



PAINING KI PATHSHALA

HOBBY CLASSES IN DRAWING, PAINTING, ART & CRAFT

START YOUR OWN HOBBY CLASSES





Fastest Growing Art Fields

Art and crafts practice has been continued since time immemorial. The history of India is a story of about unbroken traditions that have continued for years. Art can be depicted in the rock carvings. Since ancient time art & craft has a place among the people. Even it became the trade and source of living. Lack of electricity inspired them to create lamps. Utensils etc to fulfill the daily needs. Women then also were not left untouched to fashion. Their keen interest to look beautiful and attractive led them to take up craft as hobby and cheapest mean to groom themselves. Idea of making jewelry evolved from different form of art which today has taken the form of industry. The lack of proper education craft was limited to a particular group only.

Nowadays the use of art & craft has grown up. Use of handmade items have attracted much of us. Even gifting such items, use of decorative pieces are much common today. Showrooms can be easily located with such items. Use of waste materials have increased. Purpose of applying art to the articles of utility is two fold : first to add beauty to the result of the work done. Secondly to add pleasure to the work created. The market of art & craft is booming today. Everywhere craft items can be noticed. Art & Craft has successfully occupied place even in malls where such items are sold at high price. Even today's fashion and style has not been left untouched.

Today old myth has been broken that craft is just a hobby. Today it stands with other professional courses like engineering , medical , banking, mnc's etc. The scope to earn name , fame and money is vast. Above all, sure to get appreciation and self satisfaction. Artists today wish to use their skills in other areas such as commercial art, which is relatively more popular. The use of art to express ideas or rather sell 'ideas' has long been used because in general, Maximum peoples thoughts and views are nurtured by what they 'see'. Therefore, the use of art is definitely a valuable asset in today's business world.

So today an artist has numerous scope in the field of art. The earning depends fully on the devotion of the artist and it turns out to be limitless. The quality works are always in demand.

Truly has been said that creativity is not the slave of anyone, neither it can be forced upon mechanically. A creative form of art is the grace of almighty. An institute can give the edge only of one's creativity.

Those days are gone when artists had no platform to showcase their creation and even struggling to find a decent way to lead life. Now globalization has opened the new avenues where commerce intermixes with art and the artists are getting their way into corporate world for a lucrative job. Today they have plethora of options to join and get opportunities with big MNCs. In short, the new perspective of modern society has embodied the art as a mainstream profession. As a career in fine arts with true artistic skills has the potential to change the world around you and can give economical comfort as well as recognition in the society.

START YOUR OWN HOBBY CLASSES BE YOUR OWN BOSS!

- Centre franchise offers a great business opportunity to start an exclusive art education learning centre offering various genres of programmes across all ages and needs!
- We are looking for dynamic people who will be part of our growth story and immensely benefit personally and professionally.
- This business is ideally suited for who is passionate about education and wants to make a difference in the society! This business is respectable, fun and profitable!
- Painting Ki Pathshala Franchise is a proven and successful model for those who are keen on a education franchise. Love what you do - being on your own and running a respectable business!



PAINTING KI PATHSHALA

HOBBY CLASSES IN DRAWING, PAINTING, ART & CRAFT

Painting Ki Pathshala is associated with Himanshu Art Institute in the field of art and craft has been working to provide a platform for the aspiring art lovers. Those people who are interested in the field of Drawing, Painting, Art & Craft can join Painting Ki Pathshala.

Art is the conscious use of skill and creative Imagination especially in production of aesthetic objects. An amalgamation of skill and imagination yields artistic creativity. The contribution of an art in our society is indispensable.

Today's technology - driven kids tend to be stick to their gadgets for a long while. Therefore, it becomes all necessary to encourage them to pick up a hobby which give them an exposure to outdoor activities, interaction with nature, and provide a suitable outlet to spike their creativity and interests at peak of level.

Here, 'Painting Ki Pathshala' is providing platform to kids and adults through their hobbies. This hobby can shape the personality of a kid positively by helping them become confident, self-reliant, independent. Having a hobby also enhances the thinking skills of kids. 'Painting Ki Pathshala' not only instils qualities like team spirit, compassion, and patience in them but also teaches various life skills that may mould them into healthy adults.

Infact, from day to day life every person need some relaxation in their routine. So, here 'Painting Ki Pathshala' is the way of joining the courses as a hobby to feel freedom and fulfill the incomplete dreams at any age by boost up yourself while making strokes in your life through art.

