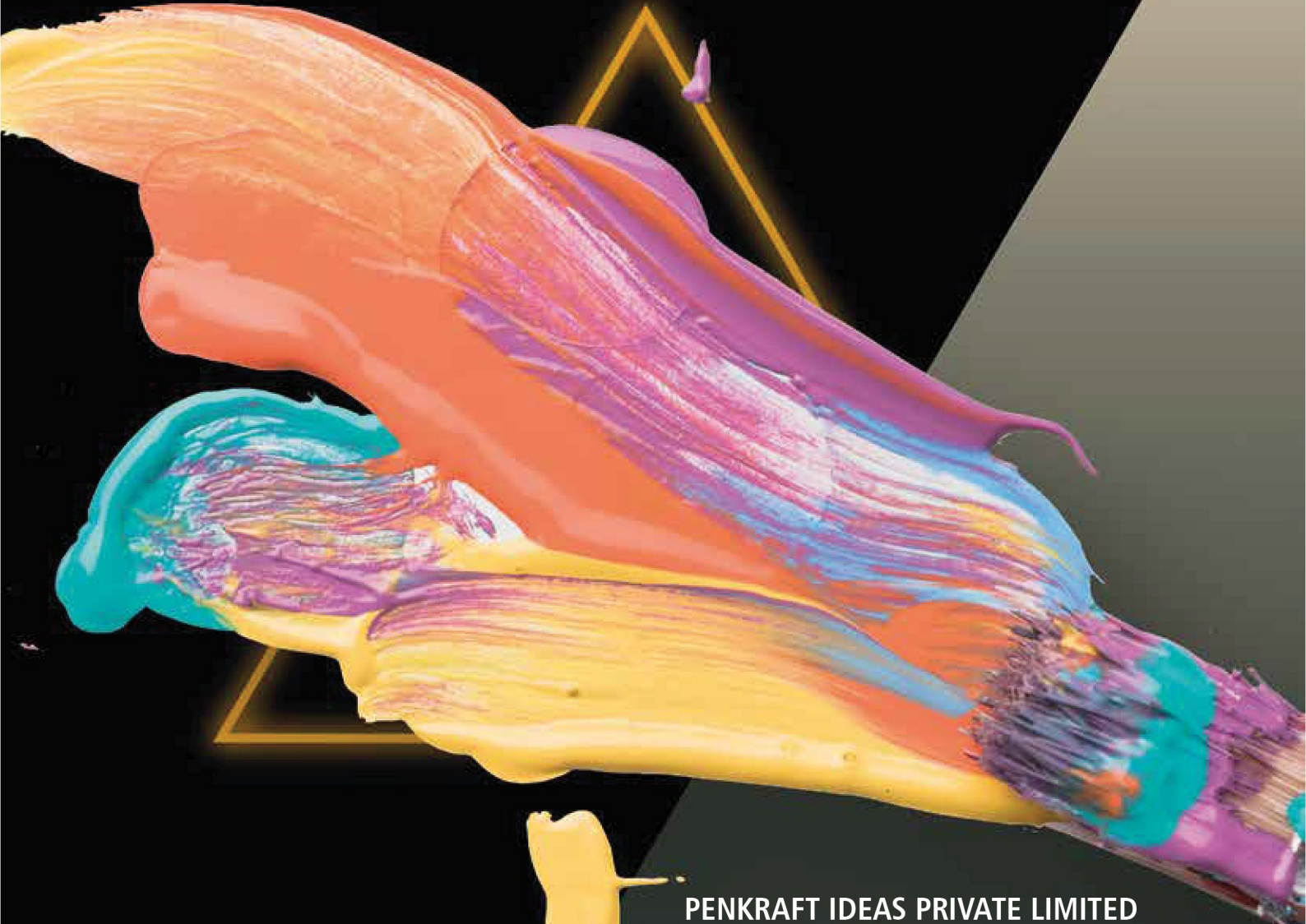


penkraft® **Ideas Private Limited**



PENKRAFT IDEAS PRIVATE LIMITED
Desai House, Castle Mills Naka,
Uthalsar, Thane (W) - 400 601

🌐 www.penkraft.in
✉ info@penkraft.in

☎ +91 73040 44596 / 97 / 98

THE BEGINNING

With 20+ years of 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 classes in Handwriting 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 COVID19 pandemic and ensuing lockdowns speeded up Penkraft's process of taking our courses, workshops and trainings online – in both, Live 1to1 & pre-recorded format.

