



ICONIC

# Mother's Pride

## CULTIVATING FUTURE

When Mrs Sudha Gupta was searching for a playschool for her own child, she realized the pitiable state of playschools in the country. Rather than merely crib and complain, she set out to do something about it.

In 1996, she established Mother's Pride, a playschool that every parent would love to send his or her child to. Mother's Pride redefined early education in the country with its scientific approach, specialized staff, R&D, and emphasis on child psychology.

Mother's Pride is the first preschool that actually provides ample space to stimulate overall development of tiny tots. Each branch of Mother's Pride is a castle of joy spread over an area of up to one acre. With a teacher student ratio of 1:10, every child gets ample love and attention by professionally trained teachers. To date, Mother's Pride remains the only preschool with a research and development



department. All the teachers undergo rigorous training and are continuously educated about new developments and revelations in child psychology. A workforce of more than 1900 highly professional teachers, along with over 1000 quality managers, academic heads and administrators work towards providing little children the best of education and facilities.

#### VISIONARY INFRASTRUCTURE

The school has taken the onus to educate parents about positive parenting through a series of seminars, with the intention to create a healthier society of enlightened parents and bright kids. Is it any wonder then that today Mother's Pride is India's most loved preschool with 100 branches where more than 1,70,000 children have had a magical childhood?

Ten years after establishing Mother's Pride, in 2006, Mrs Sudha Gupta established Presidium Senior Secondary School with the mission to create the leaders of tomorrow. The school was her attempt to answer the question, "Why can't there be a school that's unlike all others – one that identifies the innate talents and interests of children, nurtures them, and turns them into leaders of tomorrow?" Today Presidium is the fastest growing school, and the world's most awarded, as well.

#### EFFICACIOUS MANPOWER

Mother's Pride understands the importance of branding, advertising and marketing and has the finest advertising and marketing minds working for it.

To grow and expand, the school follows the franchisee model. However, Mother's Pride has never pursued growth for its own sake and the organization is careful to associate only with like-minded individuals who share its passion for education. Mother's Pride is involved in every aspect of running the school, whether it's recruiting and training talent or creating infrastructural facilities. Special care is taken to ensure that quality is never,

ever compromised. And above all, it has to be a win-win situation for everyone – a mutually beneficial association where the investors and partners feel that they are winners, too.

This year, as Mother's Pride celebrates its 20th anniversary, the organization is pursuing ambitious plans to grow even faster.



#### QUANTUM LEAPS

- Established and runs Sparsh Special School for under-privileged children with special needs
- Mrs Sudha Gupta's Positive Parenting seminars have helped thousands of people become better parents
- More than 1,70,000 children have experienced a magical childhood at Mother's Pride

#### TOUR DE FORCE

- The Emerging India Award for 'The Most Promising Enterprise of The Year', which she received from the Hon'ble Prime Minister Dr Manmohan Singh, organized by CNBC
- The Golden Peacock Award for Excellence in Corporate Governance, which was presented by the Hon'ble Prime Minister of Sweden Dr Ola Ullsten, in London