



CHRYSALIS IS INDIA'S MOST TRUSTED TRANSFORMATION & GROWTH PARTNER FOR SCHOOLS

1800 SCHOOLS 9 lakh+
STUDENTS

20 STATES

19+ years of intense engagement with schools 800+ partner schools across India

Research-based pedagogy & whole child approach

Activity based learning

Skill-building & learning with enduring understanding

Mapped to Central & State curricula

Aligned to the National Educational Policy 2020

Research, Implementation & Evaluation partners of IBM, WIPRO, Intel, Microsoft. Partners of Cambridge Assessment, UK



Awards & Recognition

Winner – ET-NOW IndiaMart Leaders of Tomorrow Award – Game Changer EZ Vidya won the coveted ET-NOW IndiaMart Leaders of Tomorrow Award as a 'Game Changer'. EZ Vidya was chosen among over 63,000 SME entries for the award.

Winner - mBillionth South Asia Award - Jury's Distinction

EZ Vidya bagged the mBillionth South Asia Award as 'Jury's Distinction' for the BridgelT program, a joint initiative of EZ Vidya, NOKIA and The Pearson Foundation.

Winner - SKOCH Digital Inclusion Award - Gold Award

BridgelT India, a joint program of EZ Vidya, NOKIA, and The Pearson Foundation won the Education Sector 'Gold' Award for Digital Inclusion

Empanelled member CBSE

EZ Vidya was chosen 'Empanelled member' by CBSE for training schools leaders on 'Effective school management and leadership program'.

Empanelled member Kerala State















BRING HOME **SOUTH ASIA'S** MOST INNOVATIVE CURRICULLUM

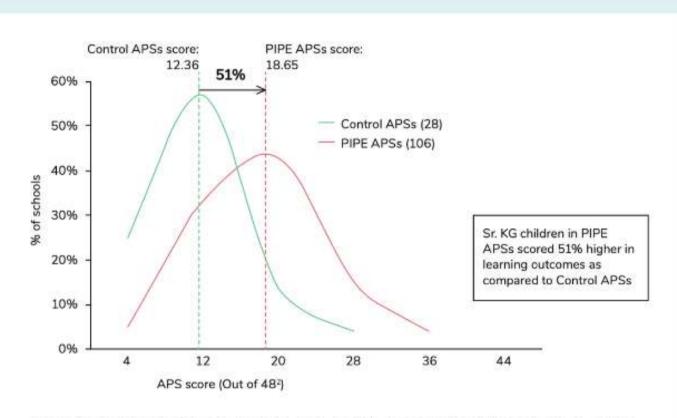


ENGAGING SKILL-BUILDING EFFECTIVE

CURRICULUM TRANSFORMATION

CLASSROOMS CONDITION. THINKROOMS AWAKEN THE HUMAN POTENTIAL.

SAY BYE BYE TO CLASSROOMS AND SAY HELLO TO THINKROOMS.



PIPE* RESEARCH BASED ON AN ASSESSMENT OF >800 CHILDREN IN SENIOR KG ACROSS 134 APSs (2019)

Ref: https://www.fsg.org/improving-private-early-education-india-through-activity-based-learning

- Sr. KG children in PIPE APSs are doing better in Math, Reading and Working Memory
- Sr. KG classroom environment in PIPE APSs is 86% better than in control APSs
- Capability of Sr. KG teachers in PIPE APSs has improved due to training and coaching by PIPE partners
- PIPE APSs in 2019 are performing better than PIPE APSs in 2018