THE PRESENT

Penkraft conducts classes, courses, online courses, workshops, online workshops, teachers' training, & online teachers' training in Handwriting Calligraphy, Abacus Maths, Vedic Maths, Phonics and a large number of Ethnic & Modern Art Forms at pan-India locations. With our mission to inspire, educate, empower & uplift people through our endeavours, we have trained & operationally supported (and continue to support) 2500+ ladies to become Penkraft Certified Teachers in various disciplines.

PENKRAFT's concept of 'course in a box' means that everything that a child or adult needs for undergoing a course, be it in Vedic Maths, Phonics Abacus Maths Handwriting, 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 thereafter is a qualified teacher to conduct the

course. We, therefore, conduct regular & structured courses for 'Training the Trainers' for Art Forms activities, Handwriting, Calligraphy, Vedic Maths, Abacus Maths & Phonics in online mode and offline mode 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 artefacts on the retail portal run by Penkraft 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, franchise-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.



CURSIVE HANDWRITING

Mode of teaching:

Offline | Online Live | Online Recorded

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.



PRINT HANDWRITING

Mode of teaching:

Offline | Online Live | Online Recorded

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.



DEVANAGARI HANDWRITING (HINDI)

Mode of teaching:

Offline | Online Live | Online Recorded

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 COURSES

CUT-NIB CALLIGRAPHY

Mode of teaching:

Offline | Online Live | Online Recorded

Duration: 30 hours

Inclusion:

- Usage of tools. • Thin and thick strokes. • Basic pressure technique.
- Different types of fonts like Italian, roman and gothic. • Words and sentences.
- Words and sentences. • Decorating borders and fonts
- Body posture, notebook positioning & good writing habits.



BRUSH PEN CALLIGRAPHY

Mode of teaching:

Offline | Online Live | Online Recorded

Duration: 30 hours

Inclusion:

- Usage of tools.
- Basic principles.
- Thin and thick strokes. • Various compositions
- Best practices: Body posture, notebook positioning & good .

COPPERPLATE CALLIGRAPHY

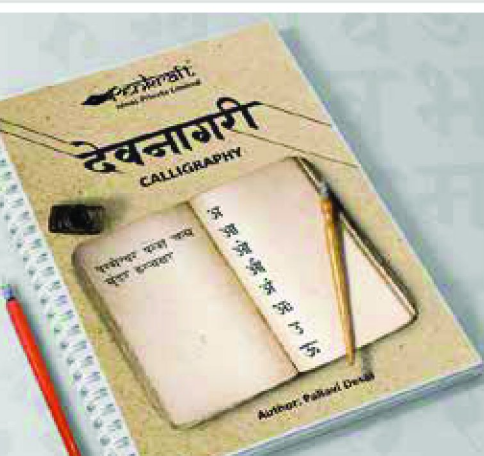
Mode of teaching:

Offline | Online Live | Online Recorded

Duration: 30 hours

Inclusion:

- Usage of tools. • Basic principles • Thin and thick strokes.
- Capital and small letters. • Various compositions.
- Decorating borders and fonts.
- Best practices: Body posture, notebook positioning & good Writing habits.



DEVANAGARI CALLIGRAPHY (HINDI)

Mode of teaching:

Offline | Online Live | Online Recorded

Duration: 30 hours

Inclusion:

- Usage of tools. • Basic principles • Thin and thick strokes.
- Different types of fonts. • Words and sentences
- Various composition. • Decorating borders and fonts.
- Best practices: Body posture, notebook positioning & good Writing habits.

ETHNIC ART COURSES

• DOT MANDALA

Mode of teaching:

