



SERRA[®]

INTERNATIONAL PRE-SCHOOL

Explore • Enhance • Enrich



“WELCOME TO SERRA INTERNATIONAL PRE-SCHOOL

“SERRA” is Italian for a place where life is nurtured.

The quality and nature of a child’s early experiences in life lay the foundation and brain architecture for all the learning and behaviour that follows. At SERRA International, we cherish our role to deliver joyful, holistic, child-centric and developmentally appropriate learning experiences at this critical stage of a child’s life.

Our journey began in 2008 under a Harvard educated leadership team, in joint partnership with Singapore’s leading early childhood education group Eton-House. Today we run numerous early childhood education centres across India and continue to expand while ensuring we provide the finest quality early childhood education to all SERRA children. ”



OUR PURPOSE

Serra International is committed to shaping responsible, global citizens and passionate lifelong learners who are prepared for the 21st century.

OUR PROMISE

Serra International will meet its purpose through:

- Fulfilling every individual learner's potential and ensuring their academic and overall growth
- Attracting, developing and retaining passionate and capable educators who are committed to continuous improvement in their learners and in themselves
- Creating a community of educators, learners and parents who look to each other as a broader family connected and supported by a common vision
- Delivering a powerful curriculum with a design that is based on thought, best practices and new developments for growth inside and outside the classroom walls
- Providing inspirational physical and emotional environments that promote a sense of community and possibility
- Integrating and using the power of technology to improve learning outcomes
- Ensuring a continuous assessment of our pedagogy that focuses on learner performance and development

OUR PRINCIPLES

- Respect children, educators and all members of our community
- Think and act with honesty and integrity, individually and collectively
- Anchor individualities and embrace differences
- Be humble and generous
- Strive to continuously develop ourselves and those around us
- Help when needed and lead when required
- Embody the love of learning and marvel at the magic of possibilities beyond



OUR FOUNDERS

Serra is founded and operated by individuals who are passionate about education, and see the opportunity to nurture the minds of the future.



ARUN ARORA – *Chairman, Edvance Group*

Arun Arora is the former President and Executive Director of Bennett, Coleman & Co. Ltd. and CEO of The Economic Times.

He was involved in setting up many new businesses in print, radio, television, music and home entertainment. He was CEO of The Times of India, founder CEO of Sony Entertainment Television, Chairman - United News of India, Vice-Chairman - Radio Mirchi, Vice-Chairman - Times of Money Ltd., and Board Director Times Bank. Brands launched by him include Sony Entertainment Television, Times Music, Zoom, Times Multimedia and Planet M.

A Harvard alumnus, he is a Chemical Engineer, Fellow of the Indian Institute of Chemical Engineers and Chairman Emeritus - World HR Congress.



ANSHUL ARORA – *CEO, Edvance Group*

Anshul Arora formerly worked with McKinsey & Company in the areas of consulting, start-up creation and international development across offices in Asia, Europe and the United States. He has served numerous government and not-for-profit organizations, including central banks in Southeast Asia and one of the world's largest humanitarian organizations based in Geneva. Anshul Arora has also worked in the areas of venture philanthropy, developing country strategy for one of the largest energy providers in the world and setup an off-shoring center in India for a U.K based brokerage group. He has a BA in Economics from Amherst College and an MBA from Harvard. He sits on the HBS Club Board of India where he plays the lead role for continuing education of Harvard Business School alumni in India.



THE ETONHOUSE CONNECTION

Serra was launched in partnership with EtonHouse - one of Singapore's finest pre-schools. EtonHouse began its operations in 1995 and is an IB authorised World School that operates over 100 schools across Asia. 10000 students from 61 nationalities study in its schools. It is recognised as one of the most elite educational service providers on the continent. An International Network partner of Reggio Emilia in Asia, EtonHouse also offers professional development courses for teachers in collaboration with Roehampton University, UK.



NG GIM CHOO – MD, EtonHouse Group

Founder of EtonHouse, she has a Masters in Education Management and more than a decade's experiences setting up international schools and pre-schools.



JIMMY OH – Director, EtonHouse Group

A business development expert, Jimmy Oh has founded and managed several successful organisations across real estate, hospitality, electronics and other varied industries.

The founders are backed by a prestigious and experienced academic leadership team.

Mr. Rob Stewart – Executive Principal, EtonHouse Group, China

Mr. Ken Armstrong - Principal, EtonHouse, Nanjing, China

Ms. Cheryl Kelly – Executive Principal, EtonHouse, China; Principal, Etonhouse, Broadrick

Ms. Leanne Sunarya – Senior Director Pre-School, EtonHouse, Orchard

Ms. Tracey Boyle - Director Pre-School, EtonHouse Newton, Singapore

Ms. Victoria Newman – Director Pre-School, EtonHouse, Mountbatten

Ms. Emelia Prayogo – Director Pedagogy, EtonHouse Group, Singapore



SERRA INTERNATIONAL PRE-SCHOOL IS AN ARM OF THE EDVANCE GROUP OF SCHOOLS

The Edvance Group of Schools is committed to revolutionize the education scenario in the country by introducing a novel method of pedagogy. It aims to prepare children and students for a rapidly changing world by equipping them with critical thinking skills, global perspective and a rich value system encouraging honesty, empathy and social responsibility. Through innovative teaching methods that help develop holistic children who will go on to become global citizens of tomorrow.

