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**TEAM MARKSMEN**

# MULTIFACETED APPEAL: A GROWTH IMPERATIVE FOR EDUCATION BRANDS

In India's fiercely competitive educational landscape, a select few institutions stand as beacons of excellence. But what transforms an educational institution into a citadel of prestige? It's an intricate alchemy of factors. At the core lies stellar academic performance, with students consistently excelling in board exams and university rankings, guided by faculty of unparalleled calibre.

For families, selecting the right institution is a pivotal decision that extends far beyond academic metrics. Today's discerning parents and students conduct a comprehensive evaluation, seeking institutions that offer a transformative educational experience. They prioritize schools with passionate educators who inspire, innovative pedagogies that engage, and a commitment to experiential learning that bridges theory and practice.

These elite institutions distinguish themselves by offering a rich tapestry of extracurricular activities, fostering well-rounded individuals prepared for an ever-evolving world. They create environments where academic rigor harmoniously blends with creative exploration, nurturing critical thinking skills and igniting students' passions. It's this holistic approach to education that truly sets the prestigious institutions apart, moulding not just scholars, but future leaders and innovators.





## **CATALYSING SUCCESS AND SHAPING DESTINIES**

Graduating from a prestigious education brand can have a profound impact on a student's trajectory. Many top companies actively recruit from these institutions, giving alumni a leg up in the job market. The alumni network effect is powerful - graduates join a community of high achievers spanning various fields, creating connections that can prove invaluable throughout their careers. Exposure to a challenging academic environment and diverse, ambitious peers fosters personal growth and resilience. When it comes to higher education, a degree from a prestigious institution can boost applications to top universities worldwide.

## **MAKING INDIA A POWERHOUSE IN EDUCATION**

Education forms the bulwark of a nation's future, allowing its citizenry to realise their full potential and create a societal order that can drive a national growth agenda.

India's policymakers understand this and have made great strides in improving access to quality education, increasing elementary school enrolment, and reducing the number of out-of-school children. This has been done through a number of policy measures and initiatives, such as the Right of Children to Free and Compulsory Education (RTE) Act (2009), the National Early Childhood Care and Education (ECCE) Policy (2013), and the National Education Policy (NEP) 2020, which aims to modernise India's educational system in keeping with the demands of the twenty-first century.





## A PARADIGM SHIFT IN THE LEARNING LANDSCAPE

India has an education system that is sprawling and complex, with diverse needs to be catered to. In this challenging milieu, a bevy of education stakeholders have picked up the gauntlet and made a positive difference in the Indian education sector. Their sustained track record of excellence and differentiated delivery have marked them out as the gold standard for the sector, rightly earning them the acclaim of being the **Prestigious Education Brands 2024 - 2025**.

The inaugural edition of this landmark event promises to be an exclusive gathering of brands that have transformed the education ecosystem. By delivering education programmes differently and speedily, they have employed solutions that accelerate impact and achieve scale across interventions, addressing critical gaps in infrastructure, inclusiveness, access, and quality. Their efforts are helping to create a brighter future for India's youth and drive the nation's growth agenda. They have rightly earned laurels for their commitment to the cause and will see the efforts recognised in a gala ceremony that celebrates their successes.

## SHAPED BY IN-DEPTH RESEARCH

This unique initiative has been shaped by insights gleaned from an industry-wide research conducted by **LeadCap Ventures**, with brands appraised on the following parameters:



### 1. **ACADEMIC SCALE**

(no. of students, alumni profiles, average salaries after higher education, etc.)

### 2. **STATE-OF-THE-ART INFRASTRUCTURE**

(campus, sports/science facilities, technology)

### 3. **ACADEMIC EXCELLENCE**

(curriculum, pedagogy, faculty experience, research papers, innovation, teacher-student ratio, etc.)

### 4. **INSTITUTIONAL CREDIBILITY**

(collaborations, affiliations, accreditation, recommendation, accolades)

### 5. **CO-CURRICULAR ACTIVITIES**

(project work, community engagement, field visit, events/conferences)

### 6. **HOLISTIC WELLBEING**

(safety & hygiene, cleanliness, mental wellness)

### 7. **GROWTH PATHWAYS**

(counselling, coaching, career guidance and placements, etc.)

### 8. **GLOBAL INTERFACE**

(global tie-ups, international faculty, international exposure)

# WHY ATTEND?



**KNOWLEDGE SESSIONS:**  
Interactive session by industry experts



**BUSINESS NETWORKING:**  
Connect and network with industry professionals



**BRANDING OPPORTUNITY:**  
With 360° marketing mix leverage on best branding solution



## WHO WILL ATTEND?



**End-to-end Education Ecosystem Stakeholders, i.e.**

- **Early Learning Institutions**
- **Primary Education Institutions**
- **Secondary Education Institutions**
- **Higher Education Institutions**
- **Post-graduate Education Institutions**



**Senior Decision Makers from Universities**



**Edtech firms**



**Coaching Institutes**



**Government Officials**

## ABOUT TEAM MARKSMEN

We are a media organisation based out of Mumbai that empowers industry leaders by providing them with insights, ideas, and opportunities that fits their unique industry and context. Through content shared via our flagship website, Marksmen Daily, and our print magazine 'in Focus' focused on business, leadership, and lifestyle, we help advance the practice of management.

**Team Marksmen** has carved a niche by creating unique knowledge communities and platforms that inform and shape the actions of decision makers, enabling them to create impactful change. We have successfully executed more than 45 events with 1500+ domestic and international B2B and B2C brands, helping businesses across industries create opportunities to engage audiences through on-ground and virtual experiences.



Social Media



Digital



Print



Television



Bespoke Experiences

## ABOUT MARKSMEN DAILY

**Marksmen Daily** is a leading and fastest growing digital knowledge platform committed to showcasing stories that engage, inspire, and captivate the imagination. Through crisp, bite-sized information, this new-age website breaks down the world around us by uncovering the latest business happenings, highlights trends to keep an eye on, and demystifies all things complex.

MarksmenDaily.com has been very well-received and gets over 175,000 visitors a month and is already very well received by industry executives and general populace.

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