Offline | Online Live | Online Recorded

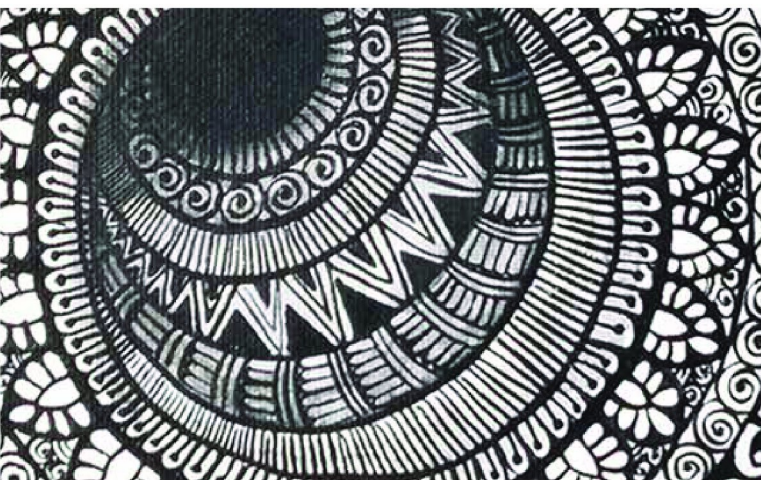
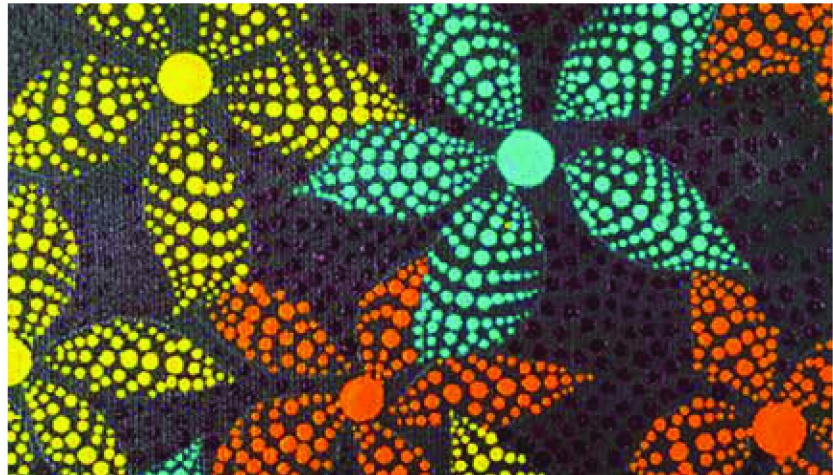
Duration: 20 hours

Inclusion:

- Basic principles and motifs
- Usage of tools & colours
- Various design patterns

Decoration on different surfaces

- Cartridge Paper, Canvas, MDF Board & Cloth Bag



• PEN MANDALA

Mode of teaching:

Offline | Online Live | Online Recorded

Duration: 20 hours

Inclusion:

- Basic principles and motifs
- Usage of tools & colours
- Various design patterns

Decoration on different surfaces

- Cartridge Paper, Canvas & MDF Board



• GOND ART

Mode of teaching:

Offline | Online Live | Online Recorded

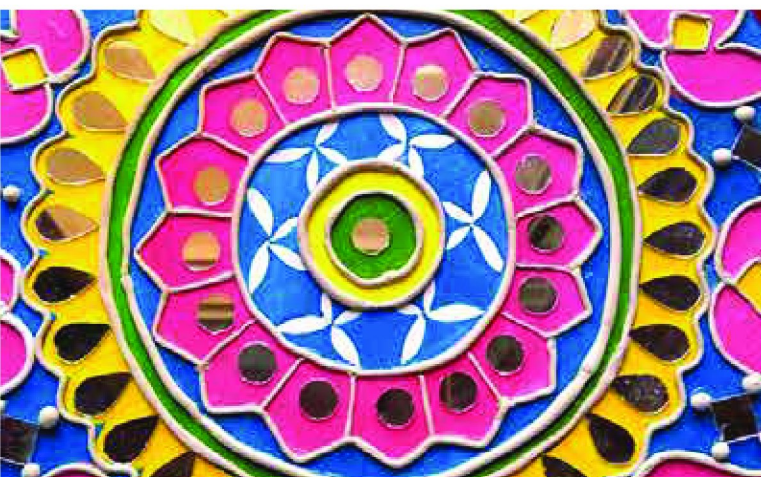
Duration: 20 hours

Inclusion:

- Basic principles and motifs
- Usage of tools & colours
- Various design patterns

Decoration on different surfaces

- Cartridge Paper, Canvas, MDF Clock & Cloth Bag



• LIPPAN ART

Mode of teaching:

Offline | Online Live | Online Recorded

Duration: 20 hours

Inclusion:

- Basic principles and motifs
- Usage of clay, mirror & colours
- Various design patterns