With two successful pre-school brands that have over 50 pre-schools spanning India, the group offers quality early childhood education to over 3000 students from 33 nationalities, providing them access to an international curriculum and highly skilled educators.



CURRICULUM

At SERRA, we don't teach 'classes', we teach individuals. Believing teaching is not a one-size-fits-all automated process but an intentional and purposeful endeavour. The cornerstone of our approach is respect for each child. Our teachers observe each child and tailor instructions to suit the individual needs of that child.

The curriculum at SERRA is grounded in current research and developments in the field of early childhood education, in particular by the work of The Centre on the Developing Child and HGSE at Harvard University, the International Baccalaureate (IB) and the Infant and Toddler Centres of Reggio Emilia. Our academic leadership team has visited these centres of excellence and customised SERRA's curriculum to ensure effective instruction in our Indian context.

Fundamental to our beliefs is the importance of all round development of the child - emotional, physical, cognitive and social. Our curriculum leverages "early learning goals" from the Early Years Foundation Stage (EYFS), UK and establishes broad, developmentally appropriate learning goals for each learning area and age-group.

Our educators then assess a child's knowledge and structure specific learning environments and experiences, which support that child's progress towards identified goals. These experiences are play-based, hands-on and experiential in nature. They ensure deeper enjoyment with an understanding of concepts and ideas.

Each child is observed and assessed individually and their work and progress documented in a special portfolio that is shared with the parent, allowing them to be a part of their child's life at school.



OUR REGGIO INSPIRED APPROACH

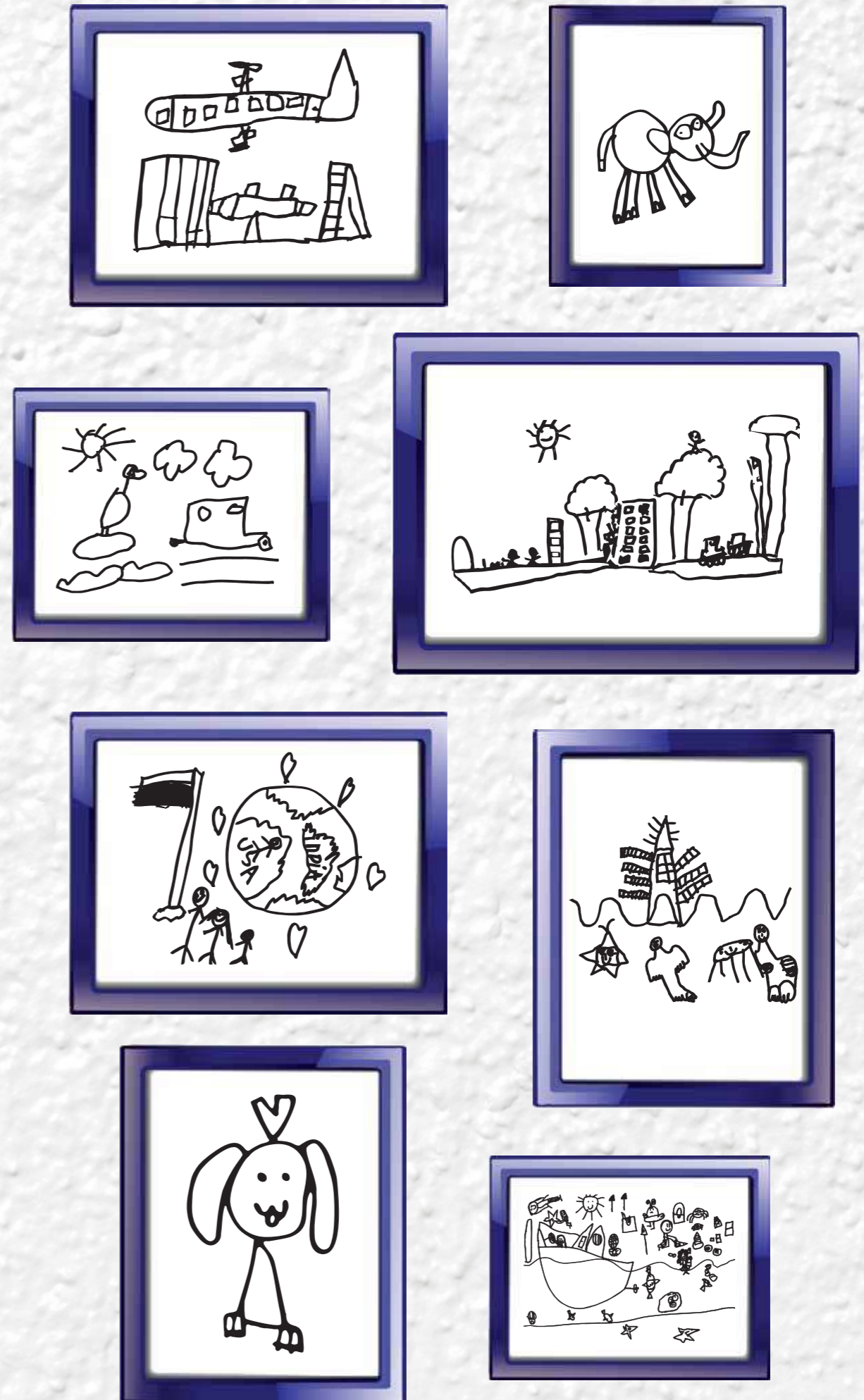
Reggio Emilia has created an educational system that ranks amongst the best early years education programmes in the world. This approach has attracted worldwide attention of educators and researchers. At Serra, we have been strongly inspired by this approach. We view every child as strong, powerful, rich in potential, driven by the power of wanting to grow and nurtured by adults who take this drive towards growth seriously.