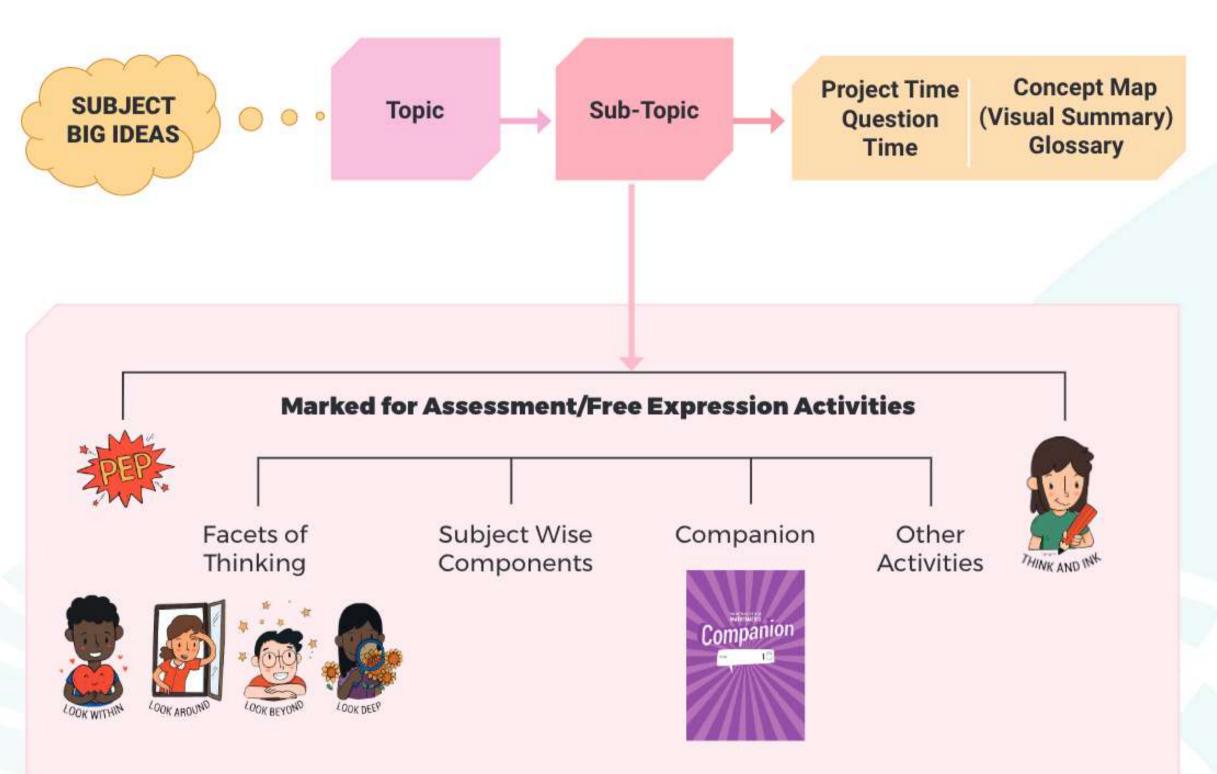
This impact study included Chrysalis Partner schools where the Chrysalis Systematic Change Program is being implemented.

*Program to Improve Private Early Education

51% higher learning outcomes

Sr. KG students in PIPE schools scored 51% higher in learning outcomes compared to the control group schools.

Lesson Flow in Studio







Teacher teaches a sub-topic in class



Schedules home-fun, end of sub-topic quizzes after every sub-topic



After all sub-topics are completed, an end of lesson quiz is scheduled

How are Studios different from textbooks?

'Text' books

Content Focused

Repetitive, monotonous questions Focus on 'what' to learn Focus on cognitive development

Studios



Learning is presented as a journey, consisting of meaningful & engaging activities through which concepts are derived



Questions to promote varied thinking, based on the Four Facets of Thinking Framework



Not just the what, but the 'why' by making learning relevant. And the 'how' by promoting selflearning



Focus on not just the what, but on the Four Domains of Development - Cognitive, Social, Emotional and Metacignitive

How are Studios different from textbooks?

'Text' books Provides content.
Teachers need
to devise
methodologies

Usually written by one author

May not be aligned to learning outcomes

Mostly 'one way' communication

Studios



Engaging and relevant methodologies interwoven with the content.



A team of experts from multiple domains carefully develop the content in Studios



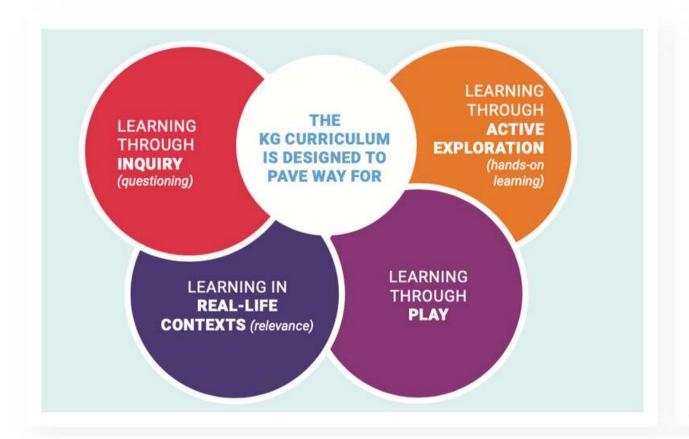
Every lesson is aligned to clearly defined learning outcomes based on SOLO Taxonomy

