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Our Testimonials

DHK
Eduserve Limited
...creating temples of learning!

Awards



Awards



Mr. Deepak Madhok Chairman, Sunbeam Group of Educational Institutions Honored with "**The Champion of Change - 2018**", in the field of Education from His Excellency the Hon'ble Vice President of India, **Shri Venkaiah Naidu**. Truly a humbling experience at the Plenary Hall, Vigyan Bhavan, New Delhi.



Principal Sunbeam Lahartara, **Ms. Perveen Quaiser** honoured with the prestigious **INDIAN EDUCATION ICON AWARD 2018** at Gurgaon by CED FOUNDATION TRUST

Awards



Chairman **Mr. Deepak Madhok** and Director **Mrs. Bharti Madhok** were conferred with **Entrepreneur of the Year Award** in Education yesterday in New Delhi



Mr. Deepak Madhok (Chairman) & Mrs. Bharti Madhok (Director) being Honoured with Doctorate Degree of Literature by Indian Peace University Chennai, for outstanding contribution in the field of Education & nurturing young minds pan India for last four decades.

Awards



Dr Deepak Madhok receiving **Iconic Leader Award** (by Jagran Prakashan Ltd.) in an august ceremony in Delhi. Ms. Sudha Singh, the medalist of athletics at the Asian Games and Mr. Alok Sawal CEO Dainik Jagran confer the award to him on stage.



Sunbeam Group of Educational Institutions Recognized as one of **Asia's 100 greatest brands and leaders for 2016** by **Asia One Magazine** and **URS Media Consulting Pvt. Ltd.** based out of Singapore

Awards



Sunbeam Eduserve Ltd. Has Awarded with **Best K12 School Chain of the year (North)** at **The Indian Education Awards 2017**



Dr. Deepak Madhok (Chairman) & **Dr. Bharti Madhok** (Director) being conferred with the **Educational Lifetime Achievement Award** for their contribution towards furthering the cause of education in **Varanasi** and **Eastern U.P.**



Sunbeam Group of Educational Institutions Varanasi Sunbeam Bhagwanpur, Sunbeam Lahartara and Sunbeam Varuna Has prestigious recognition of being part of **TOP 50 future Schools shaping success** by **Forbes International Magazines**

Media Coverage



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वाराणसी (ए...
में चल रहा 12
विद्यालय संगठन
तिनसुकिया तथा
रविवार को केंद्री

श्रीलो हार... (सी) के वरिष्ठ
रोग विशेषज्ञ डॉ. अशु गुलाटी व बीएचयू
एमएस के प्लास्टिक सर्जरी के पूर्व
विभागाध्यक्ष डॉ. वी भट्टाचार्य ने खेल
के दौरान लगने वाली चोट के
उपचार व बचाव के बारे में
बताया। कार्यक्रम की
अध्यक्षता बीएचयू
चिकित्सा विज्ञान
संस्थान के पूर्व
निदेशक प्रो. वीपी सिंह,
संचालन विश्वास राव
तथा धन्यवाद ज्ञापन
अरुण कुमार सिंह ने
किया। इस मौके पर डीरेका
स्पोर्ट्स एसोसिएशन के अध्यक्ष
महो, ओलम्पियन मो. शाहिद, डॉ. प्रवेश
सिंह, नागेन्द्र सिंह, राजेश राय, संतोष राय
मौजूद रहे।

सनबीम एड्यूसर्व को बेस्ट इमरजिंग स्कूल अवार्ड

वाराणसी (एसएनबी)। फ्रंचाइज इंडिया एजुकेशन कान्फ्लेव द्वारा नई दिल्ली में विगत दिनों आयोजित अवार्ड समारोह में सनबीम एड्यूसर्व को बेस्ट इमरजिंग स्कूल (उत्तरी क्षेत्र का) के खिताब से नवाजा गया। सनबीम एड्यूसर्व के एग्जीक्यूटिव डायरेक्टर हर्ष मधोक ने सचिव मारी, सीईओ फ्रंचाइज इंडिया से अवार्ड ग्रहण किया। समारोह में ग्लोबल नॉलेज नेटवर्क के सोसाइटी के डायरेक्टर अमित गुप्ता भी उपस्थित थे। सनबीम एड्यूसर्व की इस उपलब्धि पर उप निदेशिका अमृता बर्मा व गुणवत्ता के साथ काम करते रहने की प्रेरणा

