



YKROK Sales Manual
Revised: 7th August 2012

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Who we are

YOUR KIDS "R" OUR KIDS is a leading Day Care & Education Centre established in year 2002. It offers a truly premium experience in early learning & care, offering wide range of facilities for child development and parenting solutions ages 3 months to 12 years.

We are committed to provide only the best to children, parents and our corporate partners. **Today we have nearly 57 Companies tie including IBM, Accenture, JPMorgan Chase, Fidelity Investments, Australia and New Zealand Banking Group Limited (ANZ), Infosys, Deutsche Bank, et al.**

YKROK has a capacity of serving more than 2000 children in India across 12 **centers today and has an ambition of pan India presence in the next 5 yrs serving more than 10,000 children.**

YKROK Vision

YKROK's vision is "To be the preferred child-care and learning center in India with home like nurturing environment"

YKROK Mission

As "FIRST TEACHERS" to the young minds, we contribute to child's holistic development during their primitive years and aid them to become self- reliant, independent and confident individuals.

YKROK Offers

Ages between 3 months to 12 yrs

- **Smaller teacher child ratios, more personal attention**
- **Employ nurses, Pediatrician, Nutritionist to ensure utmost care and well being of kids**
- **Syllabi drawn from the best curricula around the world**
- **Outstanding breadth of extracurricular activities**
- **Future prospects: Formal schools interview processes by educationist.**
- **Full transportation Services.**
- **Nutritious Meals**

Core Values

- **Client Value Creation through our corporate tie-ups**
- **Respect for the individuals**
- **Integrity**
- **Excellence – to be the best in quality**
- **Empowerment – to empower our teachers in taking the initiative and contribute to the child's development**
- **Transparency**
- **Social Responsibility**
 - **Respect for the environment**
 - **Health and safety**

Different models for Corporate Tie ups

1. On site Model:-

The company provides the space within the premises itself. The company takes up the initial set-up cost and the annual maintenance cost is borne by YKROK. YKROK operates the centre at a subsidized fixed cost.

2. Near site Model:-

The company either guarantees priority seats or (paid for in advance for period ranging from a year to several years). The company can act as a Talent Retention program

3. Corporate-Employee Referral Model:-

Company does not announce any tie up but nevertheless sends out details of YKROK having verified the claims and satisfied them with the quality of service and then leaves the rest to the discretion of its employees.

The above models are designed to serve the best to the clients with varied needs.

Elevator Pitch

Phone

We are calling from YKROK; Your kids R Our Kids, India's largest corporate attached child care & early learning center. We operate safe, secure, hygienic child care centers for kids from three months to six years. We serve many IT/Technological multinational companies. We would like to set up a time to meet with you(Head of HR) to explain about YKROK and how companies today are benefitting by providing these employee centric initiatives.

In-Person Pitch

Who is YKROK?

- _ Established in 2002
- _ Offers a truly premium experience in early childhood learning & care
- _ Wide range of facilities for child development and parenting solutions
- _ Caters to kids from 3 months to 12 years old
- _ Capacity of serving more than 2000 children across 12 centers
- _ Growing at a furious pace – will serve 10,000 kids across India in 5 Years

Why partner with YKROK?

- _ Employees are struggling to meet business needs
- _ Dependent care supports are critical to attracting and retaining talent
- _ Lack of quality dependent care is a barrier for advancement of women
- _ Existing care is not often aligned with corporate needs –quality, hours, location, family-friendly practices
- _ inadequate supply – especially infants and early-childhood

What's in it for your Employee?

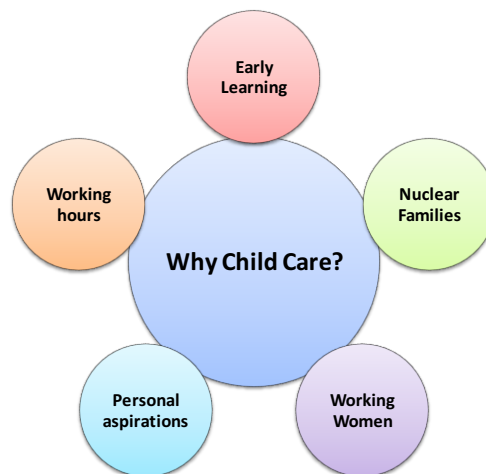
The Service
The Approach
The Curriculum

Preferential Pricing

Why is child care necessary

The main forces driving the adoption of professional child-care services in India include a wide gamut of economic, socio-cultural, and attitudinal factors.