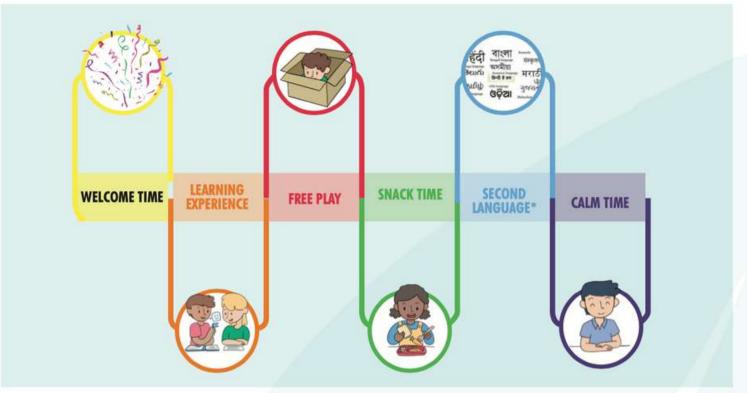


Multiple 'spaces for expression' for students to express their own understanding of the concepts being learnt

COGNITIVE | SOCIAL | EMOTIONAL | META-COGNITIVE | VALUES

Thinkroom foundational years





LANGUAGE ARTS:

ARTS IS A MEANS TO COMMUNICATE IDEAS

AND LANGUAGE IS THE HANDLE TO COMMUNICATE.
THE **LANGUAGE ARTS** APPROACH HELPS DEVELOP KEY SKILLS LIKE

listening, speaking, reading, writing, viewing and visual representation.

1

STORY READERS (FROM NURSERY TO GRADE 1)

Each Story Reader has a series of learning experiences* that take children through an exciting journey of discovering words, exploring themes and developing language arts skills. 2

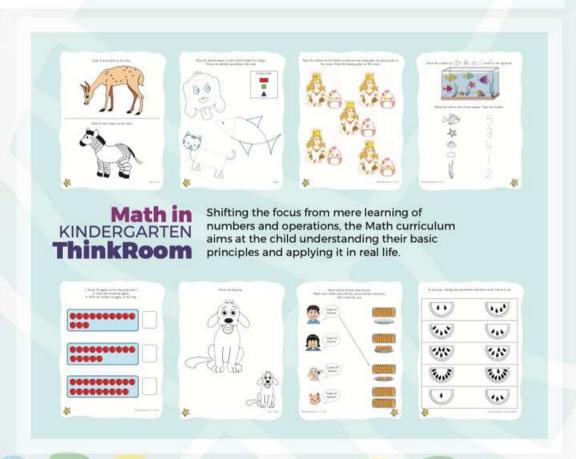
PHONICS

Phonics is complementary to the reading programme, combined with whole word sight reading. It allows the learning of individual letters, their sounds as well as the basic letter combinations (phonemes) in the English language.

3

EVS

A comprehensive,
well-planned and theme-based
approach to teaching EVS helps
the child be aware of, understand
and appreciate the world around
them. EVS is integrated within
Story Readers as themes and
moves on to Studios, a more
focussed learning material.



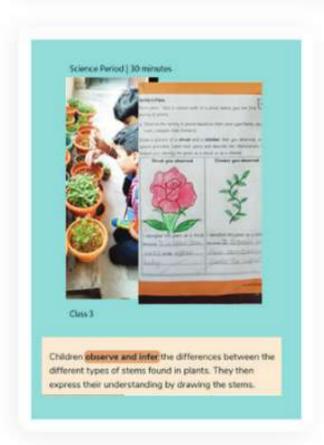
Thinkroom primary

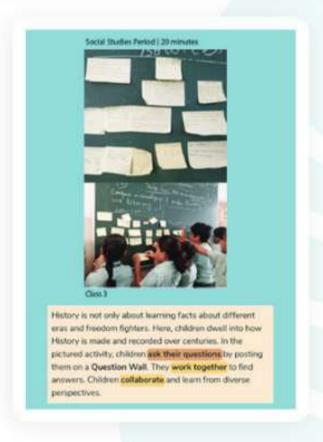
Children in a School for Awakening Human Potential speak and write English well, learn Social Studies and Science with great conceptual clarity and love solving word problems in Math.

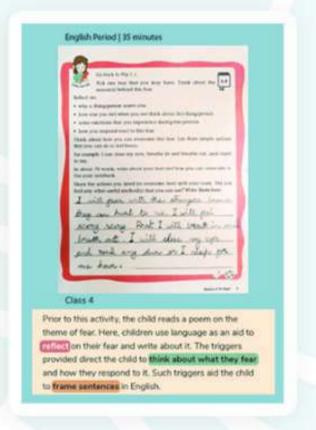
But, that is a very tiny part of what they do.
In every 40 minute period...

They explore and habitually develop deep Cognitive Intelligence, Emotional Intelligence, Social Intelligence, Metacognitive Intelligence and imbibe Values.









TAKE YOUR TEACHING TO NEXT LEVEL WITH...



3 Million Students



8 Countries

TECHNOLOGY TRANSFORMATION

BLENDED LEARNING ≠ LIVE CLASS

Hi, I am Bada! And 3million children across the world love me!

PLAY, EXPLORE, AND LEARN WITH BADA AND HIS FRIENDS



Make your teaching more engaging with me!