अमर उजाला कॉम्पैक्ट इलाहाबाद, सोमवार, 7 मार्च 2011 **6**



सनबीम एड्यूसर्व को मिला बेस्ट इमरजिंग स्कूल अवार्ड
वाराणसी। दिल्ली में आयोजित फ्रेंचाइजी इंडिया एजुकेशन कान्फ्लेव में सनबीम एड्यूसर्व को बेस्ट इमरजिंग स्कूल अवार्ड प्रदान किया गया है। इस अवार्ड के लिए सनबीम स्कूल का चयन उत्तर क्षेत्र से किया गया। सनबीम एड्यूसर्व के एग्जीक्यूटिव डायरेक्टर हर्ष मधोक ने फ्रेंचाइजी इंडिया के सीईओ सचिन मारी से अवार्ड ग्रहण किया। समारोह में ग्लोबल नालेज नेटवर्क सोसाइटी के निदेशक अमित गुप्ता भी मौजूद रहे। मालूम हो कि सनबीम एड्यूसर्व कंपनी की स्थापना पांच साल पहले हुई थी। सीएमडी दीपक मधोक के कुशल नेतृत्व में सनबीम एड्यूसर्व की 14 शाखाएं यूपी के अलग-अलग जिलों में संचालित हो रही हैं।

मऊ जागरण
6। दैनिक जागरण वाराणसी, 13 अगस्त 2014

प्रतिभाओं ने किया जिले का नाम रोशन

16 केंद्रों के 1350 बच्चों के बीच तीन दिवसीय प्रतियोगिता



मऊ : नगर के सनबीम स्कूल के बच्चों ने लहरतारा वाराणसी में आयोजित 16 केंद्रों के 1350 बच्चों के बीच तीन दिवसीय प्रतियोगिता में स्थान प्राप्त कर जिले का नाम रोशन किया है। पुरस्कार का वितरण सनबीम लिमिटेड के चेयरमैन दीपक मधोक ने किया। कक्षा पांच की सृष्टि खंडेलवाल ने देशभक्ति भाषण में द्वितीय स्थान, कक्षा आठ के प्रत्यक्ष शशांक आदित्य वर्मा एवं अमित कुमार ने साइंस विषय में तृतीय स्थान तथा कक्षा 10 के समर्थ, प्रद्युम्न एवं प्रियांशु ने क्विज विषय में तृतीय स्थान प्राप्त किया है। इस उपलब्धि पर विद्यालय को वेल यम स्कूल खिताब से सम्मानित किया गया। इस अवसर प्रधानाचार्य पुनम तिवारी ने बत कि परिणाम से उत्साहित हो विद्यालय प्रबंधन ने बच्चों को 8 भी सीबीएसई की दू प्रतियोगिताओं में भी भेजने निर्णय लिया है।

सही-गलत बताएं, बच्चा खुद ढूंढ लेगा मंजिल

इलाहाबाद। बच्चों पर अपनी मर्जी न थोपें। कार्यशाला में यह भी बताया कि स्कूल में किस उसे अपने हिसाब से पढ़ने-खेलने दें। अपनी तरह बच्चों की शारीरिक और बौद्धिक क्षमता इच्छा थोपी, तो बच्चों के जीवन **कार्यशाला** बढ़ाने का प्रयास किया जाता में नीरसता आएगी और वे है। अभिभावकों को सलाह दी अपना व्यक्तित्व खो देंगे। बच्चे को अपनी गई कि अपने बच्चे को सिर्फ सही और गलत योग्यता स्वयं सिद्ध करने दें। यह सलाह की जानकारी देते रहें, वह अपनी मंजिल पर अभिभावकों को सनबीम स्कूल की ओर से खुद ही पहुंच जाएगा। कार्यशाला सनबीम रविवार को आयोजित कार्यशाला में दी गई। समूह की उपनिदेशक अमृता बर्मन, प्रबंध कार्यशाला में सनबीम की शिक्षा प्रणाली को समिति के संजय शुक्ला, डॉ. आनंद शंकर सिंह ऑडियो-वीडियो के माध्यम से दर्शाया गया। आदि उपस्थित रहे।



सनबीम स्कूल के कार्यक्रम में अभिभावकों ने बाल मन से सामंजस्य बैठाने के गुर सीखे

पहले जानें बच्चों के मन को, फिर दें सलाह

कार्यालय संवाददाता
इलाहाबाद

सनबीम स्कूल की ओर से अभिभावकों की कार्यशाला रविवार को उत्तर मध्य क्षेत्र सांस्कृतिक केन्द्र में हुई। इसमें अभिभावकों को बाल मन को समझने और उनके साथ सामंजस्य बैठाने के गुर दिए गए। इस दौरान घोषणा की गई कि शहर में जल्द ही सनबीम की एक नए शाखा खुलेगी। स्कूल की उपनिदेशक अमृता बर्मन ने कहा कि इस तरह में बच्चों को सिर्फ अधिकारों की जानकारी है, कर्तव्य की बात वे भूल चुके हैं। उन्होंने कहा कि अभिभावक अक्सर यह गलती करते हैं कि बच्चों पर अपनी सलाह थोपते हैं। इसके कारण बच्चे विद्रोही तेवर अपनाते हैं। जरूरी है कि पहले उन्हें खुला छोड़ें, उन्हें उनके मर्जी के हिसाब से पढ़ने दें। जब या समझ आ जाए कि उनका रुझान किस ओर है तभी उन्हें सलाह दें। उससे बच्चे को अपना मूल्यांकन करने का समय भी मिलेगा और उचित सलाह से उनके लाभ भी होगा। कार्यक्रम में स्कूल के निदेशक संजय शुक्ल और ईश्वर शरण डिग्री कॉलेज के प्राचार्य डॉ. आनंद शंकर सिंह मौजूद थे।

