

START YOUR OWN PENKRAFT ACTIVITY CENTER!



Penkraft Story

The Beginning

With 20+ years domain experience in art, edutainment and education, Pallavi founded Penkraft in 2015 at Thane - a woman-pioneered, women-oriented brand to help home-makers set up their own home-based business of conducting children's classes in Handwriting, Calligraphy, Abacus & Vedic Maths, Phonics and various ethnic, traditional & modern art forms. Establishing the brand's own Activity Centers run by these trained teachers was the next logical step, and the brand then also expanded into conducting workshops for both, adults and children.

The Present

Penkraft is now a brand that conducts courses in Handwriting, Calligraphy, Abacus & Vedic Maths, Phonics & various craft & art forms - Madhubani, Mandala, Warli, Gond, Lippan, Kalamkari, Kalighat, Decoupage, Image Transfer, Resin Art, One Stroke Painting, Alcohol Ink Art, Fluid Art, Knife Painting, Pop Art at pan-India locations. With our mission to inspire, educate, empower & uplift people through our endeavors, we have trained and operationally supported (and continue to support) 2000+ home-makers to become Penkraft Certified Teachers® in various disciplines.

PENKRAFT's concept of 'course in a box' means that everything that a child needs for undergoing a course, be it in Art & Craft, Handwriting, Abacus & Vedic Maths, Phonics, Calligraphy or any art form, it is included in the box. The box thus consists of the course-book, the course schedule, practice books, and equipment such as the calligraphy nibs, pens, pencils, etc for the particular course.

Thus, all that is needed thereafter is a qualified teacher to conduct the course! We therefore conduct regular & structured courses for 'Training the Trainers' for Art & Craft activities, Handwriting, Abacus & Vedic Maths, Phonics, Calligraphy through our Penkraft Master Trainers at various locations pan-India and a few places abroad to train teachers and help them establish their classes. Penkraft's centralised operations & marketing teams provide complete & comprehensive technical, digital, operational, creative & marketing support to our Penkraft Activity Centers®, round the year.

Apart from the regular online & offline courses, art enthusiasts who want to do these activities as a hobby can purchase Penkraft D-I-Y Kits either on diy.penkraft.in or [amazon.in](https://www.amazon.in). These kits contain all the tools & material needed for an activity and come with a free video tutorial for it!

The Future

Penkraft Activity Centers in different cities are the local community's hub for edutainment - for learning, leisure, hobbies & fun! These Penkraft Activity Centers® are run on a master franchisee-owned, master franchisee-operated basis with a 2-years renewable master franchise agreement. The Centers have their own Penkraft Certified Teachers® & also contractually employ other independent Penkraft Certified Teachers® who reside nearby.

Penkraft's retail portals enable the Penkraft Activity Centers®, Penkraft Master Trainers® & Penkraft Certified Teachers® to sell their works of art and other knick-knacks to domestic & global buyers at zero commission.

Penkraft Advantages



360° Support



Pedagogy



Low Recurring Costs



Brand with Immense Goodwill



International Certification

ZERO COMMISSION

Retail Portals

Penkraft Support

01

Operational Support

- ♦ In - Center Branding
- ♦ Guidance & Assistance in Set-up
- ♦ New Courses & Product Launches
- ♦ Trouble-Shooting
- ♦ Penkraft Books & Kits at a Discount

02

Marketing Support

- ♦ Promotions & Advertisements
- ♦ Launch Campaign
- ♦ Local Marketing Support
- ♦ Digital Support Through Website & Social Media

03

Creative Support

- ♦ Content & Creative For All In - Center & Marketing Collateral
- ♦ Social Media Organic & Paid Advertising

04

Training Support

- ♦ Familiarization Workshop For Center Owners
- ♦ Training Of Teachers To Be Employed / Contracted
- ♦ Marketing & Sales Training

Penkraft Criteria



Real Estate

Rented / Owned Space Of 400 sq ft and above



Compliance Requirements

- Local Safety Regulations
- Occupancy Certified



Master Franchisee Fee

- 2 Years - ₹ 3,00,000/-
- Renewal - ₹ 50,000/- Year



Royalty

NIL



Branding & Interiors

As Per Penkraft Activity Center Branding Guidelines



Break Even

1 Year

Penkraft Enquiry Form

The QR code to success



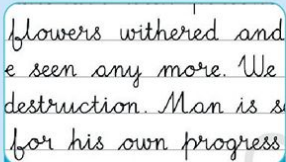
- ♦ Scan this QR Code with  or similar application
- ♦ Fill up the form that opens after scanning
- ♦ Be sure you fill up your Name, Email ID, Phone Number & Location in the form
- ♦ Hit the **Submit** button

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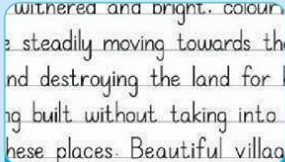
Call +91 91360 24247 / +91 91360 24248 for more details

www.penkraft.in • info@penkraft.in

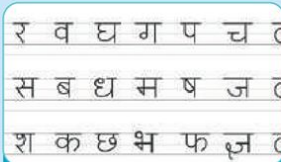
Penkraft Master Franchise Courses (Complimentary Teachers' Training)



Cursive Handwriting



Print Handwriting



Hindi Handwriting



Calligraphy



Brush Calligraphy



Gond Art



Warli Painting



Madhubani Painting

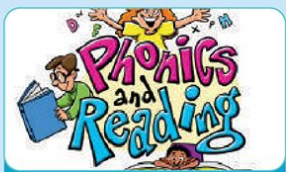


Pen Mandala



Dot Mandala

Additional Courses (Optional)



Phonics



Vedic Maths



Lippan Art



Decoupage



Resin Art



Alcohol Ink Art



Image Transfer



Fluid Art



Kalamkari Painting



Kalighat Art



Knife Painting



Pop Art



Abacus Maths



Devanagari Calligraphy