

Penkraft®



Penkraft Ideas Private Limited

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Penkraft Story

The Beginning

With a 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 Improvement, Calligraphy, Abacus Maths, Vedic Maths, Phonics and various 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 conducts classes, courses, online courses, workshops, online workshops, teachers' trainings, & online teachers' trainings in Handwriting Improvement, Calligraphy, Abacus Maths, Vedic Maths, Phonics and various Craft & Art forms - Madhubani, Mandala, Warli, Gond, Lippan Art, Kalighat, Kalamkari, One Stroke Painting, Decoupage, Image Transfer, Resin Art, Fluid Art, etc. at pan-India locations. With our mission to inspire, educate, empower & uplift people through our endeavors, we have trained & operationally supported (and continue to support) 1500+ home-makers to become Penkraft Certified Teachers in various disciplines.

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

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

Our Penkraft Certified Teachers also list and sell their artworks & other artifacts on three retail portals run by Penkraft's sister concerns on a zero-commission basis.

Penkraft Certified Teachers who perform well on a consistent basis have the opportunity to become Penkraft Master Trainers and earn additional income by training teachers.

The Future

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

Handwriting Improvement Course

earthen Pot and The Brass
me, there was a beautiful
small village stood by the
well used its water for the
women started to gossip ar

Cursive Handwriting

- **Mode of teaching:** Offline, Online - Live & Recorded session
- **Duration:** 30 hours
- **Inclusion:**
 - Basic strokes & associated letter formation (Upper & Lower case)
 - Slant letter connectivity, letter & interword spacing while writing sentences
 - Appropriate while writing sentences
 - Best practices – Body posture, notebook positioning & good writing habits

- **Mode of teaching:** Offline, Online - Live & Recorded session
- **Duration:** 30 hours
- **Inclusion:**
 - Basic strokes & associated letter formation (Upper & Lower case)
 - Letter & interword spacing while writing sentences
 - Appropriate punctuation while writing sentences
 - Best practices – Body posture, notebook positioning & good writing habits

with poisonous gases. Many fish
ght, colourful butterflies can hard
towards the path of destruction.
e land for his own progress. New
taking into account the smoke and
tiful villages are used for industri

Print Handwriting

अ इ र व घ ग प
आ ई स ब ध म ष
औ ङ श क छ भ फ

Devanagari Handwriting

- **Mode of teaching:** Offline, Online - Live & Recorded session
- **Duration:** 30 hours
- **Inclusion:**
 - Basic strokes & associated letter formation (Upper & Lower case)
व्यंजन, स्वर, अंक, विराम चिह्न & बारहखड़ी
 - Letter & interword spacing while writing sentences
 - Appropriate punctuation while writing sentences
 - Best practices – Body posture, notebook positioning & good writing habits

Calligraphy

- **Mode of teaching:** Offline, Online - Live & Recorded session
- **Duration:** 20 hours
- **Inclusion:**
 - Pressure & release technique
 - Basic strokes & associated letter formations
 - Different types of fonts- Gothic, Italic and Roman in Upper & Lower case
 - Making beautiful compositions
 - Decorative borders, fonts & pictures

Love
Heart

Cut Nib Calligraphy

create
-TO-
inspire

Brush Pen Calligraphy

- **Mode of teaching:** Offline, Online - Live & Recorded session
- **Duration:** 20 hours
- **Inclusion:**
 - Pressure & release technique
 - Basic strokes & associated letter formations
 - Different types of fonts- Upper & Lower case
 - Making beautiful compositions

- **Mode of teaching:** Offline, Online - Live & Recorded session
- **Duration:** 20 hours
- **Inclusion:**
 - Pressure & release technique
 - Basic strokes & associated letter formation
व्यंजन, स्वर, अंक, विराम चिह्न & बारहखड़ी
 - Making beautiful compositions

अ आ इ ई उ
ए ऐ ओ औ अ

Devanagari Calligraphy

Ethnic Art



Gond Art

- **Mode of teaching:** Offline, Online - Live & Recorded session
- **Duration:** 20 hours
- **Inclusion:**
 - Basic principles and motifs
 - Usage of tools & colours
 - Various design patterns
 - Decoration on different surfaces - Cartridge Paper, Canvas, MDF Clock & Cloth Bag