- A franchiser offers a product or service that has been successfully developed, tested, refined and marketed.
- With franchise, benefit from their work and experience of others who have already invested their resources.
- Your work load gets divided as you get a proper guideline from the franchiser to run and grow your business.
- The franchise of Painting Ki Pathshala is given to the person having the passion to excel, to promote and train the populace in the field of art and craft and is willing to do the business for a long term.
- The most eligible is a person with excellent management skills and is willing to adopt himself as per the need of the company.



HELPING HANDS



Nav Shri Art & Culture Organisation is a non government organisation to promote art and art lovers since 2005. It is dedicated to the intrinsic value of art and its vital role is striving towards making art as a respectable employment for the poor and needy people. It is a charitable organisation managed by a dedicated team of volunteers and is striving towards making art a respectable employment for the poor and needy.

Nav Shri Art & Culture Organisation's aim is not only to help the needy but also to promote art.

The organisation guides the people to flourish their career in art field. Every year Nav Shri Art & Culture Organisation organises competitions and exhibitions on national level to promote art and artists. It has the faith that art not only expresses our creative ideas but also makes one more thoughtful and well rounded human being. Art is functional and aesthetically pleasing to our eyes. From its inception it has been working for the growth of art & culture

HIMANSHU ART INSTITUTE

Himanshu Art Institute was established by Mr. Mohit Manocha in 1997. It aims at providing inspiring guidance, techniques and approaches in various mediums to amateur artists. It facilitates a platform for established as well as amateur artists, to mark their presence in the field of art.

Since its inception it has been opening new horizons in the field of art. It has been successfully conducting exhibitions, workshops, painting competitions and quizzes for all age groups to encourage and exhibit hidden and unexplored talent. Since its inception, Himanshu Art Institute has groomed raw artistic skill into astral talent.

Competent panel of teachers leave no stone unturned to help each student achieve his/her true potential. Professionalism is inculcated in students by institute esteemed faculty.

REASON TO JOIN US

- Independence to operate business in "Painting ki Pathshala" franchise
- 'Painting Ki Pathshala' is established Name which enjoys widespread brand-name recognition
- Increases your chances of business success because you are associating with proven programme and methods
- Important pre-opening support: site selection, design, training, marketing collaterals for grand-opening program
- Ongoing support to franchisees literally holding hand in every step
- Training in art teaching
- Two sessions comprehensive training program at our main centre
- A content development team working hard to stay ahead of industry trends
- Telephone consultations with our franchisee support team
- Experience of more than 22 years of Managing Team
- Proven business model
- Exclusive territorial rights are given
- Present IT system will be included in the franchise
- Organises annual function in every year on a large scale
- Only "Painting Ki Pathshala" provide more than 100 techniques and ideas of art & craft activities
- The institute where one can find multi courses under a single roof

➤ **We conduct national level competition, exhibition and events in field of art, in association with "Nav Shri Art & Culture Organisation" like**

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|---|--|
| ➤ All India Painting Competition (18 Years & Above) | ➤ 'art N art' Annual Art Exhibition (18 Years & Above) |
| ➤ All India Craft Competition (18 Years & Above) | ➤ 'Passion Explosion' Group Art Exhibition (18 Years & Above) |
| ➤ Colour Combination Contest (3 to 17 Years) | ➤ Creativity by Little Hands - Kids Exhibition (5 to 17 Years) |
| ➤ On the Spot Painting Competition (5 to 17 Years) | ➤ Artist Meet N Greet - Get Together (18 Years & Above) |

Run Hobby Classes & Workshops

For Young & Adults

ALUMINIUM PAINTING	CREATIVE ART	ICE-CREAM STICK ART	POPUK CARDS	SILK PAINTING	STENCIL ART
ART OF WASTE MATERIAL	DRY LEAF ART	MAT PAINTING	PORTRAIT	SMOKE PAINTING	STILL LIFE
BLOCK PRINTING	FABRIC PAINTING	NIB PAINTING	POSTER COLOUR	SOFT PASTEL	TERRACOTTA
BREAD CRAFT	FREEHAND DRAWING	OIL PAINTING	RAJSTHANI PAINTING	SPICE PAINTING	THARMACOL PAINTING
CHARCOAL SHADING	GLASS PAINTING	OIL PASTEL COLOUR	RANGOLI	SPONGE PAINTING	TILE PAINTING
COLLAGE PAINTING	HANDMADE CARDS	PENCIL SHADING	SHILPKAR ART	SPRAY PAINTING	WATER COLOUR