SOUTHERN INDIA PATRIKA ALLAHABAD, MONDAY, MARCH 7, 2011

3

Workshop on good parenting held

ALLAHABAD: Sunbeam group has always known for its unique pedagogy it follows in school and the glimpse of the same was available by the workshop that was organized on Sunday at CC. Eminent educationist Deputy Director Sunbeam group of institutions Mrs. Amrita Barmen, attended the workshop. The gathering of parents interestingly participated in the workshop were part of the endeavour was to try to enhance their parenting skills. Mrs. Suparna, Principal apprised about introduced to the Sunbeam group and its ethos. Sunbeam group's methodology has been to develop IQ (Intelligence Quotient), increase PQ (Physical Quotient), EQ (Emotional Quotient), increase MQ (Moral Quotient), increase SQ (Spiritual Quotient). The pedagogy involves simulated play corner, creative corner, expressive corner, audiovisual corner, circle time, sand/splash pool, tough pool/nature walk, theatre-story telling-puppetry integrated theme teaching, finger dexterity, gross motor wizard, collaborative learning, group teaching, active learning lab, grip sheet, science experiments, professional visits, imaginative drawing, KG wizzard, collaborative learning, group teaching. The senior school methodology has been continuous and comprehensive evaluation and career guidance by professionals and professional guidance for competitive exams. These unique points Sunbeam group have made each of its campus the temple learning and each of its students different in the crowd dealing with their child. With the development of teaching techniques how parents tend to be the first teacher and the best teacher in a child's life. The workshop ended with the pledge by the parents to adopt parenting techniques to create better citizens for tomorrow.

4 | दैनिक जागरण इलाहाबाद, 7 मार्च 2011

अभिभावकों को समझायी शिक्षा प्रणाली

इलाहाबाद : सनबीम स्कूल की एक अन्य शाखा जल्द ही शहर में संचालित होगी, जिसके अंतर्गत सनबीम, इलाहाबाद की ओर से अभिभावक कार्यशाला का आयोजन एनसीजेडसीसी में रविवार को किया गया। कार्यक्रम में सनबीम समूह की उप निदेशिका अमृता बर्मन ने अभिभावकों को शिक्षा प्रणाली के बारे में बताया। इसमें लगभग 400 अभिभावक सम्मिलित हुए। प्रथम चरण में परिचर्चा के माध्यम से सनबीम शिक्षण समूह की शिक्षा प्रणाली पर चर्चा की गई। शिक्षा प्रणाली को ऑडियो-वीडियो के माध्यम से बताया गया कि बच्चों का चतुर्विध विकास होगा। दूसरे चरण में बताया गया कि अभिभावकों को अपने बच्चों के प्रति क्या कर्तव्य है उन्हें अपने बच्चों को कैसे रखना चाहिए। यह भी बताया गया कि बच्चों के विकास के स्कूल में कौन-कौन से कार्यक्रमों का आयोजन किया जाता है। इस अवसर पर प्रबंध समिति के अध्यक्ष डॉ. आनंद शंकर सिंह, उपनिदेशक संजय शुक्ल और शिक्षा प्रणाली के प्राचार्य डॉ. आनंद शंकर सिंह मौजूद थे।



सनबीम स्कूल द्वारा आयोजित अभिभावक कार्यशाला संबोधित करती अमृता बर्मन

बच्चों में दिक्षा बदलाव का ज्वलन

अच्छा सनबीम स्कूल में योग्य वातावरण बदलाव का अनुभव पर आधारित टीम में परिवर्तन को प्रोत्साहित किया। बच्चों में इन कार्यक्रमों का उद्देश्य सुरु उत्साह और विभिन्न वास्तविक कार्यक्रमों को प्रस्तुत करने का एक संचालन किया। शिक्षण प्रणाली के माध्यम से बच्चे को शिक्षा प्रणाली के बारे में बताया। इसमें लगभग 400 अभिभावक सम्मिलित हुए। प्रथम चरण में परिचर्चा के माध्यम से सनबीम शिक्षण समूह की शिक्षा प्रणाली पर चर्चा की गई। शिक्षा प्रणाली को ऑडियो-वीडियो के माध्यम से बताया गया कि बच्चों का चतुर्विध विकास होगा। दूसरे चरण में बताया गया कि अभिभावकों को अपने बच्चों के प्रति क्या कर्तव्य है उन्हें अपने बच्चों को कैसे रखना चाहिए। यह भी बताया गया कि बच्चों के विकास के स्कूल में कौन-कौन से कार्यक्रमों का आयोजन किया जाता है। इस अवसर पर प्रबंध समिति के अध्यक्ष डॉ. आनंद शंकर सिंह, उपनिदेशक संजय शुक्ल और शिक्षा प्रणाली के प्राचार्य डॉ. आनंद शंकर सिंह मौजूद थे।