- **Mode of teaching:** Offline, Online - Live & Recorded session
- **Duration:** 20 hours
- **Inclusion:**
 - Basic principles and motifs
 - Usage of tools & colours
 - Various design patterns
 - Decoration on different surfaces - Cartridge Paper, Canvas, MDF Board & Cloth Bag



Dot Mandala



Pen Mandala

- **Mode of teaching:** Offline, Online - Live & Recorded session
- **Duration:** 20 hours
- **Inclusion:**
 - Basic principles and motifs
 - Usage of tools & colours
 - Various design patterns
 - Decoration on different surfaces - Cartridge Paper, Canvas & MDF Board

- **Mode of teaching:** Offline, Online - Live & Recorded session
- **Duration:** 20 hours
- **Inclusion:**
 - Basic principles and motifs
 - Usage of tools & colours
 - Various design patterns
 - Decoration on different surfaces - Cartridge Paper, Canvas & MDF Board



Madhubani Painting



Warli Painting

- **Mode of teaching:** Offline, Online - Live & Recorded session
- **Duration:** 20 hours
- **Inclusion:**
 - Basic principles and motifs
 - Usage of tools & colours
 - Various design patterns
 - Decoration on different surfaces - Cartridge Paper, Canvas, MDF Board & Cloth Bag

- **Mode of teaching:** Offline, Online - Live & Recorded session (Coming soon)
- **Duration:** 20 hours
- **Inclusion:**
 - Basic principles and motifs
 - Usage of clay, mirror & colours
 - Various design patterns
 - Decoration on different surfaces - Canvas, MDF Clock, Wall Hanging & Bottle



Lippan Art



Kalighat

- **Mode of teaching:** Offline, Online - Live & Recorded session (Coming soon)
- **Duration:** 20 hours
- **Inclusion:**
 - Basic principles and motifs
 - Usage of tools & colours
 - Various design patterns
 - Decoration on different surfaces - Canvas, MDF Board, Cartridge Paper & Cloth Bag

- **Mode of teaching:** Offline, Online - Live & Recorded session (Coming soon)
- **Duration:** 20 hours
- **Inclusion:**
 - Basic principles and motifs
 - Usage of tools & colours
 - Various design patterns
 - Decoration on different surfaces - Canvas, MDF Board, Cartridge Paper & Cloth Bag



Kalamkari

Modern Art



Alcohol Ink Art

- **Mode of teaching:** Offline, Online - Live, Online Recorded session (Coming soon)
- **Duration:** 20 hours
- **Inclusion:**
 - Basic principles
 - Usage of alcohol ink colours
 - Different techniques like blowing, cotton dabbing, etc.
 - Decoration on different surfaces - Ceramic Mug, Acrylic Surface & Synthetic Paper (YUPO)

Mode of teaching: Offline, Online - Live & Recorded session)

Duration: 20 hours

Inclusion:

- Basic principles
- Assembling decorative elements & painting on surface
- Application of final layer/additional decorative layer
- Decoration on different surfaces - MDF Board Tray, MDF Chopping Board, MDF Clock & Bottle



Decoupage Art



Fluid Art

• **Mode of teaching:** Offline, Online - Live & Recorded session (Coming soon)

• **Duration:** 20 hours

• **Inclusion:**

- Basic principles
- Usage of colours
- Various techniques like flip cup, strainer, bottle bottom, silicon oil etc
- Decoration on different surfaces - MDF Board, MDF Clock & Canvas

Mode of teaching: Offline, Online - Live & Recorded session (Coming soon)

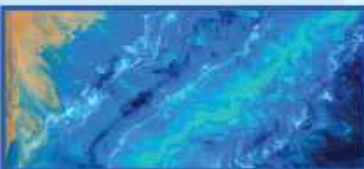
Duration: 20 hours

Inclusion:

- Basic principles
- Techniques to transfer the image
- Application of final layer to protect image/additional decorative layer
- Decoration on different surfaces - Canvas, MDF Board, Wood Slice & Cloth Bag



Image Transfer



Resin Art

• **Mode of teaching:** Offline, Online - Live & Recorded session (Coming soon)