Decoration on different surfaces

- Cartridge Paper, Canvas, Wall Hanging & Bottle

ETHNIC ART COURSES

• KALIGHAT ART

Mode of teaching:

Offline | Online Live | Online Recorded

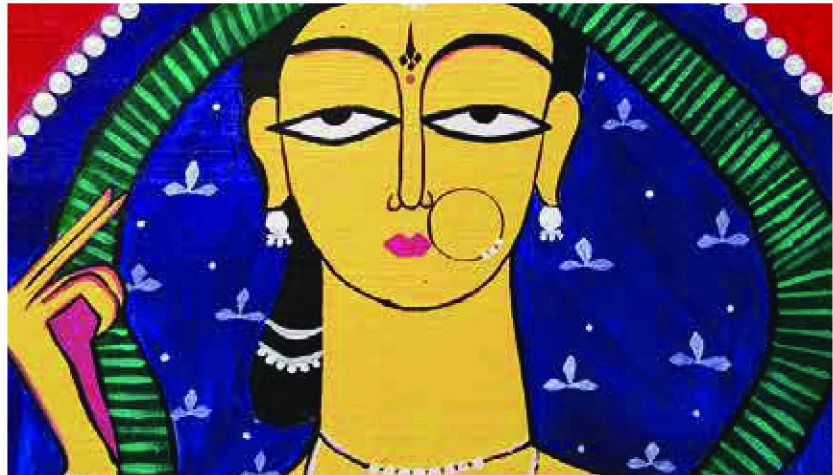
Duration: 20 hours

Inclusion:

- Basic principles and motifs
- Usage of tools & colours
- Various design patterns

Decoration on different surfaces

- Cartridge Paper, Canvas, MDF Board & Cloth Bag



• PATTACHITRA ART

Mode of teaching:

Offline | Online Live | Online Recorded

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



• MADHUBANI PAINTING

Mode of teaching:

Offline | Online Live | Online Recorded

Duration: 20 hours

Inclusion:

- Basic principles and motifs
- Usage of tools & colours
- Various design patterns

Decoration on different surfaces

- Cartridge Paper, Canvas & MDF Board

ETHNIC ART COURSES

—• PICHWAI PAINTING

Mode of teaching:

Offline | Online Live | Online Recorded

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



—• KALAMKARI PAINTING

Mode of teaching:

Offline | Online Live | Online Recorded

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



—• CHERIYAL PAINTING

Mode of teaching:

Offline | Online Live | Online Recorded

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



—• 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



ETHNIC ART COURSES

• TANJORE PAINTING

Mode of teaching:

Offline | Online Live | Online Recorded

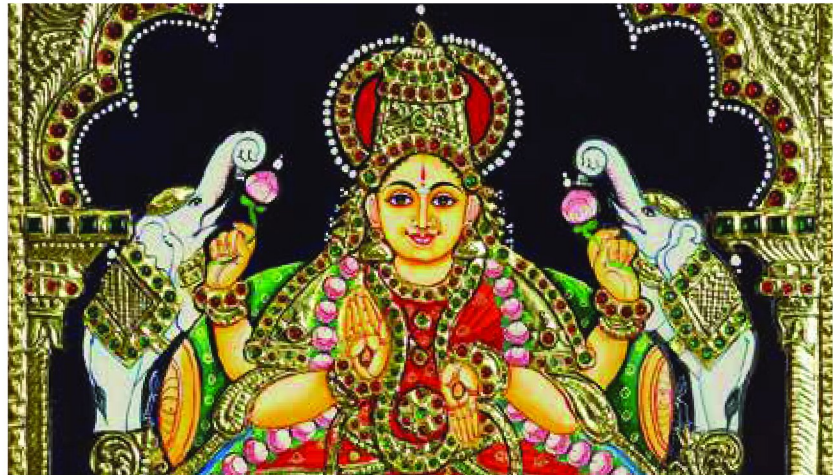
Duration: 20 hours

Inclusion:

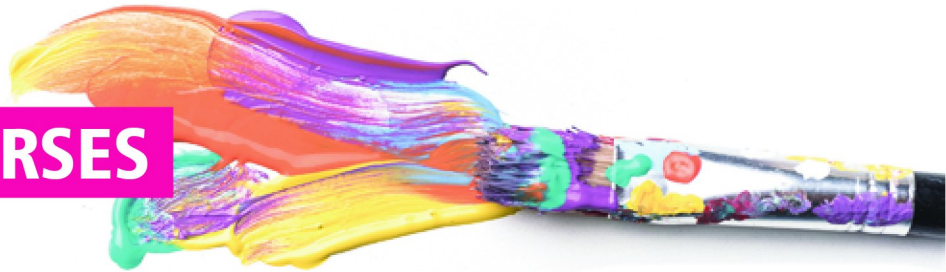
- Basic principles.
- Usage of material and techniques.
- Different designs, elements and motifs.