THE BIG BUSINESS OF K-12 SCHOOLS

By Parina Sood

"An investment in knowledge pays the best interest." -BENJAMIN FRANKLIN

The quote stands true, both literally and figuratively for India's education growth story, especially the cash-rich K-12 segment! A research titled 'K-12 Education Market in India 2010' by consulting firm Netscribes India pegged the kindergarten to grade 12 education market in India at Rs 2,000 crore. Since then, it has been growing at 14% per annum. The market is wide open for passionate players but not without some challenges to conquer. Let's give a guided tour of the lucrative but challenging K-12 segment.

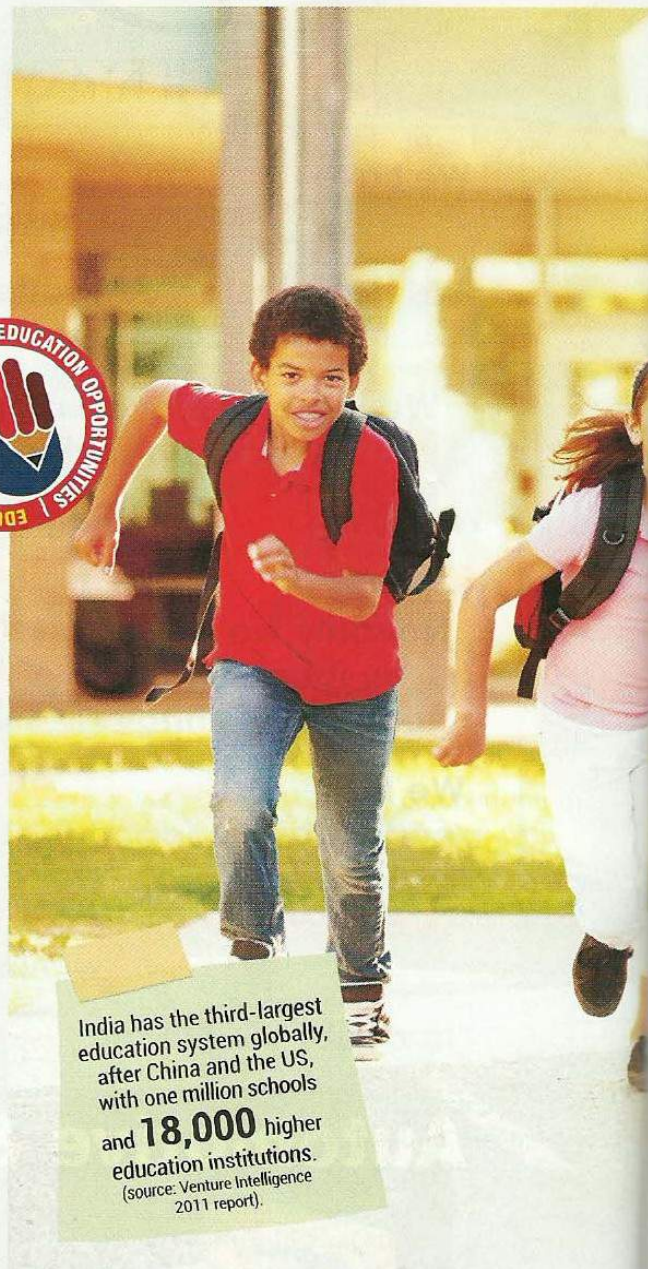
THE term K-12 stands for kindergarten plus 12 years of schooling. Children enter kindergarten at a tender age of three and after spending two years there, they continue with 12 years of schooling before they are ready for higher education (which includes undergraduate, graduate and vocational level university education).

K-12 includes primary education (which is eight years long), secondary education (which is two years long) and senior secondary education (also two years long).