• **Duration:** 20 hours

• **Inclusion:**

- Basic principles
- Usage of resin & coloured pigments
- Addition of decorative elements
- Decoration on different surfaces - Canvas, MDF Clock & Tray

Mode of teaching: Offline, Online - Live & Recorded session (Coming soon)

Duration: 20 hours

Inclusion:

- Basic principles
- Techniques to achieve shading & highlight in one stroke
- Achieving beautiful design using strokes
- Various design patterns



One Stroke Painting



Truck art

• **Mode of teaching:** Offline, Online - Live & Recorded session (Coming soon)

• **Duration:** 20 hours

• **Inclusion:**

- Basic principles
- Usage of tools & colours
- Various design patterns
- Decoration on different surfaces - Canvas, MDF Board, Wood Slice & Cloth Bag

Mode of teaching: Offline, Online - Live & Recorded session (Coming soon)

Duration: 20 hours

Inclusion:

- Basic principles
- Usage of tools & colours
- Techniques to achieve shading & highlight in one stroke
- Achieving beautiful design using strokes
- Various design patterns



Knife Painting

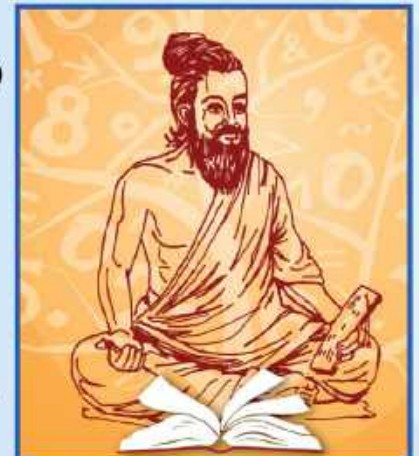
Abacus Maths



- **Mode of teaching:** Offline, Online – Live, Online Recorded session (Coming soon)
- **Duration:** 3 months per level
- **Inclusion:**
 - Entire course spread over 9 levels
 - Basics of Abacus
 - Process of addition and subtraction with & without Abacus
 - Process of multiplication & division with & without Abacus
 - Helps with speedy calculations for digits ranging from (5 to 9)

Vedic Maths

- **Mode of teaching:** Offline, Online – Live, Online Recorded session (Coming soon)
- **Duration:** 3 months per level
- **Inclusion:**
 - Entire course spread over 3 levels
 - Techniques/Sutras & Sub-sutras of Vedic Math's
 - Addition & Subtraction using these Sutras & Sub-sutras of Vedic Math's
 - Multiplication & Division using these Sutras & Sub-sutras of Vedic Math's
 - Square, Square roots, Cube, Cube roots, HCF & LCM using Sutras of Vedic Math's

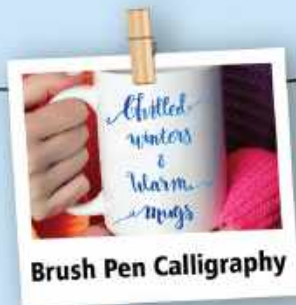


Phonics



- **Mode of teaching:** Offline, Online – Live, Online Recorded session (Coming soon)
- **Duration:** 30 hours per level
- **Inclusion:**
 - Entire course spread over 3 levels
 - Basic principles of phonology for sound recognition
 - Usage of pictures to generate awareness sounds & letters
 - All rules of phonics covered with examples for vowels, consonants & their slight & long sounds with picture illustrations
 - Picture illustrations for digraphs, trigraphs & double letters with vowels & consonants sounds

Workshops



Penkraft workshops help your team include art into their lifestyles - making them focused, confident, productive, creative & most importantly, DE-STRESSED!

Call us on **73040 44597** to arrange a stress-buster Penkraft workshop.

START YOUR OWN ACTIVITY CENTER

Franchise Opportunity
With

 Penkraft®



Branding & Marketing



Website & Technology



24X7



Free Training



Ready to use kits

360° Support

Scientifically Designed Courses



Pedagogy

No Royalty



Low Recurring Costs

 Penkraft®

Brand with Immense Goodwill



International Certification

Requirements

- Rented / Owned space of 400 sqft & above.
- Investment of 3 to 5 lac
- High ROI with 12 - month payback period.*
- Ideal for women, young entrepreneurs & self-employed professionals.

Call +91 91360 24248 For More Details

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