Decoration on different surfaces

- Square MDF, round MDF, Jharokha, Rectangle MDF and papers.



MODERN ART COURSES



• ALCOHOL INK ART

Mode of teaching:

Offline | Online Live | Online Recorded

Duration: 15 hours

Inclusion:

- Basic principles.
- Usage of Alcohol Ink colours.
- Different techniques like blowing, cotton dabbing, etc.

Decoration on different surfaces

Ceramic Mug, Acrylic Surface & YUPO Paper.

• DECOUPAGE ART

Mode of teaching:

Offline | Online Live | Online Recorded

Duration: 15 hours

Inclusion:

- Basic principles.
- Application of final layer/additional decorative layer.
- Assembling decorative elements & painting on surface.

Decoration on different surfaces

- MDF Board Tray, MDF Chopping Board, MDF Clock & Bottle



MODERN ART COURSES

• RESIN ART

Mode of teaching:

Offline | Online Live | Online Recorded

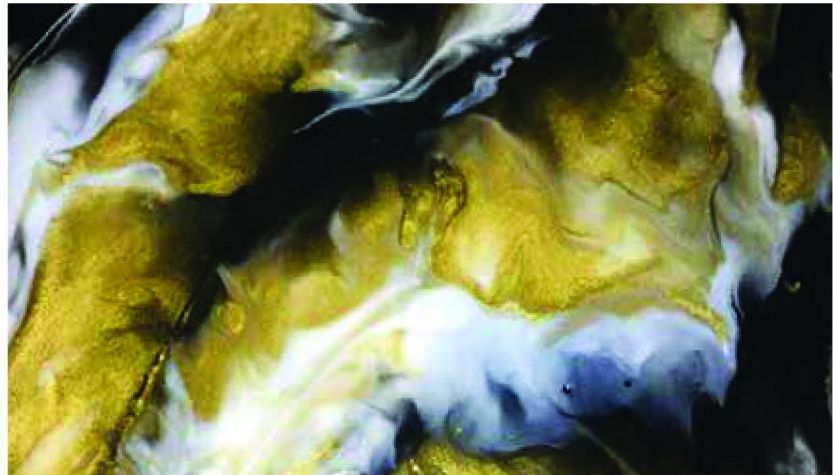
Duration: 5 hours

Inclusion:

- Basic principles.
- Addition of decorative elements.
- Usage of resin & coloured pigments.

Decoration on different surfaces

- Canvas, MDF Clock & Tray



• FLUID ART

Mode of teaching:

Offline | Online Live | Online Recorded

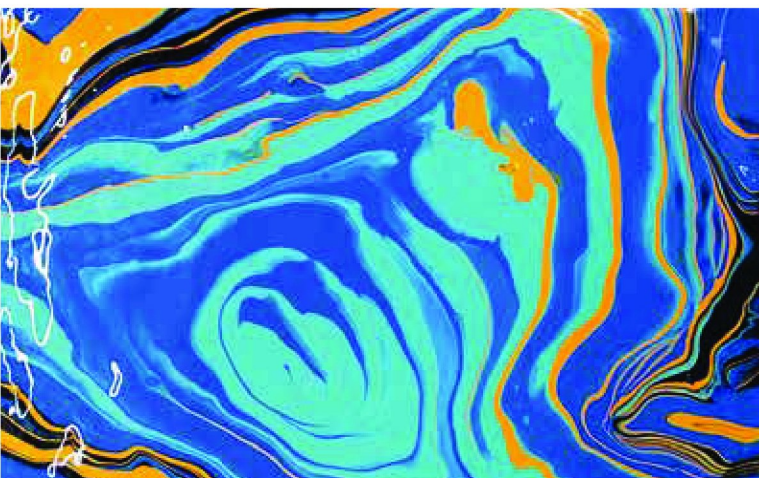
Duration: 5 hours

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



• RESIN ART ADVANCED

Mode of teaching:

Offline | Online Live | Online Recorded

Duration: 5 hours

Inclusion:

- Basic principles.
- Usage of material.
- Different techniques.