POSITIVE RELATIONSHIP BUILDING

Listening, sharing, respecting others, teamwork, transforming and understanding conflict, emotional development



CREATIVE LEARNING

Making connections, sustained creative thinking, problem-solving, language and communication cultivation



FOSTERING CURIOSITY

Knowledge and understanding of the world, connection to nature, the safe exploration of both outdoor and indoor environments

Technology in learning vs Blended Learning

Technology in learning



Perceived as 'additional work' by teachers Online learning means 'live class' Technology mostly for 'additional content' Typically one to many AV content

Usage Reports

Blended Learning



Technology is integrated and an essential part of learning



Designed to improve teacher efficiency



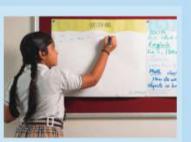
Live class is just one part of the larger umbrella of Blended Learning



Technology
not just
for content but
also
for formative
assessment



Content
designed
to promote
one-to-one
engagement
and
interactivity



Learning
Outcome
based reports
to help
improve
learning

ENGAGEMENT LIKE NEVER BEFORE!





LMS: Data-backed assessments and reporting

Customized assessments meet the needs of your organization and your curriculum. Data-driven reports help you make informed decisions.



CMS:

We give you the tools to convert your content into an interactive digital format.

Powered by H5P technology, we provide an industry-leading number of ways to digitize and make content come to life!



Data:

The future of education in the palm of your hand!

By collecting linguistic, cognitive, and behavioral data, our machine-learning algorithms guide learners down a personalized learning journey.



In-Class:

Utilize interactive technology in the classroom!

We give teachers the ability to directly deliver lessons to their class or have students break away for interactive screen time.



Home Study: Fun, child-centered learning never stops!

We allow teachers to assign homework for supplemental learning, and provide additional personalized, Al-driven learning recommendations to children!



LMS:

Data-backed assessments and reporting

Customized assessments meet the needs of your organization and your curriculum. Data-driven reports help you make informed decisions

Teachers

We simplify the teaching process. Use the platform to conduct engaging activities in the classroom. Teachers can also use our system to assign, grade, and give feedback on assignments.



Students & Parents Administrators

Diverse Interactive templates
make your in-person and remote
lessons interactive. Help your
students grow through tactile
activities that heighten
engagement and encourage
whole-child development



Administrators

Our LMS helps you run your school and stay organized by giving you the tools to manage teacher and student accounts. Integrated scheduling allows you to plan live, remote, or inclass lessons





CMS:

Content Management Made Easy

Use our content management system to create and discover unique digital activities.

Captivate your students with interactive videos!

Use our content management system to create and discover unique digital activities.

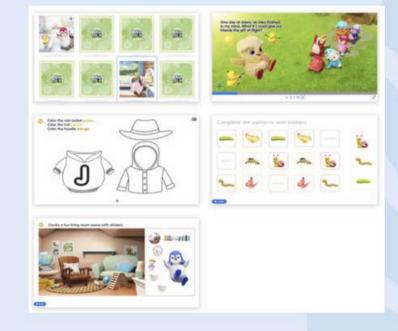






Maximize Engagement

Diverse Interactive templates make your in-person and remote lessons interactive. Help your students grow through tactile activities that heighten engagement and encourage whole-child development.



Digitize your curriculum

Everything you need is at your fingertips. Make teaching guides, prepare lesson plans, create interactive activities, customize assessments, and give feedback to fully digitize your curriculum.



Improved engagement = improved learning outcomes



Pop

Bada Pop gets your learner up and moving with Bada and all his adorable friends. Featuring everything from the pop sensation "Ponytail" to "Hop Pop Stop," this playlist has all the songs your kids can't wait to hear.



Revitalize your curricula and adapt it for a digital solution!



Phonics

Our phonics songs are a great way to introduce phonemes and reinforce tricky phonics rules for your budding reader.



Nursery Rhymes

Nursery Rhymes are the perfect set of songs for the youngest learners that provide opportunities for learning and engagement.



Celebrations

Celebrate the holidays with Bada and friends!
Badanamu is here to spread holiday cheer filling
you up with merriment and wonder!













An integrated 3-year, 5-level ESL program for young learners designed to explore English through the world of Badanamu.













An integrated 3-year, PreK to Kindergarten program designed to explore science, technology, engineering, art, and mathematics through the world of Badanamu.





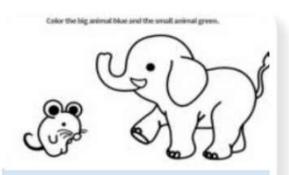


Each level of the multi-year curriculum includes all the materials needed to do fully remote, blended, offline, and independent-study lessons.



STORYBOOKS

Fun and exciting narratives combine core learning objectives with a layer of social-emotional learning.



