



# kreedo

Early Childhood Solutions



[www.kreedology.com](http://www.kreedology.com)

the art, science and commerce of preschools

Teach the child to repeat what you say  
*He may do it for half a day*  
Give the child some books to peek  
*He may look at them for a week*  
Observe the child and entice him to play  
with the right tools explore each way  
See him discover, learn and labour  
Watch him enjoy learning every hour !



## Birds of various feathers

All the fledglings finished their education at Flock school and left for their respective destinations. "It has been a good year," thought Guruji, "I am going to miss all of them".

The parrot and eagle took off from the floor of the forest together. The eagle soared high in the sky, and the parrot was left behind in no time. The Guru's assistant remarked, "Look how sad it is that the parrot is left behind. Even after so much teaching, he has not learnt enough".

The guru smiled. He told his assistant, "Learn to observe, do not see only what you want to see." After a while, he went to visit his students with his assistant.

The parrot was in its element. It had found a grove with some fruit trees. It found other parrots and birds to live with. The parrot was blissful having found a green environment, food to eat, company, safety, everything it wanted.

The eagle had to search for quite a while for food, but eventually learnt to find some rats to eat. It built a nest far from the madding crowds and was happy to settle down in the peaks of some hills all by itself, lording over the world.

Said the guru, "Everyone is happy in his own space. One could be a nightingale, brilliant at singing, the other an ostrich, a fast runner. To a small extent the eagle and falcon can ape each other, the cuckoo and nightingale can compete at different ways of singing. But even they are different from each other. There is enough space for all in this vast world."

"The observer must understand and appreciate that each of these birds is different. He could try to make the nightingale sing better, or help the falcon fly faster. He must NOT try and convert parrots to eagles or vice versa. This will take away the child's inherent talent/ interests and end up frustrating him in trying to compete in a direction that he may never enjoy or be adept at."

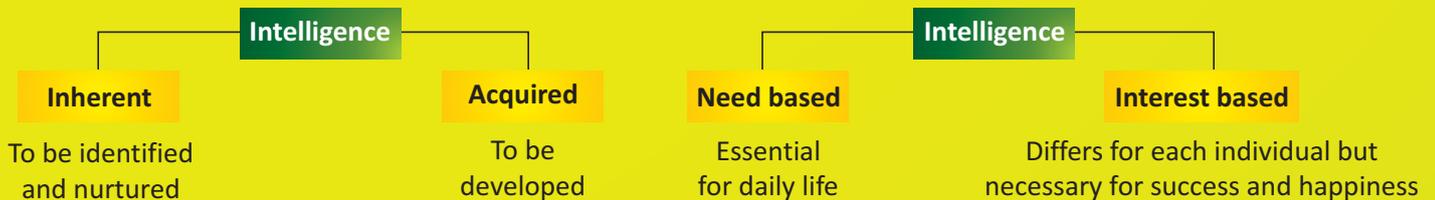
**The purpose of the teacher is to:**

-  Make all children independent.  
*Each bird has to find its own food*
-  Understand their strengths and weaknesses
-  Teach them to work hard

**Teach them to fly in their interest zones and they will attain towering heights and go on the path to achievement & happiness**

## The Origins

Every child has an inherent nature and intelligence that is peculiar to him. This varies from child to child and is the most important factor to consider when the child comes to school.



## Objective

After 20 years of experience of working with preschools and understanding their requirements, we have identified a few factors that all preschools have to address in order to maximize the child's potential.

- Understanding every child's individual learning needs
- Having a structured curriculum that covers all essential areas of development
- Materials that are needed to implement the curriculum
- Teacher training
- Assessment of the children's progress at every stage
- Clearly Defined linkages between the curriculum , materials and teachers