Decoration on different surfaces

- Canvas, Tea Coaster Moulds, Clock Mould.



• POP ART

Mode of teaching:

Offline | Online Live | Online Recorded

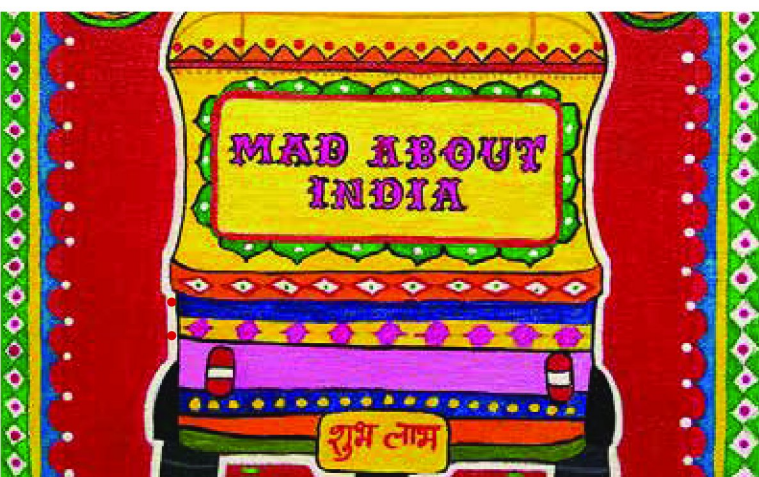
Duration: 15 hours

Inclusion:

- Basic principles.
- Various design patterns
- Usage of tools & colours

Decoration on different surfaces

- Canvas, MDF Board, Wood Slice & Cloth Bag



MODERN ART COURSES

• SCANDINAVIAN ART

Mode of teaching:

Offline | Online Live | Online Recorded

Duration: 15 hours

Inclusion:

- Basic principles.
- Different patterns.
- Usage of materials.

Decoration on different surfaces

- Cartridge papers, Canvas, round MD, cloth bag and pen stand.



• IMAGE TRANSFER

Mode of teaching:

Offline | Online Live | Online Recorded

Duration: 15 hours

Inclusion:

- Basic principles.
- Techniques to transfer the image.
- Application of final layer to protect image/additional decorative layer.

Decoration on different surfaces

- MDF Board, Wood Slice & Cloth Bag.

• ONE STROKE PAINTING

Mode of teaching:

Offline | Online Live | Online Recorded

Duration: 15 hours

Inclusion:

- Basic principles.
- Different techniques and strokes
- Usage of materials.
- Final artworks on TK papers.



• WATER COLOR

Mode of teaching:

Offline | Online Live | Online Recorded

Duration: 15 hours

Inclusion:

- Usage of materials.
- Washes and different techniques.
- Painting nature and man-made elements.

Painting on various DIY paper surfaces like

- Bookmarks, Paper Bag, Envelope and Tea Coasters.

MODERN ART COURSES

• COFFEE PAINTING

Mode of teaching:

Offline | Online Live | Online Recorded

Duration: 15 hours

Inclusion:

- Usage of materials.
- Washes, method and different techniques.
- Painting nature and manmade elements.

Painting on various DIY paper surfaces like

- Paper Bag, Envelope and Tea Coasters.



• KNIFE PAINTING

Mode of teaching:

Offline | Online Live | Online Recorded

Duration: 15 hours

Inclusion:

- Basic principles.
- Techniques to achieve shading.
- Achieving beautiful design using strokes.

Decoration on different surfaces

- MDF Board, Canvas & Cloth Bag

• PENCIL SHADING

Mode of teaching:

Offline | Online Live | Online Recorded

Duration: 15 hours

Inclusion:

- Usage of materials.
- Fundamentals of drawing.
- Shading techniques.
- Drawing and shading of nature and man-made elements.
- 3d drawing.



ABACUS MATHS (LEVELS I - IX)

Mode of teaching:

Offline | Online Live

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 (LEVELS I - III)

Mode of teaching:

Offline | Online Live

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 (LEVELS I - III)

Mode of teaching:

Offline | Online Live

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 diagraphs, trigraphs & double letters with vowels & consonants sounds.