Figure 1: Reasons for child-care services



Requirement of Early Learning

Real learning does not wait until school starts. In fact, the early years - especially from birth to age three - are critical for brain development, and therefore for learning. This is because the first years of life lay the neurological foundation for intellectual growth into adulthood. The majority of neurons of an adult brain are formed during the first five months in the womb! In fact, the brain weighs 25 percent of its adult weight at birth; by age one, 50 percent; by age two, 75 percent; and by age three, 90 percent.

Rise in Nuclear Families

India's family system has witnessed a dramatic change over the last couple of decades, with an unprecedented increase in nuclear families and a corresponding decrease in joint ones. Today, over 70 per cent of Indian households consist of only one couple. In addition, 86.6 percent of families are likely to live separately in their own houses than in joint families in the near future. This 'nuclearization' of the family structure has raised challenges; while today's parents were raised with the help of grandparents and other family members, these parents do not have a similar support system to raise their own kids.

More women in the workforce

Greater education for women, changing attitudes towards women and economic necessities are the primary reasons behind an increase in the number of women entering the workforce. For example, in technical functions, the percentage of female employees has seen a steady rise and stands over 36 percent at present. In particular, IT sector has seen the number of working women increase from 4.21 lakhs in 2006 to 6.7 lakhs in 2008. Similarly, the number of women employed in the apparel industry was 4.36 lakhs in 1999-2000, but it went up to 16 lakhs, an increase of 266%, in the following four years. Even the number of women in the manufacturing sector is on the rise - Aditya Birla Group has witnessed an 11 per cent in the percentage of women managers in the organization in the last 13 years.

Although this increase has tremendous benefits for women, the benefits come with a rider - who will take care of the kids? It is crucial to provide a solution to this question if labor force participation of women is to continue increasing in future.

Working Hours

Unquestionably, the number of working hours spent in the office has risen over the years. As flexible timing is not really an option for many working mothers, professional child-care becomes vital if they have to concentrate on work and put in the hours. As we look ahead into the future, the 24x7x365 high pressure world is likely to continuing relentlessly.

Personal aspirations

According to a recent study, 36% of US women aspire for a top job while the comparable number for India is 86%. Taking the point further, about 11% of the CEOs in India are women, as compared to only about 3% for Fortune 500 companies. Indian woman's desire to rise in the professional world, achieve financial independence and greater global exposure are some of the factors driving her ambition. Looking into the future, girls being raised in the metro and urban homes currently are growing up in a world of choice and comfort, and would demand similar levels of comfort once they start working as well.

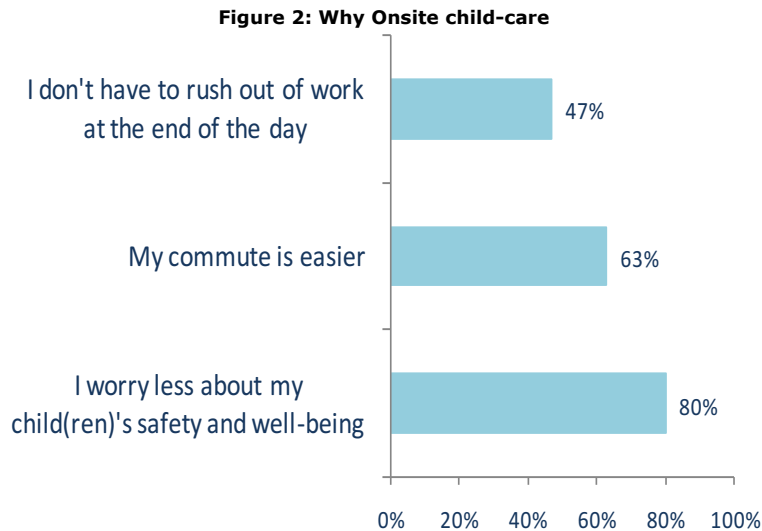
Combination of the above points lead to a complicated pattern of ambition and great achievement coupled with intense social pressure of managing household responsibilities, especially those concerning children. In such a scenario, a child-care facility located at the place of employment proves to be a blessing in disguise for a working mother.