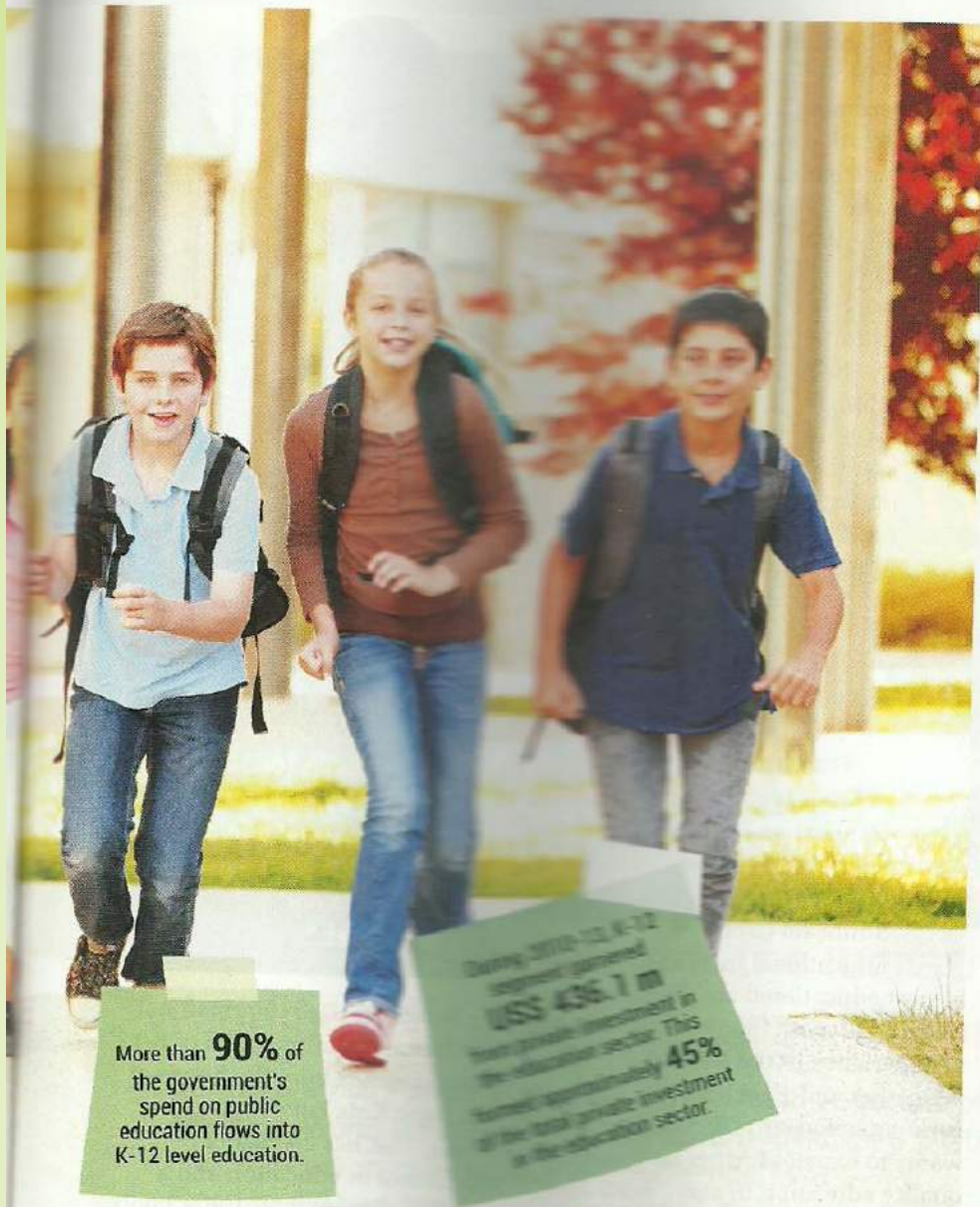
A Grant Thornton report estimates the Indian K-12 sector to hit USD 50 billion in 2015. Consulting firm Technopak sees enrollments in the K-12 level growing to 351 million, requiring an additional 34 million seats by 2018!

There is substantial scope for growth in K-12, especially given the vast difference in the market forces of demand and supply in this segment. Besides government-run public schools, private investment in the education sector is traditionally seen in the form of non-profit trusts that operate private educational institutes.

So why is demand-supply ratio still so skewed in this industry?



India has the third-largest education system globally, after China and the US, with one million schools and 18,000 higher education institutions. (source: Venture Intelligence 2011 report).



More than **90%** of the government's spend on public education flows into K-12 level education.

Only 30% of K-12 investment in the education sector. This is estimated to be approximately **45%** of the total private investment in the education sector.

industry which is limited to only a few players of the industry. It is a complex project."

The Real-estate challenge

Raj Grover, Chief Mentor, Billabong High International Schools says "In K-12 investors have to keep a longer time horizon in mind. Only those with stable return expectation and a long term view will find this sector attractive and any city reasonably viable."

Choosing the right partner

"Main challenge is getting associated with the right kind of people, who want to make a difference to this country through education", observes Deepak Madhok, Chairman and Managing Director, Sunbeam Eduserve.