Become a Penkraft Certified Teacher® and Work From Home!

LEARN TO TEACH, TEACH TO EARN

CALLIGRAPHY

- Cut-Nib
- Brush Pen
- Copperplate
- Devanagari (Hindi)

HANDWRITING

- Cursive
- Print
- Devanagari (Hindi)

MATHS

- ABACUS
(Level I to IX)
- VEDIC
(Level I to III)

PHONICS

(Level I to III)

ETHNIC ART

- Pen Mandala
- Dot Mandala
- Madhubani Painting
- Warli Painting
- Kalamkari Painting
- Pichwai Painting
- Cheriya Painting
- Gond Art
- Kalighat Art
- Lippan Art
- Pattachitra Art
- Kerala Mural Art
- Tanjore Painting

MODERN ART

- Decoupage
- Fluid Art
- Resin Art
- Alcohol Ink Art
- Pop Art
- Scandinavian Art
- Water Colors Art
- Resin Art Advanced
- Image Transfer
- Knife Painting
- One Stroke Painting
- Coffee Painting
- Pencil Shading

TRAINING MODES

OFFLINE | ONLINE LIVE | ONLINE MIXED (LIVE + RECORDED)

BENEFITS

- Teach online to students registered on the Penkraft portal.
- Teach offline at your home/class.
- Pay no royalty!
- Get FREE creative & marketing support for a lifetime.
- Get FREE refresher training regularly.
- Buy training kits at discounted prices.
- Sell your artwork commission-free on our retail portal.
- Be part of a growing brand with immense goodwill.



Become a Penkraft Certified Artist[®] and start your own Art Workshops!

- GLASS PAINTING
- CLAY MODELING
- GEOMETRICAL PATTERN
- BOTTLE LAMP MAKING
- BLUE POTTERY ART
- BLOCK PRINTING
- DREAMCATCHER MAKING
- MOSAIC ART
- JAPANESE BOOK BINDING
- BOTTLE CUTTING

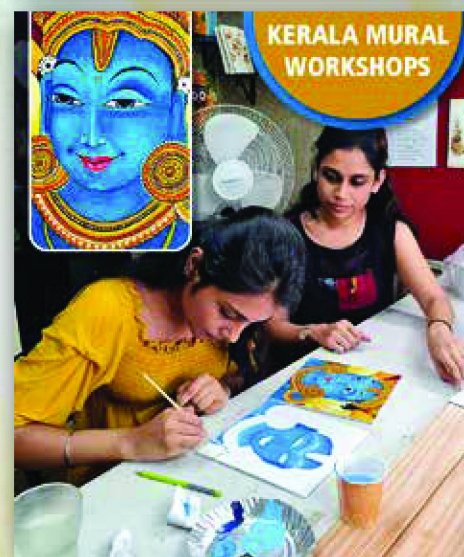
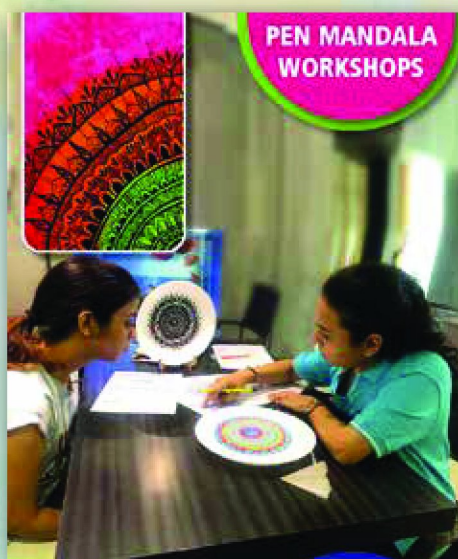
BENEFITS

- Get FREE creative & marketing support for a lifetime.
- Buy training kits at discounted prices.
- Sell your artwork commission-free on Penkraft Gifts portal.
- Be part of a growing brand with immense goodwill.