What is Employer-supported child-care

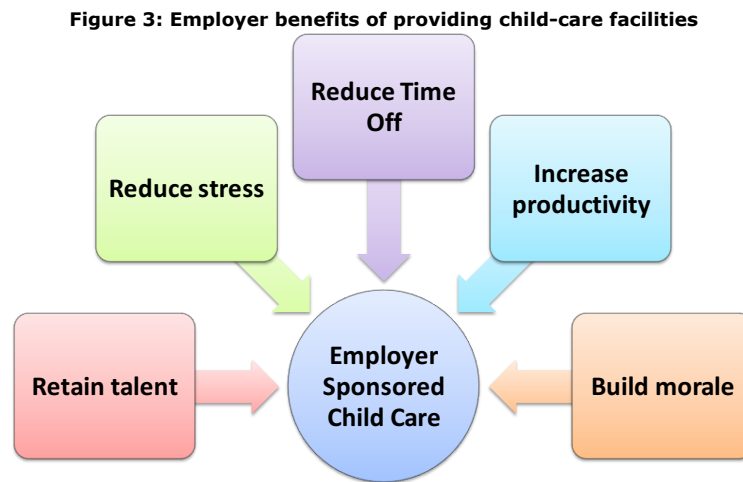
Employer supported child-care refers to various facilities offered by an employer firm to its employees assisting them with their child-care needs. These facilities can be located in-house at the firm, or at a location close to the office building.

Employer supported child-care has grown exponentially in the western world - nearly a third of 'Forbes Best Companies to Work For' now offer an onsite child-care center. In the US, there were 105 employer sponsored child-care programs identified by the Department of Labor in 1978; this number shot up to 8000 by 1998. At present, firms such as Google, IBM, Oracle, SAP, Sony, Standard Chartered and many more provide the facility in one form or the other in the US. The trend is fast catching-up with Indian employers as well; some of YKROK's client firms include IBM, Accenture, Infosys, Dell, Deutsche Bank and JP Morgan.

Figure 2 below shows the result of a survey in which employees were asked the benefits of availing employer sponsored child-care. Clearly, in-house child-care centers provide a comfort in terms of safety and well-being of the child to a parent.



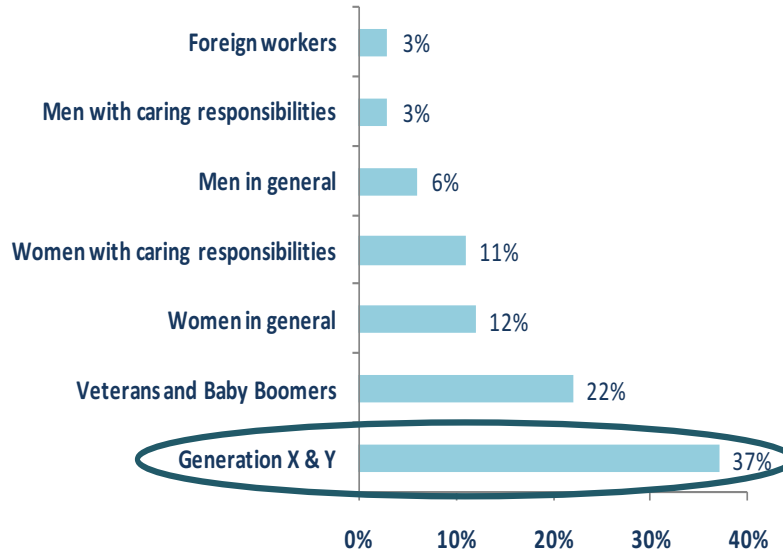
From an employer's perspective too, providing child-care benefits can lead to huge savings. For example, a cost-benefit study conducted by the Union Bank in California showed that the institution's onsite day-care program saved it \$138,000 to \$232,000 in annual operations costs, including reduction in both turnover and absenteeism. The figure 3 shows reasons other than cost savings why employers provide child-care facilities.