The most well-known aspect of the Reggio Emilia Approach is “The belief that children use many, many different ways to show their understanding and express their thoughts and creativity”. There are a hundred different ways of thinking, of discovering and of learning. These may be through drawing and sculpting, through dance and movement, through painting and pretend play, through modelling and music and each one of these Hundred Languages must be truly valued and nurtured. These languages or ways of learning are all a part of the child’s growth curve. Learning and play are not separate.

SERRA emphasizes hands-on discovery learning that allows the child to use all their senses and all their languages to learn. We celebrate the joy in discovery as we facilitate children to be creative, self-confident learners and citizens.

Key features of SERRA INTERNATIONAL’S early childhood program include:

- Rich learning environments filled with authentic experiences and open-ended materials
- Documentation which is used as an authentic assessment and advocacy of children’s learning
- Collaboration of teachers, parents and the school community to create a holistic learning experience for the child



CLASSROOMS AND ENVIRONMENTS

At SERRA, we aim to develop engaging environments that support children's curiosity and wonder, while providing safe ways for them to explore their world and stimulate their minds. Our concept of environment includes:

INTERNAL ENVIRONMENT

We reinforce a child's sense of belonging. We ensure that our Reggio-inspired classroom environment is beautiful, soothing, full of wonder and discovery, so that children feel intrigued, respected and eager to spend their days learning in it. Display boards adorned with pictures of the children's family and creations, gives them a sense of security and acceptance. Intelligently designed learning spaces with an array of natural material, develop a child's creative and cognitive capacity, while allowing the child the space to be on their own, to study or reflect. Ergonomically-designed, child-friendly furniture removes restrictions on movement and allows for flexible learning spaces.

EXTERNAL ENVIRONMENT

We provide children with ample opportunity to engage with nature in a clean and safe way. We utilise the external environment and its various open-ended resources like leaves, twigs etc. to aid a child's physical, social, emotional and cognitive development. With spacious outdoor facilities like a water play area, sand play area, jungle gym, traffic parks and much more, SERRA infuses the best of what the outdoors have to offer with our holistically driven educational approach.



THE TEACHERS

At SERRA, we take great pride in the exceptional quality of our teachers. We seek out individuals with a love for children, a passion for learning and an ability to teach, supported by professional qualifications and experience. Each and every teacher is selected through a rigorous recruitment process. On joining our pre-schools, teachers undergo expansive training designed jointly with the EtonHouse academic team. This is followed by regular trainings on a variety of subjects throughout the school year.

SERRA teachers plan intentionally. They establish specific goals for their children, as well as how they will teach. They make decisions about learning experiences, resources, design, location of the learning environment, routines, group interactions and strategies for assessment.

Our teachers are lifelong learners themselves. Continuously guided, coached and encouraged by a group of highly experienced principals, who meet on a regular basis to share and disseminate best practices across our schools.



HEALTH AND SAFETY

SERRA provides children with much more than a safe and secure environment. Here each child feels comfortable to explore, discover, challenge and understand their physical worlds without fear. To us a child's health and safety are of prime importance. Our safety policy includes the following:

- Hand sanitisation and a temperature check for children as they enter school every day
- Demarcation of spaces with safety gates, nets and railings wherever required
- Careful selection of developmentally appropriate toys and learning tools with regular quality checks of materials and manufacturing
- Regular sanitization of all materials handled by children
- Training of teachers and staff in basic first-aid
- Mandatory fire drills conducted with the children on a regular basis
- Security personnel to monitor all children, parents and visitors to the school



OUR PROGRAMMES

Our programmes take into account the individual and all-round developmental needs of children in different age-groups, as well as the needs of their parents.