INTERACTIVE ACTIVITIES

Reinforce learning objectives with H5P activities.



HOME FUN MATERIALS

- Self-study digital lessons help reinforce learning at home.
- Digital applications for enrichment and reinforcement.



LESSON GUIDES

Detailed guides help teachers get the most out of their learners.



INTERACTIVE 3D ANIMATIONS

Engaging animations put the users in the driver's seat to drive the narrative.



2D REVIEW LESSONS

Instructive lesson reviews go over all the main learning objectives.



SONGS

Educational songs to get learners moving.



3

Data -A GPS for your Learning Journey

Powerful data collection and machine learning provide a personalized learning path for every student.

Data Dashboard

Gain valuable insights into your learners' development. Visualize your students' progress, adjust lessons, and assign supplemental exercises to fit their needs.



Analytics & Reports

Our data reporting provides key metrics for administrators, teachers, and parents. Learner tracking and analysis tools offer an in-depth look at students' development, while measurable learning outcomes and milestones help you track your students' progress.



Personalized Recommendations

Attach learning outcomes and objectives to specific activities or lesson plans, and get personalized recommendations based on performance



4



Blended Learning:

Learning in a physical space with a teacher and digital media

Digital Time: Have students engage with digital activities for supplemental and enrichment time and increase independent work.





Whole-Class

Use materials from the content library to supplement learning during whole-class instruction. Students and teacher all work together on the same, large device.



Collaborative Time

Have students work in pairs or small groups. Students work together on tablets.



Individual Lab

Engage your entire class with individual tablets or computers. Students log in to their account to sync their in-class progress and inform reporting.



Home Study

Extend learning from the classroom to the home!

Student App

Participating schools can have their learners download our app from the Google Play or Apple Store. Once a student has been added to their school by the school administrator, they can use the app to attend remote classes and complete home study assignments



Assignments

Learners can use the app to complete assigned homework activities. A progress bar shows how much of the assigned material is left to complete. Teachers can incorporate awards into assignments so that learners can collect trophies as they complete activities.



Reports

Parents can use our app to view automatically generated reports that offer a comprehensive view of their child's learning journey.



LET US LEARN TOGETHER & GROW TOGETHER

"My teachers now sound like professionals thanks to the sessions by Chrysalis. They use terms and language that are consistent with the depth of knowledgethey now have about their subjects."

> - Academic Coordinator from Bangalore

"Because of the quality of professional development Chrysalis provides, moreteachers are joining our school."

- School Leader from Vellore

"I have already reached a certain standard of professionalism thanks toChrysalis, so I need to join another partner school when I move cities. I cannot lower my standards."

- Primary teacher from Mysore

TRANSFORMATION PARTNER We are WITH YOU in EVERY STEP.

Continuous empowerment of teachers is one the pillars of growing schools!

WHY?

Through the various modules and topics covered teachers are empowered with specific knowledge, skills and attitudes.

Through the design of the learning journey teachers are also constantly enhancing other skills that are crucial for their own professional learning.

REFLECTIVE **PRACTITIONERS**

PROBLEM SOLVERS & CRITICAL THINKERS

SELF-DIRECTED

JOYFUL **LEARNERS**

ENGAGED IN COLLABORATIVE PRACTICES

WHAT?

What is unique about our Continuing Professional Development (CPD) programme?

Engaging learning experiences for teachers with assessments and reflection cycles - end of year certification for teachers

Implemented and facilitated by passionate team and through our flagship CPD platform

100 different topics with over 60 digital videos and modules - selection based on school needs

SOME OF THE TOPICS COVERED

PROFESSIONAL KNOWLEDGE

PROF	ESSION	IAL PE	RACTICE	

Know Students and How they learn Know content and How to teach it	Understanding the Brain		Using inclusive practices	
	and Learning		Support student	
	Understanding students	Create and	participation	
now they learn	Differentiate teaching to meet learning needs	maintain supportive and supportive a		
and How they learn Know content and	Understand Theories of Education and Content	safe learning environments	Manage challenging behaviour	
	Know teaching strategies		Maintain student safety	
	for the teaching area		Use ICT safely,	
	Content selection and		responsibly and ethically	
and	organisation		Designing for assessing	
	Curriculum, assessment and reporting	Assess, provide feedback	Conducting assessmen cycles	
	Literacy and numeracy strategies	and report on student	Provide feedback to students on their learning	
	Information and	learning	Interpret student data	
	Communication Technology (ICT)		Report on student achievement	

PROFESSIONAL ENGAGEMENT

Engage in professional learning	Identify and plan professional learning needs
	Engage in professional learning and improve practice
	Engage with colleagues and improve practice
	Apply professional learning and improve student learning

HOW?