Retain talent

Retaining employees remains a critical business objective as firms strive to hold on to intellectual capital. Quality child-care can help address this challenge – with employer-sponsored child-care, switching job also implies finding a new child-care solution.

Figure 4: Demography of workers employers want to retain most



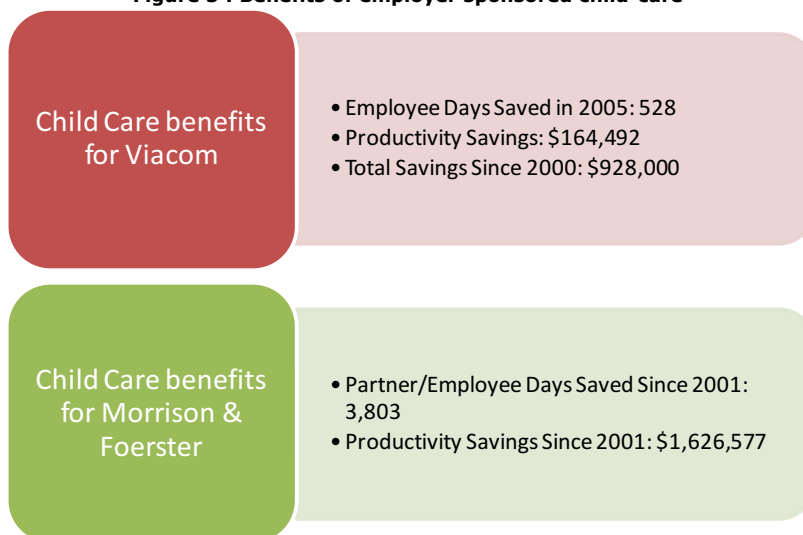
According to a Wharton survey of 130 professional women with MBA degrees, 61 percent changed industries, 54 percent had to change roles, and 59 percent took jobs with smaller companies after taking time off for motherhood.

Additionally, latest US statistics point out that the rate of labor force participation by American women in 2011 was 57.6 percent, the lowest since April 1993. This figure stood at 60.3 percent in 2000. Many of these highly educated, highly achieved women left the traditional workforce for lack of their ability to manage time due to child-care issues and work cultures unsupportive of working mothers.

The survey mentioned before also pointed that child-care provisions directly impact employers' retention efforts, and that employees who avail the facility stay with their company longer. Specifically, among the respondents who utilized the onsite facility, 23 percent turned down a potential job offer because of the lack of work-site child-care and 80 percent indicated that they were more likely to continue to work for their employer to continue the child-care center for the kid. Reduction in recruitment and training costs are accrued collateral benefits due to reduced turnover and absenteeism.

A number of firms are increasingly quantifying the benefits of employer sponsored child-care benefits by measuring the associated Return on Investment (RoI). Figure 5 shows the outcomes of two such studies carried out by Viacom and Morrison and Foerster (MF). As we can see, substantial RoIs were achieved by both the firms on offering such benefits to their employees. Viacom's and MF's child-care program delivered significant results, including reduced turnover and unscheduled absenteeism, recruiting competitiveness, strengthened culture and support for company's diversity efforts.

