

LEARN THROUGH PLAY

# PURPLE TURTLE

DEVELOPING LITTLE LEADERS



NOT JUST a  
PRE-SCHOOL

**INDIA'S LEADING PRE-SCHOOL PROGRAMME WHICH WORKS ON ALL THE SKILLS OF THE CHILDREN SIMULTANEOUSLY TO PRODUCE ALL-ROUNDER CHILDREN.**

*The different hues indicate different skills being developed among the children.*



## MISSION

### SKILLS

To teach the children not just to study but to learn through play, inquiry and acquire 21st century skills.

### VALUES

To make our children empathetic, strong willed yet grounded

### ATTITUDE

To inculcate a positive and willing attitude among the Purple Turtians!

### VISION

21st century skill development among pre-schoolers.

### GLOBALLY READY

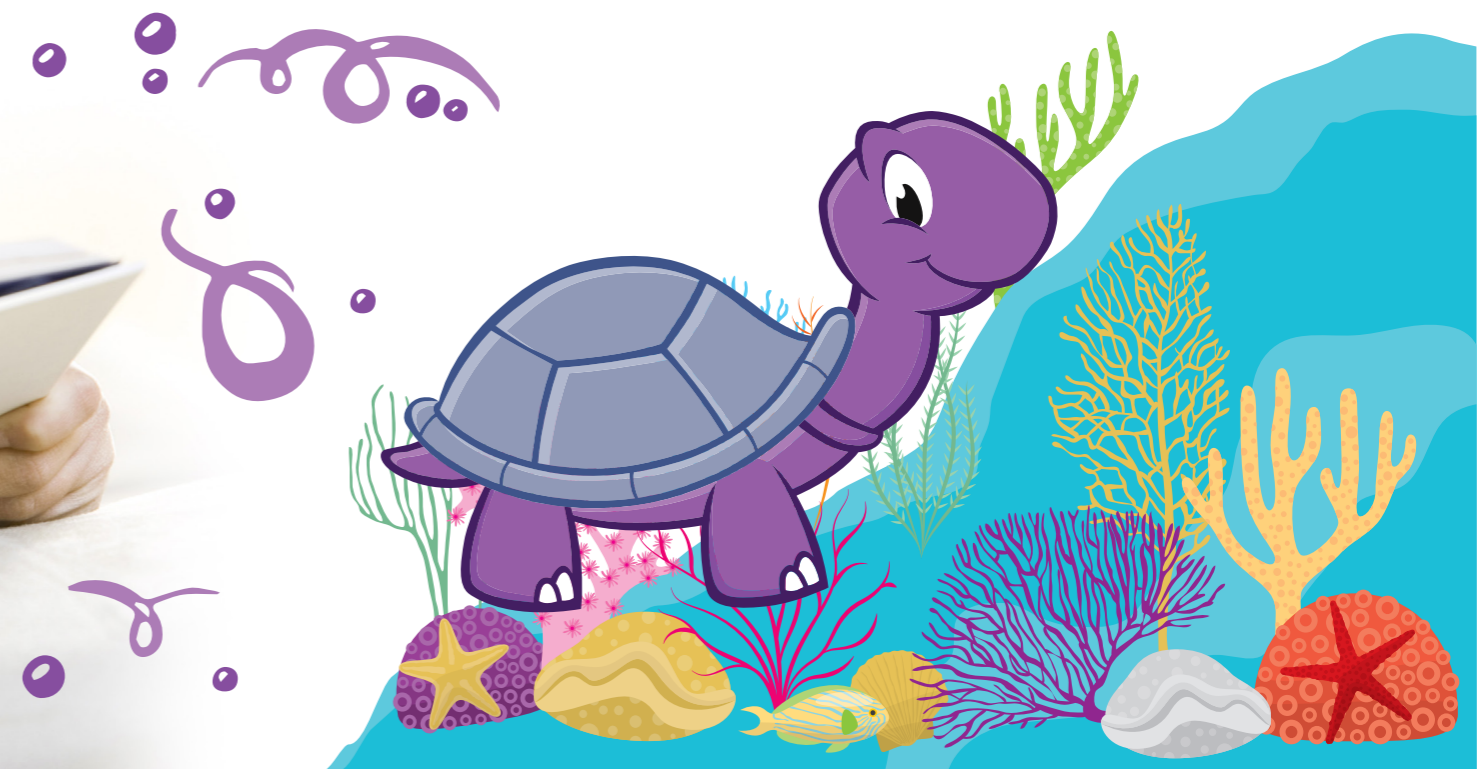
To integrate Indian values with internationalism and a global vision.