How is the CPD programme implemented?

Blended learning approach – interventions through instructors and digital resources

Teacher CPD platform on KidsLoop

Custom CPD sessions and workshops for teachers and leadership team through the academic year supported by Transformation Partner

Ability to track teacher learning and transformation through online reports and Transformation Partner meetings.

SAMPLE FLOW OF A LEARNING EXPERIENCE

Teachers view a video on

the platform as part of their pre-work to learn key



Chrysalis facilitator leads a

session to clarify points and help teaches practice the



Teachers apply the skills they have acquired and provide evidence to support the results.





ASSESSMENT AND REFLECTION CYCLES

Our teacher platform also includes curated digital modules and resources that:

- · Allow teachers to learn at their own pace
- · Provide an opportunity for teachers to self-
- Facilitate NEP recommendations of blended learning for teachers
- Provide crucial data and reports on teacher learning based on module completion



What our teachers and school leaders have to say

Professional learning and development requires acommunity to support the learner.

At Chrysalis we understand the value and importance of bringing this community closer together to sustainand drive transformation.

We have special events, workshops throughout theyear, and platforms designed to foster collaborativelearning.

Together we can uplift and inspire.





Want to experience the power of our CPD programme for yourself?

We have created a special self-learning module that your teachers can access and experience for themselves.

Use the link provided and share with your teachers.

After completion, have a discussion so teachers can share: What the experience was like, Something new they learnt, What theyimplemented & how it went.

What we commit

Contemporary education research-based progressive practices, distilled & delivered in relevant capsules based on needs of your school

A 'Transformation Partner' for your school

An attitude of humility & colearning, combined with assertive communication

Milestone-based Transformation Journey over a 3-year period

PD	Professional Development	is.
TRP	ThinkRoom Participation	84
TSM	Transformation Steering Meeting	
РО	Parent Orientation	
C Day	Chrysalis Day	day

TOGETHER, WE ARE WELL-POISED FOR THE CHANGE!

TOGETHER, LET'S AWAKEN THE HUMAN POTENTIAL IN EVERY CHILD

STAND OUT... MASTER THE ART OF GROWTH

HOW MUCH SHOULD I INVEST INTO MARKETING?

WHAT DO NEW GEN PARENTS EXPECT FROM A SCHOOL

WHY DO PARENTS PICK ONE SCHOOL OVER AN OTHER?

HOW DO I COMMUNICATE THE GOOD THINGS THAT I DO?

HOW TO MANAGE MY SOCIAL MEDIA PRESENCE?

GROWTH PARTNERSHIP

THE CHANCE TO MAKE MEMORY IS THE ESSENCE OF BRAND MARKETING.

Happy customers bring more customers.

Happy parents = growth. This is the universal truth. A growing school understands the needs and the aspirations of a parent and at the same time doesn't compromise on its vision.

Through empowerment, empathy, continuous communication and parent engagement a growing school nurtures and empowers the parent along the way.

HAPPY PARENTS HOLISTIC

Growing schools have a vision for logistic development of children and continuously provide varied exposure to students to build their holistic skills.

A growing school is continuously engaged in engaging the community.

COMMUNITY

THE
6 PILLARS
OF A GROWING
& SUSTAINABLE
SCHOOLS

SEEMLESS TECHNOLOGY Technology is only a means to the end. Growing schools do not shy away from adapting to new technologies that can help transform the teachinglearning process.

A visionary leader is at the centre of any growing school. Inspired by the vision and a heart filled with care for every stakeholder, a visionary leader guides and inspired the team to achieve their best.

VISIONARY LEADERSHIP

A LEARNING CULTURE Growing schools have a learning DNA. This is the very core of any growing organization.

A dedicated Growth Partner for your school to help all your school's brand and marketing needs

INTERVENTIONS

Growth Steerco Meeting

Existing Parents Engagement Strategies

Establishing Social media platforms - FB, Twitter, Instagram, You tube

Baseline study for community building

Social Media posts

Parenting Videos

Make and maintain your website

Training Social media promotion and management

Google maps & review

Tools for community building phase

Baseline tool

Social Media Management tool

Data driven decision making tool

Monthly Review Meetings (Remote)

GROWTH PHASE

Growth Steerco Meeting

PHASE 1 - Enquiries & Lead generation

PHASE 2 - Designed walk-in experience

PHASE 3 - Follow-up Strategies

Training

Tools

Parents Orientation (Remote or physical)

Monthly Review Meetings (Remote)



DELIVERABLES

GREAT CONTENT, HIGH TECH, JOYFUL PEOPLE & HAPPY COMMUNITY

20th anniversary

OFFER



HURRAY

You have WON
100 DAYS FREE ACCESS
to Teacher Platform.