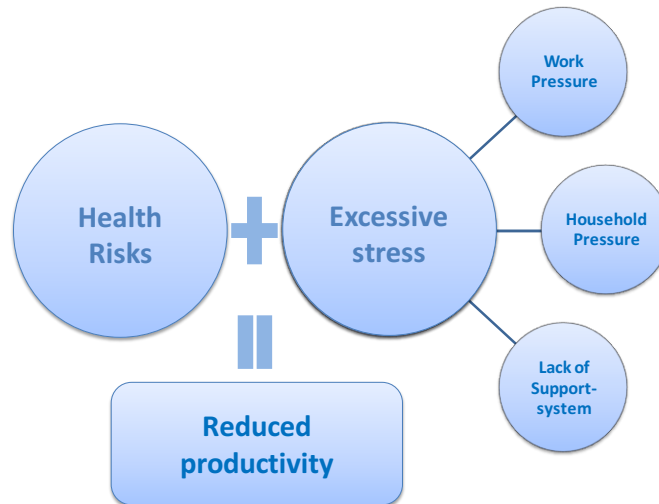
Figure 5 : Benefits of employer sponsored child-care



Reduce stress

In a study conducted in March 2008 by the U.S. Department of Labor, most of the executive women with children cited the presence of a support system as the fundamental reason behind their success. These support systems can take the form of stay-at-home spouses, extended family or other child-care arrangements. In India however, societal pressures and an increase in nuclear family arrangements preclude the first two support arrangements; and the resulting lack of child-care options are a source of great stress to a working mother, which negatively affects her productivity.

Figure 6 : Stress and productivity decline



Employer sponsored day care centers make it convenient for mothers to return to work after having a baby. Not only that, being physically closer to the child brings a lot of comfort and reduces stress of leaving the child alone, thereby improving productivity considerably. According to the Bureau of Labor Statistics (USA), finding quality day care can be difficult, but if the employer provides this service, mothers are more likely to continue working.

Reduce time off

An employer sponsored day care facility is a considerably more reliable child-care option than employing a nanny or any other outside facility. This helps women reduce their time off work to take care of the kids when the help does not show-up. And it helps her not having to cut her work day short or go part-time to take care of the child. In a survey, 72 percent of the respondents reported that that in a six month period, employer child-care allowed them to work on a day when they would otherwise not have been able to do so.

Increase productivity

Adopting a proactive attitude to providing child-care will increase productivity through reduced stress and improving concentration. Employers who offer child-care facilities have lower rates of absenteeism among workers with children. By having onsite day care, parents can spend less time worrying about their children and more time doing their jobs.

The survey also pointed out that 90 percent of the respondents reported that access to a onsite child-care center "positively affects their ability to successfully concentrate on the job and be productive".

Build morale

Adopting a proactive attitude to providing child-care will improve employee morale, motivation and efficiency. This will not only have beneficial effect on productivity, but also increase loyalty towards the firm and make the employer-employee relationship more sticky. Further, increased morale will yield positive results due to network effects, and make the firm a preferred place to work in the long-term, enhancing public relations reflection of the firm.

FAQ(Frequent Asked Questions)

HR Benefits

- Reduce Employee Stress
- _ Increase Productivity & Focus
- _ Enhance Employee Commitment
- _ Increase ability to attract, retain and motivate talent
- _ Reduce Absenteeism
- _ Reduce Attrition
- _ Be a preferred employer

Will my child be ready for Kindergarten?

Yes. Our way of teaching will build the foundation for literacy math, science, creative, motor and social skills.

Logistic and Practical Matters

What ages do you serve?

3 months to 6yrs Full Day Care

3 yrs to 12 yrs After School Boarding

What are your hours of operation?

YKROK is open Monday–Friday, 8:00 am–7:30 pm.

Does my child need to be here all day? When can I pick up my child?

No. You are welcome to pick your child up early;

Do you offer part-time schedules?

We offer a full-time schedule, and part time both.

Do you run on a 12-month or 9-month calendar? Do I need to pay tuition for the entire year?

We are a twelve-month program. We are open year round.

Who can pick up my child from school?

For your child's security and your peace of mind, you must give written permission for any individual to pick up your child other than you.

Does my child need to be toilet-trained?

No. We understand that most two-year olds are not yet toilet trained as we catered 3 months old also. When your child is ready, we work closely with the parent and child to toilet train the child in a consistent, calming, encouraging manner. We celebrate success and keep a positive upbeat attitude when the child has an "accident." The parent and school should follow a consistent and similar schedule, or the child's training will be erratic. Your child's teachers will keep you posted on progress—please keep us abreast of all news, for example, when your child comes to Preschool with only underwear on!