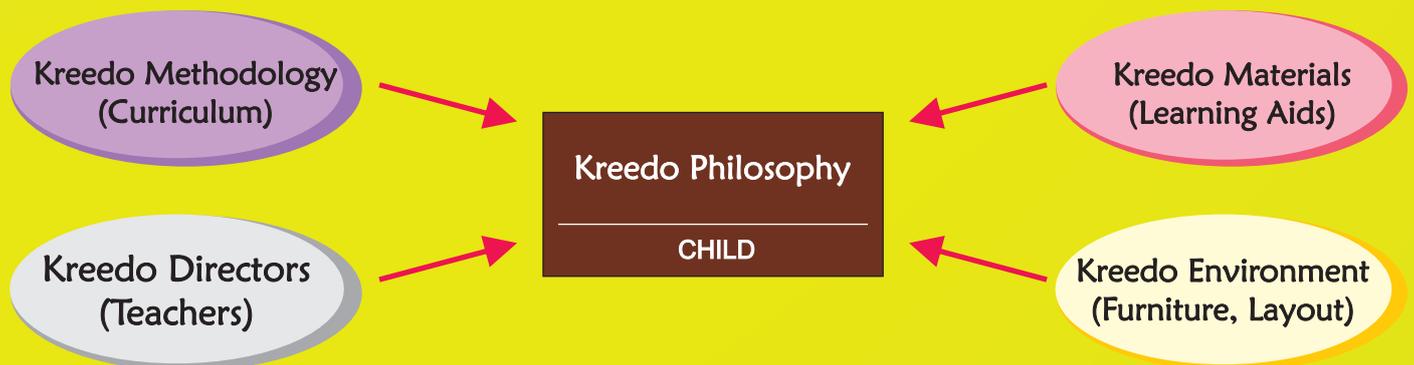
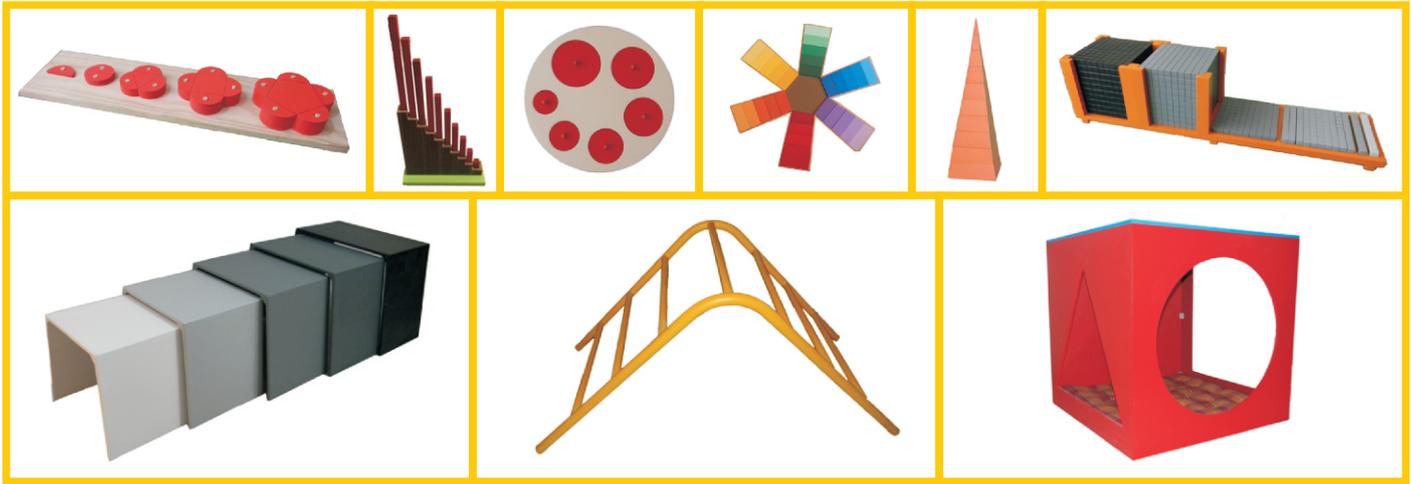
## Why have a preschool curriculum?

- Ensure that all areas of child development are covered
- Build an environment that enhances learning for the child
- Allows all teachers to be on the same wavelength and hence gives a sense of uniformity
- Gives teachers adequate time to plan for classroom activities
- Allows the teachers to assess and implement any corrective action if required

## Introducing Kreedo Preschool Curriculum



No single preschool methodology or curriculum has been identified as the best. Though it is now well established that following a planned method enhances learning of the children. Kreedo curriculum has its roots in the Montessori philosophy and has also incorporated best practices from several scientific Early Childhood Theories across the world, keeping in mind the Indian current academic and cultural requirements. It is essential that the young child gets regular hands on experience with a variety of educational aids without which no preschool education can be possible. The educational aids which form the foundation of Kreedo have each been individually designed for specific purposes, derived from the curriculum. The curriculum and materials are intertwined. **We emphasize the importance of the curriculum driving all other aspects.** The Kreedo curriculum is simple to implement and is extremely practical, and hence has become popular in a very short span of time