Yes. I would like to redeem this offer for my school.
Name:
School Name:
Address:
E 11

Curriculum Deliverables

NURSERY



10 Picture Story-readers and 3 Touch & Feel Books



Student Portfolio File

LITTLE THINKER Nursery 6



Student Progress Report



Materials Kit per child

- ApronPlacemat
- SpongeClay Set



Little Thinker

PP 1 & PP 2



Story-readers for Language Arts (16 each for PP1 & PP2)



- Little Thinker for English Little Thinker for
- Mathematics Little Thinker for **Environmental Science**
- Little Creator Memories



- Pencil Time for Strokes and Curves
- (only for PP1) Pencil Time for English
- Pencil Time for Mathematics



Learning Stimulation Kit

- including Mood Cards
- **Dolch Words**
- **Family Words Calendar** Sand-paper tracing for
 - alphabets and numbers (For PP1)

Class 1 & 2



20 Story Readers for Language Arts



Learning Stimulation Kit



Studio (Volumes 1 and 2) and Companion for mathematics





Studio -2 volumes for each subject (English, EVS,



Companion -2 volumes for each subject (English, EVS. Math)



Learning Stimulation Kit

Box of Gratitude, Whose Turn, Brain Buttons

LITTLE THINKER

Little Thinker for English Little Thinker for

Environmental

- Voice Meter
- Mood Meter
- **Question Wall Charts**
- Co-operative Learning Board

Class 3 - 5



Studio -2 volumes for each subject (English, Science, Social, Math)





Companion -2 volumes for each subject (English, Science, Social, Math)

Learning Stimulation Kit

- Box of Gratitude, Whose Turn, **Brain Buttons**
- Voice Meter
- **Mood Meter**
- **Question Wall Charts**
- Co-operative Learning Board

Class 6 - 8

Chrysalis for middle-school is an ideal supplement to go with NCERT textbooks

- 1. Ready-to-use lesson plans aligned to NCERT textbooks
- 2. Well-defined Learning Outcomes
- 3. Worksheets for additional practice work



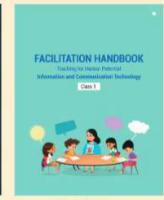
Deliverables - ICT Grades 1 to 10



Studio



Companion



Facilitation Handbook for Teachers

- Project Templates across lessons
- Academic / Technical Interactive Audio-visuals
- Open-source Software

2 Technology Deliverables

Teacher Login

Student Login

ASSESSMENTS SCHEDULE REPORTS CONTENT LIBRARY Studio, Studio, Learning Subtopic wise Do I know Companion, FH Companion, FH Study **Summary Weekly** lesson plans (Lesson wise) soft copies soft copies Report Overall student AV, Rhymes, **GTP** activities & Interactive AV, Rhymes, achievement Stories, Music content explainer Stories, Music **Anytime Study** activities for report - for &Movement - Interactive Remedial &Movement teacher and school admin Ability for 1600+ Digital 1600+ Digital Teacher load **Question Bank** schools to Interactive Interactive Class report - for upload own per lesson activities activities school admin content Badanamu International Teacher Skill Quick Quiz Study Home fun Animated Badanamu coverage report -(Subtopic wise) Content content for school admin

3 Growth Partnership Deliverables

Community building phase

INTERVENTIONS		M1	M2	M4	M5
Growth Steerco N	Growth Steerco Meeting				
Existing Parents I	Engagement Strategies		✓	✓	✓
Establishing Soci	al media platforms – FB, Twitter, Instagram, You tube		✓		
Baseline study fo	r community building		✓		
Social Media pos	ts	10	10	10	10
Parenting Videos	Parenting Videos		1	1	1
	Make and maintain your website		1		
Training	Social media promotion and management	✓			
	Google maps & review	✓			
	Baseline tool	✓			
Tools for	Social Media Management tool	V			
community building phase	Data driven decision making tool	✓			
	Monthly Review Meetings (Remote)	✓	✓	✓	✓