TUITION AND FEES

How can we pay the monthly tuition? Can we do an automatic payment?

You may bring a check every quarter. You can do online transfer. We do not accept cash payments.

What kind of snacks do you serve? What foods can we pack in our lunches?

Nutritious snacks will be provided in the morning and afternoon. They include such items as cheese and crackers, fresh fruit, vegetables and dip, cereal and milk, and yogurt. If your child has special dietary needs, please inform us.

Will my child move to an older class during the year?

In general, we do not move children from one class to the next except if the child is ready to move to the next level. They stay with children their own age and have a greater opportunity to bond with their teachers and form friendships with the other children of the class.

How often do you clean the classrooms?

To decrease the spread of illnesses and germs, general housekeeping chores are part of the teachers' daily routine and toys are sanitized often. A professional cleaning crew also takes care of cleaning, vacuuming and mopping on a nightly basis.

What are the ratios of children to teachers?

The ratio is determined by the age of the children and the size of the classroom.

Age Group	Teacher: Child Ratio
Infant (3m - 14 m)	1:4
Toddler (14-24 m)	1:5
Preschool (24-36 m)	1:6
Nursery/KG (3-5 yrs)	1:15
After School-age	1: 20

How often do the children go on field trips?

Field trips can enhance the curriculum and children's learning experiences. The teachers will arrange several field trips throughout the year, guided by the appropriateness for the age, weather conditions and interests. Parents are asked to volunteer to drive and/or chaperone at least one field trip.

Do the children nap? What about the older children?

We offer rest time each afternoon. We provide a bed especially designed for child care for all children with the expectation that they will use the time to rest. As the children get older, we will allow other quiet naptime activities. A washable, size-appropriate, labeled blanket needs to remain at the Preschool for rest-time and will be sent home weekly for washing.

What is your policy on discipline and conflict resolution?

We believe in "positive discipline," which focuses on good behavior rather than bad, and follow the guidelines for developmentally appropriate practices. While some behaviors are typical for a specific "age and stage," we recognize that children learn appropriate social behaviors at different rates. With that in mind, we observe and make individual behavior plans when necessary. As children get older, we encourage them to resolve conflicts on their own, building social skills and self-confidence in difficult, emotional situations..

Do you let the children watch television?

Occasionally, we will use video to enhance a lesson or demonstrate a point directly related to a project, for example to show an animal in motion, an example of a dance or for a "tour" of Israel. These will be used for specific educational purposes, and we will limit the duration of the videos.

ADMISSIONS AND STARTING SCHOOL

What is the application process for new students? What forms do we need to fill out?

- Fill up the enquiry form
- Center tour and briefing about our philosophy, approach, programs & offerings.
- Purchase admission booklet which includes – brochure including application form, admission process, and fee structure and fee policy.
- Payment of the onetime registration fees, the quarterly terms fees and the refundable security deposit.
- Complete admission forms to be submitted along with:
 - 7 passport size photographs of the child
 - 2 passport size photographs of each parent an authorized pick up
 - Copy of birth certificate (in English)
 - Copy of immunization record (in English)

- Submit employee ID number to receive corporate tie p discount
- Complete the enrollment process and receive an invoice with an enrollment date.
- Interaction between parents and centre head to complete child personal record with child assessment and parents needs & services.
- Complete parents bio- metric or access entry process.
- Discuss phase in process and YKROK support to new child and parents.

How do you make your admissions decisions?

Priority on the waitlist is determined by a number of factors, including, but not limited to, whether an older sibling has been a student, sign-up date, the age of the child and the spaces available. The waitlist is ranked by sibling priority and then date of application. We do not give our a waitlist "number." We do our best to be fair to all of our applicants and give you as much information as possible about your status.

We've been offered a spot for our child. What do we need to do to secure that?

To hold your child's space in our school, we require a signed contract and deposit payment within one week's notice of admission, as stated in the emailed offer. All deposits, fees and tuition are non-refundable.

Are the first days are shorter for new children? Please read our settling Policy.

1st 7 days of the Child in YKROK:

The phasing time of a child is typically 7 – 10 days.

