specialized in conducting audits on safety standards in organizations.”