SCHOOL PROGRAMMES

- Pre-Nursery
- Nursery
- Kindergarten I
- Kindergarten II

ADD-ON PROGRAMMES

- Day Care Plus – an advanced day care programme to make sure your child always receives the best care
- Parent-Toddler programme – a special bonding programme to allow new parents to make the most of the early months with their children
- Extra-curricular activities – that include music, theatre, dance, sports and more



PARENTS' TESTIMONIALS



“ Amazed by the way Serra is bringing up a new artist, a scientist and a dancer in disguise. Nishka is up to everything now and Serra is definitely the catalyst bridging up this change.

Serra has offered all round progress to my child. With learning new things every day, she is enjoying her time at Serra.”

Thank you so much!

- *Nupur Singh, Nishka's mother*



“ Serra International has evolved and matured as one of the best preschools in Pune and I would like to strongly recommend it to other parents who are seeking to find a place that will nurture the talent of their children. The innovative inquiry based learning helps in tapping the full potential of the children. The teachers and staff are very compassionate, knowledgeable and loving. Serra has given my daughter the foundation any parent could ask for and we are proud to be part of the Serra family. I hope the school's success continues and would like to wish the entire team of Serra every success for their future.”

- *Abhay Chauhan, Prisha's father*



“ My search for a good preschool for my son Shaunak ended with Serra as it met my criteria of positive environment, qualified educators and trained support staff.

Serra has an environment conducive for learning that increases propensity to learn. School has excellent educators who are dedicated, loving, and encouraging. Their progressive approach is helping Shaunak to explore, to ask questions, to figure things out, all the while learning to be respectful of others.

Support staff is caring which assures me that my son is in safe hands. We appreciate the efforts put in by the entire Serra team for the growth of our son.”

- *Rakesh Sharma, Shaunak's father*



“ Aadhyaa has been with Serra for about 18 months now. Earlier in Aundh and now in Kharadi. The school environment has been really fabulous and we as parents have seen Aadhyaa grow up as a confident girl.

One of the best things about the teachings in Serra is its unconventional and yet practical approach towards education. This is what separates Serra from other institutes.”

- *Rituma Sharma, Aadhyaa's mother*





“SERRA!! Serra is not just a school for me; it's a second home for my child. SERRA is the best garden where my precious seed is getting nurtured in a natural and beautiful way. I know one day he will be known as the best flower in the WORLD!!

Serra educators are very co-operative, professional, highly qualified and energized. The non-teaching staff is really well trained and caring. My son's skills have developed a lot at such a small age.

I'm proud to say that my child is studying in Serra International.”

- Anushweta Singh, Aarush's mother



“Overall I must say that the last 14 months have been a great journey - for our daughter, Yana and equally for my wife and myself as parents.

Yana has been able to pick up the right social skills and has been rapidly developing a personality of her own. More so, the warmth that she has been provided in school - from her caretakers, educators and day care alike, keeps her excited every morning to go to school.

Serra has also provided us different forums to engage with Yana at School, and helped us like a coach through multiple parenting sessions and events.

All three of us are thankful to Serra for providing the right atmosphere and being a second home for Yana in her formative years.”

- Neeraj Varma, Yana's father



“I would define Serra as, 'Outstanding care, heaps of fun and great activities for children'. We chose Serra for our little angel because everyone was friendly and enthusiastic. We feel it's a wonderful place for Rudra. He has become independent and confident.

As a first time mum I was nervous at leaving him at such a young age to go back to work. But the staff at Serra put me at ease and was very good at catering to my child's specific needs. I find that the entire staff is very helpful and friendly. The nursery provides a wide range of activities to keep him occupied throughout the day. He loves going to Serra and often has so much fun that he does not want to leave! I would definitely recommend Serra.”

- Latika Bhatia, Rudra's mother



“Our elder daughter Divyal is an alumna of Serra and the younger one Anokhi is currently in nursery. We found both the teaching and the non-teaching staff very affectionate and understanding in addition to being extremely competent. They helped Divyal become self reliant and confident. The flexible curriculum along with a lot of love, plenty of playtime, creative and fun projects, encouragement and a little discipline gave space to our child to grow at her own pace.

After our wonderful experience with Divyal, we really couldn't think of a better place for Anokhi, to begin her education

Energy, enthusiasm and love from the teaching as well as the non-teaching staff members has made our child feel very special. To the amazing team of Serra... Thank you very much.”

- Mridula Kamerkar, Anokhi's mother



In association with
EtonHouse[®]
International Education Group
Singapore

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