Regulations roadblock

Private players have been showing a keen interest in the K-12 sector for long. A 2013 report estimated almost US \$1 billion to be invested in education over 2010-13 (through private equity, venture capital, strategic investments and debt). However, the extent of regulation in the field and restrictive legislature poses a big hurdle.

K-12 segment suffers from significant regulatory roadblocks that require only a trust/society or a non-profit entity to run a school. Traditional curriculums such as CBSE and ICSE require schools to have such non-profit structures in place to provide accreditation.

"There are at least 40 approvals that are required from the government to set up a school which makes it a burdensome process. Also, the process has to be structured as a non-profit one apart from the social profit i.e. goodwill, which is tough," says Amol Arora of Shemford

Banking on education!

Recognising the growing need for quality education, HDFC Education and Development Services- a wholly owned subsidiary of Housing Finance Corporation Ltd (HDFC) will be launching its schools from this academic year. With a vision to provide affordable education, the HDFC board cleared the

foray into HDFC Educational and Development Services with an investment of Rs 100 crore last year. Looking for locations in the NCR to begin with, HDFC's education arm is currently exploring both the



options owning and managing schools and is also in talks with defunct schools to take them over. According to experts in the education sector, several schools are looking for a profitable and scale-able model, as operating under trusts makes it difficult to segregate profits. Many schools would be open to the "takeover model" that HDFC plans to adopt.

High investment

"As K-12 sector demands huge capital and qualified man power, fast paced establishment is often not possible. Also there is a lack of clarity in purpose, process and regulations with respect to franchising," opines Chandrashekar D.P. COO, JGI Schools.

Deep Technical know-how

Amol Arora, Vice-Chairman and Managing Director, Shemrock & Shemford Group of Schools adds, "Creating and managing a K-12 school chain requires a lot of know-how of the education

Franchise facts

	Sunbeam	Billabong High	Shemford	Sethi MR Jaipuria
Investment (Rs)	12-15 crore	3-5 crore	3 crore	8-10 crore
Area	3 acre	1-8 acre	1 acre	2 acre
RoI	Project Specific	Project specific	20%	22% (IRR)
Break-even	around 5 yrs	5-7 years	2 years	8 years
Expansion plan for 2014-15	3-4 more schools in Uttar Pradesh	25 new high schools	115 K-12 schools pan-India	50 more schools in 3-4 years

Industry level reforms: Need of the hour

Amol Arora, Vice-Chairman and Managing Director, SHEMROCK & SHEMFORD Group of Schools:

"Reasonable return on capital invested in a school should be permitted. This will attract more capital investment to this critical sector. Also, approval process for setting up a school is cumbersome. It should be made transparent and government should reduce the number of steps involved. Government must focus on improving the quality of teachers' training."

Chandrashekar D P, COO, JGI Schools:

"Clarity in regulation along with shared plan for the overall development of the edifice at the industry level would definitely provide the much needed impetus to the sector."

Raj Grover, Chief Mentor, Billabong High International Schools:

"Prospective franchisees must tie up with brands that understand schooling and academics. Most brands that do not focus on student and quality of learning and teaching fail over a 3-5 year horizon. Real estate developer led schools are one such example. Making a building for schools is not schooling. It is defined by what happens inside the schools and the way the entire process is managed and delivered."

Group of Schools.

Industry experts agree with the challenges talked about by the players. Head- Consulting, FranCorp, Srinivas Rao informs, "The industry is grappling with a host of challenges. The main ones are high investment, knowledge transfer, right franchisee profile,

maintaining uniformity at all locations and coping with regional



RAJ GROVER, Chief Mentor, Billabong High International Schools:

"In K-12 investors have to keep a longer time horizon in mind. Only those with stable return expectation and a long term view will find this sector attractive and any city reasonably viable."

syllabus demands."

However, the key to becoming a part of this lucrative sector and overcoming the challenges it poses, is aligning with the right brand.

A recognised brand, that has established itself in the sector will be able to handhold its franchisee through the initial teething period, provide required knowledge, impart much needed timely training (which forms the backbone of the K-12 segment) and make sure the brand's standards are met with, at every step.

Franchise opportunities

One such opportunity comes from Sunbeam Eduserve, a Public Limited Company, coming from Sunbeam Group of Educational Institutions- the biggest educational conglomerate in eastern UP. With more than 40 years of experience in the field of education and 17 schools up and running in Eastern UP, Sunbeam wants to expand further and provide quality education in every nook and corner of the country.

Another window of opportunity opens up in the form of Shemford chain of K-12 schools. Spread across 47 locations and with 40 more schools coming up pan-India, Shemford is one of the fastest growing school chains.

"We guide our franchisees at every step, right from the assistance in providing approvals from the government to the operations of the school once it is setup," says Amol Arora of Shemford chain.



DEEPAK MADHOK,
CMD, SUNBEAM EDUSERVE
"We have picked and chosen cities for opening our schools; despite several offers. We provide complete support to our associates."

