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MESSAGE FROM THE GROUP CHAIRPERSON



At *The Smart School*, our motto is to inculcate quality education for all regardless of their religion, race, or ability to afford education. For us, education is a pursuit that goes far beyond qualification and we aim to ensure that as educators, we strengthen our economy by making it accessible to everyone enabling Pakistan to become a nation of critical thinkers, problem solvers, and enablers who are ready to face challenges with courage and conviction.

Dr. Farzana





Established in Karachi in 1978, *The City School* is today one of the largest private schooling networks across the globe. Having more than 500 schools with over 150,000 students, we continue to expand our reach in other countries including United Arab Emirates (UAE), Malaysia, Philippines, Oman and Saudi Arabia, to meet the demands for quality education as well as to ensure a strong global presence.

Becoming one of the most prestigious educational institutions in Pakistan, *The City School* is an exemplar in the field of educational development and an institution in which the highest academic standards are sought and maintained. *The City School* has its Head Office in Lahore and Regional Offices in Karachi, Lahore, and Islamabad.

In 2012, The City School launched a new project; The Smart School which operated on the first-ever franchised model adopted by the group. Gaining success in the expansion of The Smart School in less than a decade, The City School Group continued to strive to make education more accessible for everyone. The Smart School operates through more than 400 campuses spread across Pakistan catering to over 100,000 students



At *The Smart School*, our mission is to empower individuals to excel in a rapidly evolving world by providing affordable, high-quality technology-based education that is within reach.



Our vision is to become the leading institution in the education industry, characterised by our strong commitment to technology-driven learning and affordability.

Join us as we shape a smarter future—where learning knows no limits, and every child has the opportunity to rise.





The Smart School campuses are equipped with state-of-the-art facilities that allow students and parents to enjoy the benefits of quality education. Schools are supported in different areas of management in order to enable them to operate and manage day-to-day school affairs effectively. However, need-based support is always available.



STANDARDIZED ACADEMIC CURRICULUM TO MAINTAIN QUALITY

The Head Office provides a standardized and uniform curriculum nationwide to achieve our mission of quality education at an affordable cost in an excellent academic environment which is used and adapted by all franchisees.





A PROJECT OF The City School

The City School, with over 45 years of academic excellence, is a renowned and respected name in the education sector. Associated with such an esteemed organization, The Smart School enjoys support in all aspects of school management.



CONTINUOUS PROFESSIONAL DEVELOPMENT

Continuous Professional Development is an integral part of school operations in *The Smart School.* Head Office and Regional Offices organize and hold different levels of training sessions for school management and teaching faculty throughout the year. This helps school management maintain high educational standards.



THE SMART WEB PORTAL

A centralized web portal called the Smart Web Portal works as an information hub for the school management to stay in touch and feel connected. The portal allows the NWAs, School Heads, and Campus Admin Staff to stay connected with the academic and operational deliverables available on SWP.





HIGH-TECH AMENITIES AND SMART BOARDS

The Smart School network is the first franchise system that introduced interactive whiteboards also called the smart board. Exclusive training is offered to acquaint school management and teaching faculty with the use of the latest e-learning techniques.



BUILDING A FIRM FOUNDATION THROUGH SMART CURRICULUM IN;

- Early Years Education (Beginners Step 1 till Class II)
- Primary Years Education (Classes III-V)
- Middle Years Education (Classes VI-VIII)
- Secondary Years Education (Classes IX X)





The management of *The Smart School* provides maximum support to its franchise partners in the following areas:

ACADEMICS SUPPORT

Academics are the backbone of any institute. The Smart School has the resources to educate, train and equip its students with the required knowledge and skills, not only to become successful professionals, but also refined human beings and responsible citizens of tomorrow. Academic support includes the provision of;

- Svllabus Breakup and Scheme of Work
- DLPs till Class VIII
- SRMs for Matric Classes
- Customized Video Lessons, Worksheets, Assessment and Examination Support
- Academic audit and Inspection
- In-campus training support for coordinators and school heads
- Standardized publications

INFORMATION TECHNOLOGY SUPPORT

Today's age is the age of information and technology. At TSS, our interactive Smart Web Portal is one of the best tools that is being designed to give complete support to all aspects of school management. IT support is given throughout the year including;

- Campus Support Visits
- Day-to-day Troubleshooting
- AMS and RMS Training Sessions

FINANCIAL GUIDANCE

TSS corporate office facilitates its NWAs in preparing the feasibility and complete business plan of the project.

MARKETING SUPPORT

The franchise partner is entitled to year-round marketing, PR, and media support. We use all the available marketing techniques (ATL and BTL) with standardized thematic campaigns. The major focus is the admissions and registration period at the start of the session. Marketing support is offered at the corporate level, whereas local marketing and advertising are the responsibility of the franchisee.

SALES DEPARTMENT SUPPORT

The discipline and smooth running of any campus depends upon strong rules and regulations set by the sales department. Complete detail is mentioned in the Operations Manual. The support includes;

- Site Location Analysis and Evaluation
- Pre-Post Operation Support
- Supply Chain Support
- Campus Administrative Support Advisory

HR SUPPORT

Human Resource Management deals with issues related to compensation, performance management, organizational development, safety, wellness, benefits, employee motivation, training, and others. HRM plays a strategic role in managing people and the workplace culture and environment. Complete detail of the hiring process and HR is mentioned in HR Manual.

- Hiring Process Support
- Staffing Formulae

QUALITY ASSURANCE AND QUALITY CONTROL

The Quality Assurance department assists the franchisee in fine-tuning operations in all spheres of management, from academics to administration, and from record keeping to IT excellence. The department frequently conducts visits to *The Smart School* campuses to point out the strengths or any anomaly/deficiency, and assist in remedial measures. The department provides;

- OA Manual
- Administrative Manual
- Classroom Lavout Guide





- Assured ROI (Return on Investment)
- Affordable startup cost and feasibility assistance
- Continuous Support from the Head Office
- The first-mover advantage of an E-Learning School
- Web-based control and check on all financials
- Enhanced social status as an educational entrepreneur within the community
- Backing of a strong corporate entity with a reputable background in education
- Access to modern-day pedagogical strategies and ongoing research and development

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