### INFRASTRUCTURE

A state of the art infrastructure which makes the children want to come to school every-day! To have have many skill-wise colourful learning areas rather than just classrooms!

### WE BELIEVE

That all children are gifted. We just need to empower each one of them in the area they excel in. Purple Turtle believes in doing that!





# THE PURPLE TURTLE CURRICULUM

Purple Turtle has a well defined curriculum based on the Harvard Gardner's Multiple Intelligences theory, hence the teaching and evaluation of the children are completely based on the individual learning styles without comparing one child with another in any area. We do not follow the age-old rigid syllabus wherein as soon a child enters the pre-school, he/she is handed a pencil and made to write pages and pages, without a thought on what is being understood. At Purple Turtle, we understand the developmental milestones, i. e. the expected stages the children need to go through and hence our lesson plans are based totally on those; starting the writing process with air and sand writing and the speaking/reading process with Phonics.

## SECTIONS



*Chirpy Turtle*

*Peppy Turtle*

*Smiley Turtle*



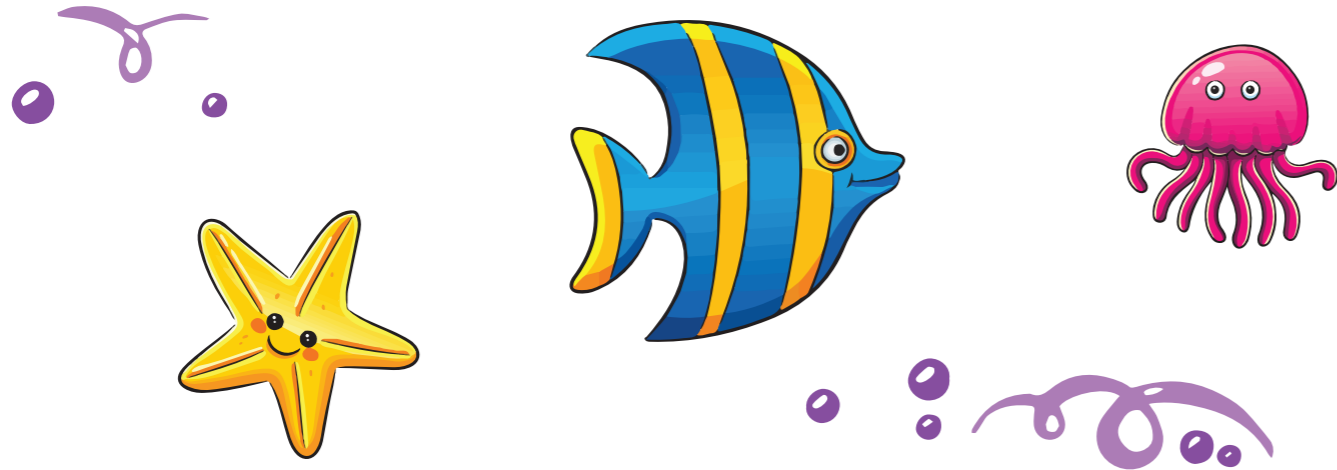
*Creative Turtle*

*Savvy Turtle*

*Language Smart Turtle*

*Brain Smart Turtle*





## WHY PURPLE TURTLE?

*As per studies, the maximum development of brain takes place between 0 to 8 years of age. . . close to 80%!*

Which means that many aspects of an individual's personality are formed right at the time the children go to their very first school-a preschool. That is absolutely the reason why you need to choose the best! Purple Turtle is not just a pre-school, but an effort to create children who are not cram-mers, but who can think and apply what they learn -who can learn and articulate great language skills, impressive analytical and cognitive skill, are extremely agile due to well developed motor skills and lastly-the need of the hour; the children with excellent social skills through loads of stage exposure and group activities.

**PURPLE TURTLE HAS BEEN CONCEPTUALISED AFTER A LOT OF RESEARCH ON CHILD DEVELOPMENT.**





*Ensuring the delivery of  
our curriculum:*



The trained and smart Purple Turtle team will be trained on Phonics and skill- based teaching and provided with daily lesson plans so that there is uniformity in all our centres and no ambiguity. The Purple Turtle facilitators, trained at the Tree Room will handle the children with love and care. The centres will be places of joy and fun where learning will happen through play!





# LEARN THROUGH PLAY



## Our Programmes:

- Baby Turtle : 1. 8 to 2. 5 years
- Chirpy Turtle : 2. 5 to 3. 5 years
- Peppy Turtle : 3. 5 to 4. 5 years
- Smily Turtle : 4. 5 to 5. 5 years

Apart from this, Purple Turtle is proud to present a professionally run, hygienic, safe and caring **DAYCARE FACILITY AQUA**. You can be sure that your child will be safe and most enamoured with our beautiful aquatic surroundings.