Billabong High International Schools; a premium chain of K-12 schools comes from the house of Kangaroo Kids Education Ltd (KKEL) that has 20 years of experience in education and a network of more than 100 schools across 30 cities in India, Dubai, Maldives and Doha. KKEL also takes pride in running a successful preschool chain by the name of Kangaroo Kids.

Billabong High works together with its partners and hand holds them in every aspect- from selection procedure and guidelines for principal and teacher interview to parent management to infrastructure development, maintenance, technology management etc.

Looking for like-minded partners to expand through North and Central India, another major player Seth MR Jaipuria School aims to open 50 new schools in coming 3-4 years. The brand foresees major growth in tier II and tier III cities as the penetration of high quality schools is still low there.

40 YEARS OF EXPERIENCE, EXPERTISE

WITH around four decades of educational expertise, Sunbeam Group of educational institutions is recognised as a proven success in the field of education, curricular activities, sports and everything else, which comes under the purview of providing well rounded holistic education. Sunbeam's USP is 'Sunbeam Precept,' based on national and international cognitive research that formalises the experiments and experiences acquired over 40 years of teaching at Sunbeam.

Gap triggers Growth

While the fast changing socio-economic



Deepak Madhok,
CMD, Sunbeam Eduserve

"It is a privilege to be entrusted with the task of educating the next generation. No feeling in this world can match up to the satisfaction you get when parents and students thank you for giving them the best."

landscape of India has placed high premium on quality education, the acute demand-supply mismatch and the need to deliver quality education have highlighted the need for more schools. Sunbeam has been the driving force in the educational revolution in Eastern UP, Bihar and Jharkhand. It has single handedly put these areas under the national spotlight for excellence in education and aspires to take it pan-India now.

K-12, a serious business

K-12 segment involves major investments year after year, standardised infrastructure and the complicitious to adhere to the legal formalities and affiliation norms, A K-12 school is a serious venture, as a child would remain associated with it during his entire schooling tenure. Sunbeam requires a visionary to think about the remarkable effects of establishing a good school, an educationist to understand the intricacies of running a good school and an educationist and an innovator to keep

With 40 years of hands-on-experience in the K-12 segment, Sunbeam Eduserve is keen to tap the untapped location by cashing in on franchising opportunity to target the market scalability.

Franchise facts:

Total investment: Rs 4-5 crore
Area required: 2-3 acre
Preferred location: Pan India
Company operational since: 1972
Year of starting franchising: 2010
Number of cities present in: 5
Number of franchise units: 14

the school up and above in sync with the fast-changing world. Sunbeam Eduserve is committed to the franchisee support through training, software and hardware support, mentoring and monitoring. It augments the shortcomings of its partners and prepares the ground on which their own Sunbeam Schools will flourish. As a group, it is in association with a number of prominent educational ancillary organisations and will extend these association to its franchisees as well. By associating with like minded individual/trusts, government/ state government private/public sector undertakings, Sunbeam Eduserve wishes to establish Sunbeam Schools, which would be affiliated to CBSE, across India and abroad.

Sense of pride

Currently, Sunbeam Eduserve operates 14 schools, catering to 20,000 students. The group believes that in K-12 education system, new business models need to evolve that are more targeted towards end-users i.e. children and the facilitators, the parents, rather than the faculties. Going ahead, the company wishes to take the Sunbeam revolution to greater horizons so that students fraternity can benefit from its expertise.



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SPOTLIGHT FEATURE

Sunbeam Group Of Educational Institutions - Varanasi

Ancient Tradition... Modern Vision!



Sunbeam School Lahartara - Varanasi - one of the many Sunbeam Schools.

Mark Twain once said, Varanasi is "older than history, older than tradition, older than legend, looks twice as old as all of them put together." This is the city where vast riches of Indian music, art and dance cultures took birth. The city of light, Varanasi since ancient times, has been the capital of all knowledge (Sarva Vidya ki rajdhani). Today, Sunbeam Group of Educational Institutions, continues to uphold the glorious tradition of knowledge dissemination through the temples of learning i.e. the Sunbeam Schools situated in Varanasi and in other cities of Uttar Pradesh.

Sunbeam was founded in 1972 by Dr. Amrit Lal 'Ishrat' Madhok and Mrs. Deesh 'Ishrat' Madhok, who felt that the complete overall educational needs of children were not being met by existing public and private schools. They decided that this mission could best be achieved through the creation of a private, independent institution, and thus was born Sunbeam. Armed with a vision plus boundless energy

and gaining credibility by the day, giant strides were made and the young institution grew rapidly in enrollment, quality, and community recognition. The revolution helmed by the present Chairman and a visionary Mr. Deepak Madhok and nurtured by the Director Mrs. Bharti Madhok began in Varanasi with Sunbeam Bhagwanpur after which came Sunbeam Schools at Annapurna (1996), Sunbeam Women's College (2000), Lahartara (2002), Varuna (2002), Mughalsarai (2004), Indiranagar, Suncity Karsana and under the banner of Sunbeam Eduserve comes Sunbeam Jaunpur, Allahabad, Ghazipur, Mau, Deoria, Bhadohi with many more on the anvil. Today more than 20,000 students are part of the Sunbeam Schools which over the years have given innumerable CBSE board toppers, national and international players of repute and stars that are shining bright in the cultural horizon.