The 1st day of the child is only spending an hour in the centre accompanied by the parent/s where there is close interaction between the parents/child and the teacher.

The 2nd day is an increased time spent in the centre up to 3 hours keeping the comfort level of the child in mind.

In the next 3rd and 4th day, based on the child response and adaptability the time is further extended up to the program time selected by the parents.

Settling Phase:

Settling phase is done through play, storytelling, finding out the interest of the child and closely interacting with them. In case the child is unable to settle, the parents are asked to come and help the teacher settle the child.

Once the child is phased in, the interaction with the peers and the other teachers start.

Involvement of the child in activities, games, arts and crafts is introduced as per the appropriate age of the child.

Is there an orientation for New Parents?

We offer a Parent Orientation Open House during our staff training and transition time. This is a great opportunity for new families to meet their new teachers and explore their new rooms.

STAFF

What are the staff qualifications?

Lead teachers meet the YKROK requirement and often exceed the necessary qualifications. All have taken formal early childhood education classes, and many hold degrees in a related field.

Assistant teachers also exceed basic requirements. Most of our assistant teachers are degreed. Others have early childhood education training and/or several years of experience working in an early childhood setting.

All teaching teams function as equals; co-teaching and sharing the responsibilities of the classroom are essential components for our curriculum

What is the hiring process for new teachers? Do you do background checks?

All of our teachers, full-time and substitute, go through an interview process with the Director and our current teaching staff. They spend time in a classroom for a working interview as well. We check references and perform thorough background checks for all staff, including substitute teachers.

Do you have ongoing trainings for the staff?

We also believe that it is important for our teaching staff to be dedicated learners themselves, and we provide numerous opportunities for continuing education and professional development throughout the year, including trainings, conferences, mentoring and classes, as well as CPR and First Aid certification.

FAMILY INVOLVEMENT

How can families get involved?

We welcome and encourage parental involvement in a variety of ways. Our parents plan and organize special events and support the program and staff.

We host family activities throughout the year. These events are a great opportunity to get to know other families and to see your child in action with their school friends. We offer these at different times of the day and different days so that working families have an opportunity to join us.

Parents are always welcome for lunch, birthdays or simply for visits. Please make arrangements for celebrations with your child's teacher. We also invite parents to share their talents, occupations or hobbies with us.

How do you communicate with the families?

We feel that it is extremely important to be in close contact with parents in regard to your child's day. We can talk with you during morning or afternoon pick-up, or you can call during the day. Since drop-off and pick-up can be rushed and busy times for children, parents and staff, if you would like to have more than a few moments to chat, we encourage you to set up a phone conference or a personal conference time with the classroom teacher.

Communication is very important to us! No question is ever too small or too "silly" to ask. Please feel free to call with any of your questions or concerns. You are also welcome to stop by the Director's office at any time to talk.

We communicate in writing in a number of ways: Today We Did (a daily e-mail highlighting the activities of each class with reminders for calendar events), a parents' bulletin board, and notes and letters in your child's mailbox. We also have every month 1st Saturday parent-teacher Meeting.

Can we speak with a current YKROK family?

A number of parents have offered to speak to incoming families or families considering our Center. If you would like to be connected to one of them, please let the Center Manager know.

HEALTH, SAFETY AND SECURITY

How secure is the building?

We take security concerns very seriously. We have trained our Staff and Center Manager in disaster management, monitors situations that would affect the safety and security of our children and makes plans accordingly. We will keep parents up-to-date when specific situations arise.

We have evacuation and emergency response systems in place to best protect the students and staff in our program. We conduct periodic fire/evacuation/security drills for the entire building; we have CCTV monitored in head office 12 hours a day. We have access machine every center.

If you have questions about these and other security systems in place, please contact us.

How do you handle allergies?

Please remember to alert us to any food allergies. We will offer children alternative snacks if necessary. This is one of the reasons why we do not allow children to share their food or bring from home.

We post a list of children with allergies—with pictures—in each classroom so that all of the staff is aware of the precautions that need to be taken to protect our children.