## Components of the Kreedo package

- ☞ Detailed curriculum : Scientifically designed based on strong research and tried and tested methods
- ☞ Learning Aids: Of the highest quality and beautiful finish
- ☞ Furniture : Unique and exclusive, created to build an attractive learning environment
- ☞ Teacher training: To ensure that all of them understand the objectives and methodology used
- ☞ Assessment Tools: To help owners understand every child's progress and take suitable steps to enhance it
- ☞ Marketing Support: Strategy, plans keeping in mind the location, city and budgets
- ☞ Designs: For school name, logo, fliers, brochures, prospectus
- ☞ Templates: For all forms needed for school administration, marketing and others
- ☞ Continuous telephonic support: Especially in the initial stages for all areas of operations from academics to admissions



## About Kido Enterprises

We are manufacturers of Montessori materials and Preschool learning aids. With over 20 years of experience in this space, we have a clear understanding of the requirements of the child, teachers and management. We use the best grade of raw materials and non-toxic child-friendly paints. With 25000 square feet of manufacturing space, state of the art machinery and over 150 employees, our delivery time and service component is unbeatable. Our products are made in line with international quality standards, but our prices are extremely competitive, providing an attractive value for money proposition. Our Customers include more than 5000 schools spread across India including 1000 Montessori Houses of Children, Teacher Training Institutes, Schools in Europe and Middle East, Government of Karnataka, Preschool Chains and more.

### The Management Team

Founder: Geetha Shridhar started Kido 22 years ago. Her commitment to deliver quality products and emphasis on hard work has helped Kido achieve an enviable position in the Montessori materials category.

Director, Administration: E S Shridhar, an electrical engineer with 30 years of experience in project implementation and operations in Middle East and Africa

Director, Sales and Operations: VK Manikandan, an Aerospace engineer from IIT, Bombay, with an MBA from IIM, Calcutta. He has 15 years of experience in sales, consulting and manufacturing

Director, Academics and Marketing: Mridula Shridhar, an Instrumentation Engineer with an MBA from IIM, Calcutta with 13 years of experience in sales, marketing and academic support in the Early Childhood space

Country Head, Sales and Marketing: Sanjoy Paul, with 15 years of experience in sales in the preschool domain



## Our present scenario and the road ahead

More than 150 preschools now follow the Kreedo curriculum within 15 months of launch. We are confident we will be associated with a very large number of preschools across India very shortly and are working towards making Kreedo a recognized preschool curriculum. We hope that by following a wholesome curriculum like Kreedo, the children in all associated schools will benefit and this in turn will raise the levels of education at the preschool level. We aspire to be a single stop shop for preschools across the country providing every service that would be needed by them.

## Customers Speak

I wanted to create a preschool which spoke for its qualities. And then I came across Kreedo Preschool Solution- a one stop solution for all preschool needs. As we started discussing the methodology and showing parents the especially designed educational aids, they were really impressed and took us seriously believing that we were experts and can give their children best education through most practical world class educational aids. Thereby, most of the enquiries turned into admissions in my school. The team of Elite Kingdom was really impressed by Kreedo, their cooperation and sincerity. I am thankful to the team of KREEDO for their help in setting a preschool of World Class standards.

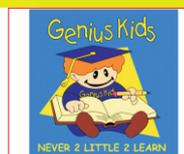
**-Khushboo Singh, the owner of Elite Kingdom Preschool, Jaipur**

I wanted to start with my own ideas & my very own creative inputs. Again, I was always opposed to the idea of going for FRANCHISED pre-school option, as I knew through & through how invalid & impractical a franchised option becomes when you talk of a pre-school economics as well as pre-school academics. And, searching through Google, I came across Kido Enterprises. Today, my pre-school, OneWorld Junior School, is top preferred pre-school of my city. We launched OneWorld in June 2012, and by November 2012, we were 42 kids old! We had to stop our school admissions due to space limitations. If you are already a KREEDO Pre-School, you have made the wisest business decision of your life. They share our problem, they constantly guide us, and they now have great team too. The quality of wood & the paint finish of their toys is what made most of my admissions. Three cheers to Kreedo Team and their quality approach!

**-Sachin Lathia, owner of OneWorld, Vadodara, Gujarat**

We were looking for a solution which provides a comprehensive and age appropriate curriculum which covers every aspect of early childhood development and An environment which is vibrant, child friendly and prepares the child for the challenges ahead. It was at this stage we came to know about KREEDO preschool solution. When we explained about Kreedo curriculum and materials to every parent we met, we noticed how they were impressed with the idea and we believe this was the reason behind most of the walk-in's converted to admissions. We are thankful to the entire TEAM of KREEDODOLOGY for helping us run the school successfully.

**-Revathi Rajaraman, the owner of Kyte, Chennai**



For more information you can contact us at:

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