

#LearnToTeach #TeachToEarn



BECOME A PENKRAFT FRANCHISEE & EARN FROM YOUR HOME



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 & 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 Painting, Mandala Art, Warli Painting, Gond Art, Lippan Art, Kalamkari Painting, Kalighat Art, Decoupage, Image Transfer, Resin Art, One Stroke Painting, Alcohol Ink Art, Fluid Art, Knife Painting, Truck 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. These kits contain all the tools & material needed for an activity & come with a free video tutorial for it!

PENKRAFT ADVANTAGES

Free Teachers' Training on the chosen subject(s)



Teach students registered on Penkraft Portal

Branding & Social Media Marketing



Teach offline at your home/class

Dedicated Online & Telephonic Support



Scientifically Designed Courses

Sell your art on our Retail Portals at ZERO Commission



Ready to use Course Kits at discounted prices

Free refresher training on regular basis



Free creative & marketing support

Government Recognised Training Partner



Zero Royalty



GAJMA International Certification

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 & other knick-knacks to domestic & global buyers at zero commission.

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SI No	Class	Subject	1-Year Franchise Fee	Annual Renewal Fee
1	Handwriting	Cursive Handwriting	₹ 10,000/-	₹ 1,000/-
		Print Handwriting	₹ 10,000/-	₹ 1,000/-
		Devanagari (Hindi) Handwriting	₹ 10,000/-	₹ 1,000/-
2	Calligraphy	Cut Nib Calligraphy	₹ 10,000/-	₹ 1,000/-
		Brush Calligraphy	₹ 10,000/-	₹ 1,000/-
		Copperplate Calligraphy	₹ 10,000/-	₹ 1,000/-
		Devanagari (Hindi) Calligraphy	₹ 10,000/-	₹ 1,000/-
3	Phonics	Levels I to III	₹ 10,000/-	₹ 1,000/-
4	English Grammar		₹ 10,000/-	₹ 1,000/-
5	Vedic Maths	Level I	₹ 10,000/-	₹ 1,000/-
		Level II	₹ 10,000/-	₹ 1,000/-
		Level III	₹ 10,000/-	₹ 1,000/-
6	Abacus	Levels I – II	₹ 10,000/-	₹ 1,000/-
		Levels III – V	₹ 10,000/-	₹ 1,000/-
		Levels VI - IX	₹ 10,000/-	₹ 1,000/-
7	Ethnic Art Forms	Madhubani Painting	₹ 10,000/-	₹ 1,000/-
		Dot Mandala	₹ 10,000/-	₹ 1,000/-
		Pen Mandala	₹ 10,000/-	₹ 1,000/-
		Warli Painting	₹ 10,000/-	₹ 1,000/-
		Gond Art	₹ 10,000/-	₹ 1,000/-
		Kalamkari painting	₹ 10,000/-	₹ 1,000/-
		Kalighat Art	₹ 10,000/-	₹ 1,000/-
		Pichwai Painting	₹ 10,000/-	₹ 1,000/-
		Cheriyal Painting	₹ 10,000/-	₹ 1,000/-
		Kerala Mural Art	₹ 10,000/-	₹ 1,000/-
		Pattachitra Art	₹ 10,000/-	₹ 1,000/-
		Tanjore Painting	₹ 10,000/-	₹ 1,000/-
		Meenakari painting	₹ 10,000/-	₹ 1,000/-
		Lippan Art	₹ 10,000/-	₹ 1,000/-
		Lippan Art Advanced	₹ 10,000/-	₹ 1,000/-
		Phad Painting	₹ 10,000/-	₹ 1,000/-
		Pen Mandala Advanced	₹ 10,000/-	₹ 1,000/-
		Ganjifa Card Art	₹ 10,000/-	₹ 1,000/-
		Dot Mandala Advanced	₹ 10,000/-	₹ 1,000/-
		Santhal Painting	₹ 10,000/-	₹ 1,000/-
Kantha Painting	₹ 10,000/-	₹ 1,000/-		
8	Modern Art Forms	Decoupage	₹ 10,000/-	₹ 1,000/-
		Alcohol Ink Art	₹ 10,000/-	₹ 1,000/-
		Resin Art	₹ 10,000/-	₹ 1,000/-
		Fluid Art	₹ 10,000/-	₹ 1,000/-
		Image Transfer	₹ 10,000/-	₹ 1,000/-
		Knife Painting	₹ 10,000/-	₹ 1,000/-
		Pop Art	₹ 10,000/-	₹ 1,000/-
		One Stroke Painting	₹ 10,000/-	₹ 1,000/-
		Scandinavian Art	₹ 10,000/-	₹ 1,000/-
		Resin Art Advanced	₹ 10,000/-	₹ 1,000/-
		Water Colors	₹ 10,000/-	₹ 1,000/-
		Coffee Painting	₹ 10,000/-	₹ 1,000/-
		Pencil Shading	₹ 10,000/-	₹ 1,000/-
		Cement Art	₹ 10,000/-	₹ 1,000/-
		Clay Art	₹ 10,000/-	₹ 1,000/-
		Fabric Painting	₹ 10,000/-	₹ 1,000/-
		Boho Art	₹ 10,000/-	₹ 1,000/-
		Moroccan Tile Art	₹ 10,000/-	₹ 1,000/-
		Macrame Art	₹ 10,000/-	₹ 1,000/-
		Sculpture Paste Art	₹ 10,000/-	₹ 1,000/-



PENKRAFT SUPPORT

01

OPERATIONAL SUPPORT

- ◆ Guidance & Assistance in Set-up
- ◆ New Courses & Product Launches
- ◆ Trouble-Shooting
- ◆ Penkraft Books & Kits at a Discount

02

MARKETING SUPPORT

- ◆ Local Marketing Support
- ◆ Digital Support Through Website & Social Media

CREATIVE SUPPORT

- ◆ Content & Creative For All & Marketing Collateral
- ◆ Social Media Organic & Advertising

03

TRAINING SUPPORT

- ◆ Familiarization Workshop
- ◆ Training of Teachers to be Employed / Contracted
- ◆ Marketing & Sales Training

04

**FRANCHISE TRAINING AVAILABLE IN
ONLINE & OFFLINE MODE**

**Desai House, Castle Mills Naka,
Uthalsar, Thane (W) - 400 601**

CALL : +91 73040 44596 For more details

● www.penkraft.in ● info@penkraft.in



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