

Jain International School

Nagpur



Case Synopsis

JIS was launched under the umbrella brand of Jain Heritage chain of schools, Bengaluru. Over a period of time there was a difference of opinion amongst the promoters and JIS decided to go on its own. This resulted in delay of CBSE board affiliation for its first batch of students who appeared for the board examinations.

The parents, all SEC A class, felt cheated and left out because they had removed their ward from good schools to be transferred to JIS. Admissions in the next year fell to an all-time low. Amongst its many initiatives, JIS engaged the services of SCIPL to promote admissions in school by educating parents about the good intention of the school.

Key Deliverables

1. Quality admissions through an outreach Parent contact program and Kindergarten and Montessori Schools contact program

Footprint

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