Sunbeam's USP is the Sunbeam Precept. The Sunbeam Precept is

Deepak Madhok
Chairman

based on national and international cognitive research and is a formalising of our own experiments and experiences acquired over 40 years of teaching at Sunbeam, our interaction with educationals of repute from the world over, association with ancillary educational service providers and our own research along with required features of Life Skills and Value education. Sunbeam Precept thinks of education as the means of developing our greatest abilities, because in each of us there is a private hope and dream which, if fulfilled, can be translated into benefit for everyone and greater strength for our nation.

○ Teachers and administrators across Sunbeam schools are co-learners in the education process. Even while delivering lessons in class they are constantly learning. Researching, experimenting and incorporating new elements to enliven class rooms are part and parcel of every Sunbeam teacher's daily routine.

○ Changing with the times and Innovation is not just about ever improving Technologies – though this is important and the Sunbeam schools handle these exceptionally well.

○ Ensuring a happy, healthy environment in which our children enjoy learning is central to our ethos. We do our utmost to make it easy for children to approach staff with their problems or concerns. Our infrastructure across schools is child

friendly, comfortable and inviting. A visit to a Sunbeam class will reveal an energy, a freshness and an excitement that comes from there being a dynamic interface between teachers and their students.

- Collaboration and caring is encouraged at all levels, in both the staff and the pupils. Older children help younger children in the school.
- Quality Circle Time allows children to come up with pent up feelings and get rid of anxiousness in the most informal and non threatening atmosphere.
- Trained counselors across schools help children to overcome personal strains and academic stress to rid them of extra baggage and allow them to do justice to their potential.
- Each child at Sunbeam is valued for his Individual gifts and abilities. Multiple Intelligence theory is ingrained in the curriculum with MI tests done on a periodic basis.
- The Sunbeam Schools strive for the very highest academic standards but does not do so at the expense of a balanced education. Whilst academic excellence is the goal, it is recognized that the true quest is to realize potential, so that no Sunbeamians should fail to have his/her gifts and abilities developed.
- The many clubs and activities offered cater for all ranges of ability.

The schools have enjoyed a great deal of success in different national and international competitions. Sunbeamians have won several competitions of national and International standards.

- Every pupil is expected to take part in Leisure Time Activities which foster initiative and self-reliance. There is a large number of clubs and societies in all sections of the school that offer avenues from Music (Vocal & Instrumental), Dance (classical and modern), Creative arts (pottery, sculpture, painting, crafts, carpentry) etc.
- 'Sport for All' ethos is promoted in all our schools, whereby pupils of all ages are given the opportunity to participate in a broad range of physical activities. Our children have done extremely well in various sporting competitions right up to the national and international level.

Sunbeam Schools are associated with the best of organizations and individuals in its quest for overall excellence . Derek O' Brien and Associates, INTACH, Educational Initiatives, Ahmedabad, Teacher Foundation, Bangalore, iDiscoveri, New Delhi, Quality Circle Time of Jenny Mosley from London, Primary Plus N. Delhi , TAP Chandigarh, SPIC MACAY, NIIT, Institute of Career Studies of Dr. Amrita Dass, Lucknow, Aloha Chennai and many more.

Armed with knowledge accrued over the last 40 years and the experience of having established so many successful Sunbeam schools, We, today dream and aspire to take the Sunbeam Revolution in the field of education to greater horizons through **Sunbeam Eduserve** so that students fraternity at large benefit from our expertise. **Sunbeam Eduserve** has been set up based on the fact that the Indian Education Sector is a land of opportunities and challenges. While the fast changing socio-economic landscape of India have placed high premium on quality education, the acute demand supply mismatch and the need to deliver quality education have highlighted the need for more schools like Sunbeam to be established to cater to the educational requirements of the students fraternity across India .

Sunbeam Eduserve in association with like minded Individuals/Trusts . Government/state Government/Private/Public Sector undertakings would like to establish Sunbeam Schools which would be affiliated to CBSE ,across India and abroad. More details can be had from www.sunbeameduserve.com

As group, a Sunbeam truly epitomizes the fact that success is a journey and not a destination.



Mr. Siddharth Basu



Mr. Barry O'Brien



Mr. Derek O'Brien

Dignitaries who have graced the Sunbeam shores!