For Young & Adults: Admission Fee Rs 1000/- Monthly Fee Rs 2500/- Sessions: 2 Days a Week @ 2hrs | Workshop Charges According the Workshop

For Kids

ALPHABETIC CARTOONS	COLLAGE PAINTING	FREEHAND DRAWING	MAGIC ART	PENCIL SHADING	SHILPKAR ART
BUBBLE PAINTING	COTTON ART	GLASS PAINTING	OIL PASTEL COLOUR	POT PAINTING	THUMB PAINTING
CARTOON MAKING	CRAYONS COLOUR	ICE-CREAM STICK ART	ORIGAMI	QUILLING ART	VEGETABLE PATCH
CLAY MODELING	CRAYONS RESIST	IMPRESSION WORK	PAPER CRAFT	SAND PAINTING	WATER COLOUR

For Kids: Admission Fee Rs 500/- Monthly Fee Rs 2000/- Sessions: 3 Days a Week @ 1hr | Workshop Charges According the Workshop

Run Certificate & Diploma Courses

For Young and Adults

COURSE	DURATION
DIPLOMA COURSE IN DRAWING & PAINTING	1 YEAR
CERTIFICATE COURSE IN ART & CRAFTS	6 MONTHS

For Kids

COURSE	AGE GROUP	DURATION
CERTIFICATE COURSE IN DRAWING & PAINTING	4 TO 10 YEARS	1 YEAR
CERTIFICATE COURSE IN ART & CRAFTS	6 TO 12 YEARS	6 MONTHS
FREEHAND DRAWING	ABOVE 8 YEARS	6 MONTHS
HAND WRITING	3 MONTHS	ABOVE 6 YEARS



WHAT IS INCLUDED IN THE PACKAGE?

- Well known brand "Painting Ki Pathshala" is easy for business
- Proven art education methods training
- Art teacher recruitment support in any city/town
- Hobby classes, courses and workshops certificates
- Sub domain name as a landing page on your area name in our official website
- Customized marketing material for social media (soft copy)
- Can conduct hobby classes for all age group
- Can conduct summer camp and winter camp also
- Comprehensive marketing & operations training (4 Sessions)

➤ **Welcome Kit**

- ✓ Receipt book of 2 leafs (1 student + 1 centre)
- ✓ Staff / faculty attendance register
- ✓ Students entry register
- ✓ Students attendance & A/c maintain register
- ✓ Online query forms
- ✓ Visiting Card (250)
- ✓ 500 pamphlets / brochures for the launch
- ✓ Office Stamp
- ✓ One standee
- ✓ Certificate of Association with Painting Ki Pathshala
- ✓ 5 digital posters for the launch
- ✓ One sign board (15 to 25 square feet)

ASSOCIATION PROPOSAL

Typical requirement of a Centre Franchisee are:

- Investment capacity
- Decor as per "Painting Ki Pathshala" standards
- 300 to 500 square feet area
- Counselling desk
- Good location
 - Posh residential area
 - Semi-commercial area
 - Malls
 - Shopping centre
- Franchise among any states of India where you can start "Painting Ki Pathshala" for all age group in selected location within the territory
- Franchise run within 3 km area of circumference

One Time Franchisee Fee	2 Years	3 Years	5 Years	10 Years
	25,000/-	30,000/-	50,000/-	75,000/-

Royalty Amount	Monthly	Quarterly	Half Yearly	Yearly
	3,000/-	8,000/-	14,000/-	25,000/-

Thank you for connecting with us. You will feel glad to join our chain. 'Painting Ki Pathshala' always stands with its associates and guides and provides necessary information from time to time to improve the quality and in growth of the business.

'Painting Ki Pathshala' never compromises with quality which itself attracts the art lovers. It provides pre launch support and helps you start with full confidence.

Become a part of the 'Painting Ki Pathshala' today to run an independent institute imparting knowledge at the national level

PROCESS

1 FILL THE FRANCHISE ENQUIRY FORM

2 HEAD OFFICE APPROVAL

Head office approves the registration after thorough checking of all the details submitted and clearance of the financials

Franchise kit and franchise agreement are dispatched soon after the completion of all the mandatory formalities.

3 AGREEMENT OF FRANCHISE

After head office approval fill in the franchise agreement

4 PAY FRANCHISE FEE

Pay franchise payment along with agreement

5 PROVIDE WELCOME KIT

Provide welcome kit worth 6,000/- including basic office stationery and advertisement material

6 TRAINING

- Teacher training
- Counselling comprehensive training

7 TARGET OF BUSINESS

Follow target plan for grow your business



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