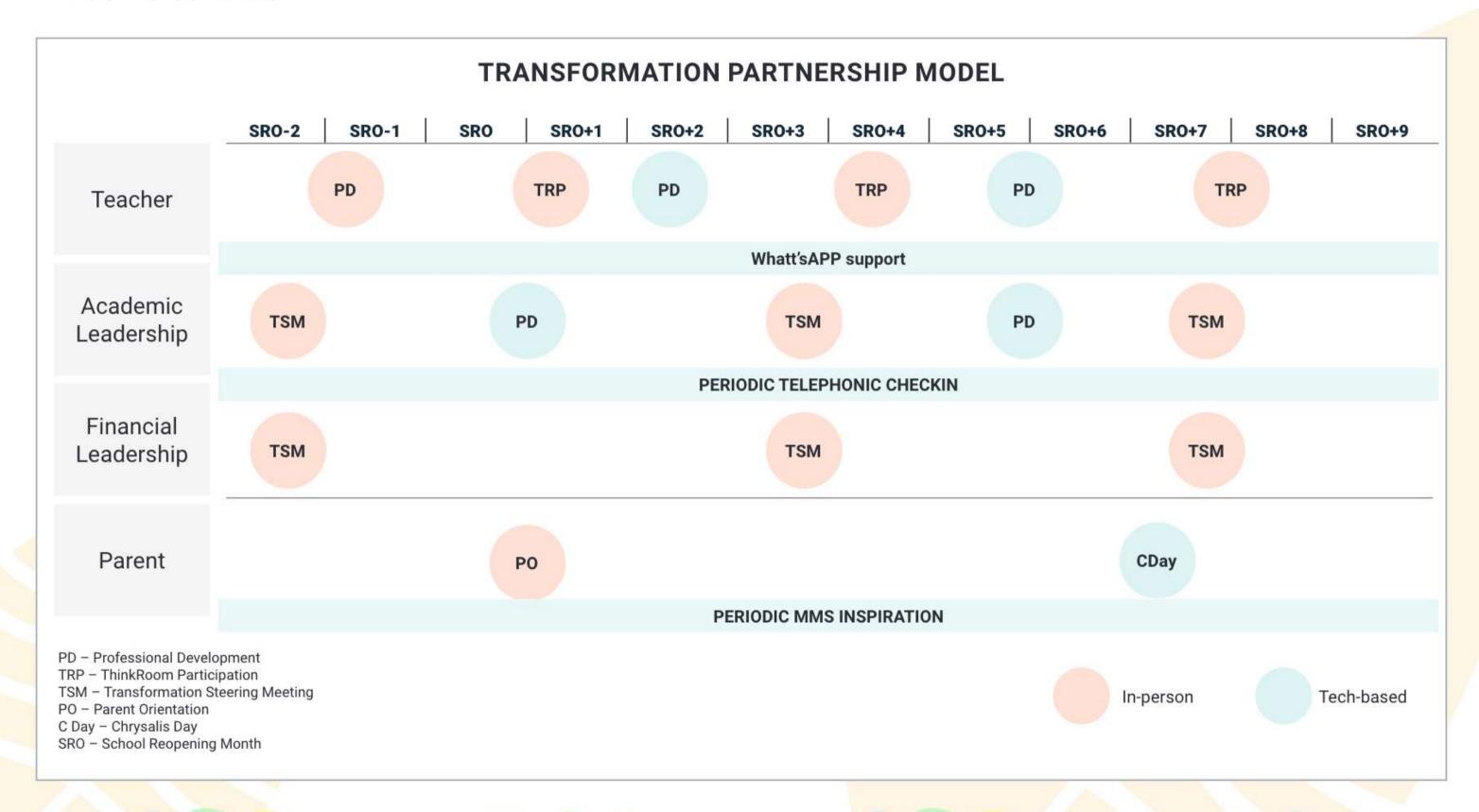
3 Growth Partnership Deliverables

Growth phase

INTERVENTIONS		M6	M7	М8
Growth Steerco Meeting		GRM 2		
PHASE 1 Enquiries & Lead generation	Images, Posters for social media & what's app communication	10	10	10
	Videos on ThinkRoom	2	2	2
	Script for Admissions Coordinator	✓		
PHASE 2 Designed walk-in experience	Lobby time – Selfie Poster, Posters on ThinkRoom, activities for children	1		
	Admissions Coordinator – Script, PPT, ThinkRoom Materials	✓		
	ThinkRoom Tour for Parents – Script, Learning Ambience, Studios, Videos	✓		
PHASE 3 Follow-up Strategies	Thank you, messages & images, highlighting ThinkRoom			
	Videos for parents	✓	✓	✓
	Engage your child – Kindergarten story reader	✓		
Training	Admission Coordinators,	✓		
Tools	Admission Tracking tools, Data Analysis tools	✓	✓	1
Parents Orientation (Remote or physical)				✓
Monthly Review Meetings (Remote)		✓	✓	1

4 Growth Partnership Deliverables

What we commit



Education for Human Potential should be made affordable and accessible for every child in India

ThinkRoom Investment Details:

Print materials mentioned in the deliverables Transformation Partnership Model MRP Rs. ?/per student per annum

Chrysalis should
be able to sustain
and grow as an
organization so that
the movement impacts
more children

ICT for Grades I to X

MRP Rs. ?/per student per year

Say Bye Bye To Classroom... AND SAY HELLO TO

---ThinkRoom --

25000+ CLASSROOMS HAVE ALREADY TRANSFORMED TO THINKROOMS

Come join the revolution to build classrooms for awakening the human potential