## Admission

### ADMISSION CRITERIA

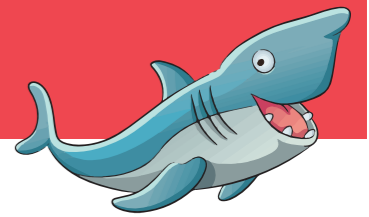
- a) First come first serve
- b) The child should be 1. 5 plus years

### DOCUMENTS REQUIRED

- i) Birth Certificate of child.
- ii) Two passport sized photographs of child.
- iii) Passport size photograph of parents.
- iv) ID proof of parents.

# THE TREE ROOM

*We have ensured that we take on board faculty which is warm, positive and trained. The Tree Room will be the training room for the faculty to ensure that the team is updated on the current teaching styles and are totally trained on Phonics and skill-based teaching*





LEARN  
THROUGH PLAY

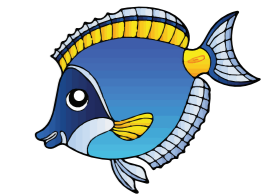
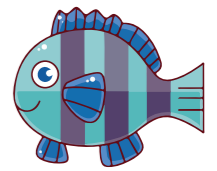
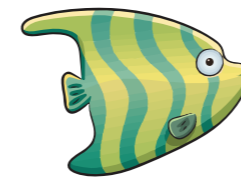


## INFRASTRUCTURE

Purple Turtle is a place children love to come to everyday. It has colour, vibrancy and has everything the children adore. The centre has been created for all-round development of the children. The qualified and smart Purple Turtle team is trained on Phonics and skill-based teaching and provided with daily lesson plans.

*Coming from one of India's Best  
Known and Trusted Education Brands*

Purple Turtle has been brought up with the association of St Xavier's Group of Schools. The chain has been created after years of research on the best ways to raise the little children of today! Bringing up the 21st century children is exciting and scary at the same time. Purple Turtle invites partners, including parents to bring about a revolution in raising children. . . and providing experiential learning which is not "spoon feeding" but learner centric-allowing the child to THINK, ENQUIRE and APPLY!





## PURPLE TURTLE PARTNERSHIP

- An enriching Franchisee Opportunity

If you are an enterprising entrepreneur and wish to start your own preschool, join hands with experts in bringing a revolutionary change in pre-schooling:

Features:

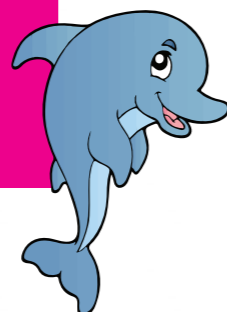
- o A world class infrastructure
- o A well researched curriculum
- Support in recruitment
- Training of faculty.
- License to use a famous brand
- Marketing and branding support
- Guidance on catchment area
- Personal audit and finance support
- Learning Management System

And hence a fast turn around in investment.

Requirements for franchisee partnership:

- Ground floor area of 2000-2500 sq. ft. with additional play area.
- Love for children-passion for education
- An investment of 10-15 lacs

For enquiries please contact Shamama Tajdar at +91-9439447200. Please email your queries at [shamama\\_corporate@gmail.com](mailto:shamama_corporate@gmail.com)

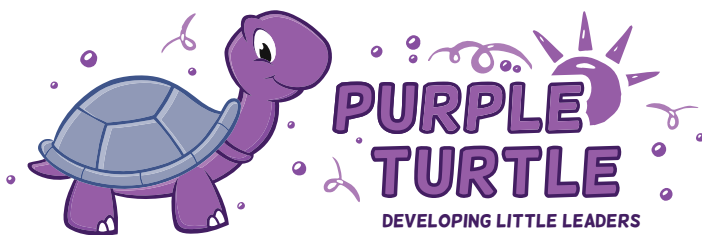




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## Why Purple Turtle is unique

Fun activities built into the curriculum  
- children LEARN THROUGH FUN  
Lots of speaking activities in classroom and  
on stage. A strong Parent teacher  
committee. Regular updates through a  
robust Learning Management System.  
Focus on children's pronunciation through  
phonics. Infrastructure with different areas  
marked for different skill areas - Language,  
Cognitive, Socio-emotional and  
Psycho-motor (Gross and Fine Motor Skills).  
Playing and swing areas and a splash pool.  
Qualified, smart teachers who are regularly  
trained and updated with ready-made  
curriculum lesson plans and worksheets.  
Smart-classes and language lab to ensure  
best audio-video inputs



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