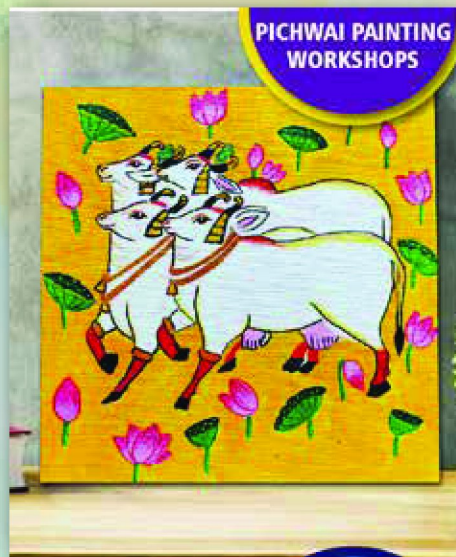
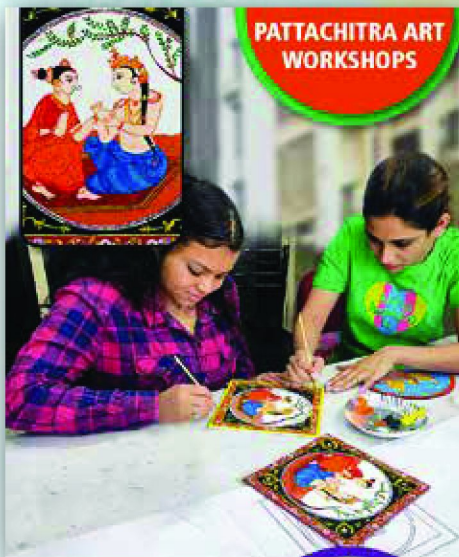


ETHNIC ART WORKSHOPS

Penkraft workshops help you include art into your lifestyle - making it focused, confident, productive, creative & most importantly, DE-STRESSED!



ETHNIC ART WORKSHOPS

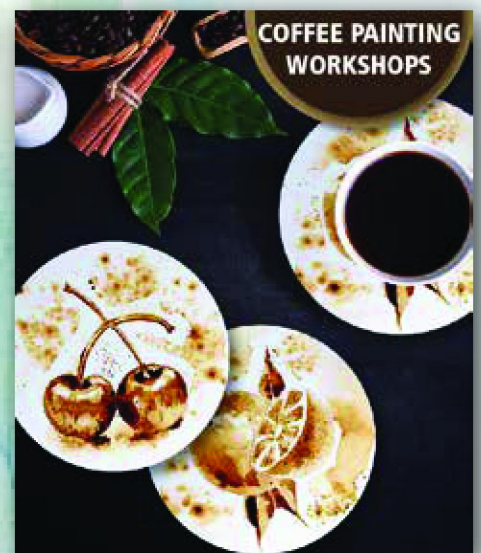
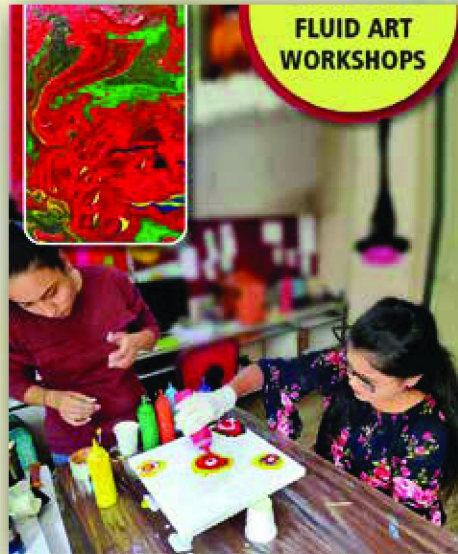
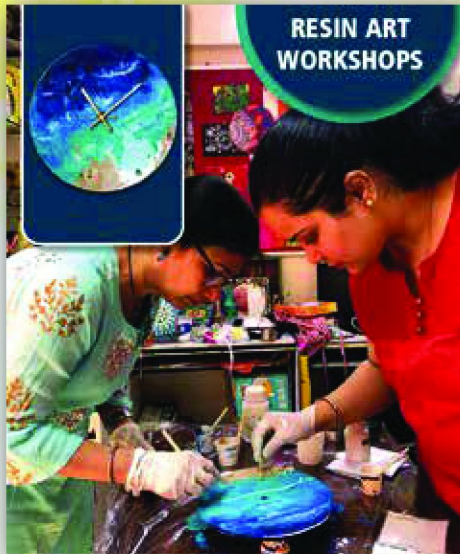


Art is a means of communication that lets people explore and express their emotions and thoughts without inhibitions. Due to its versatility, art is a perfect pastime for people of all ages. It acts as an outlet for your emotions, but it is even more personal than that: it's about sharing the way we experience the world.

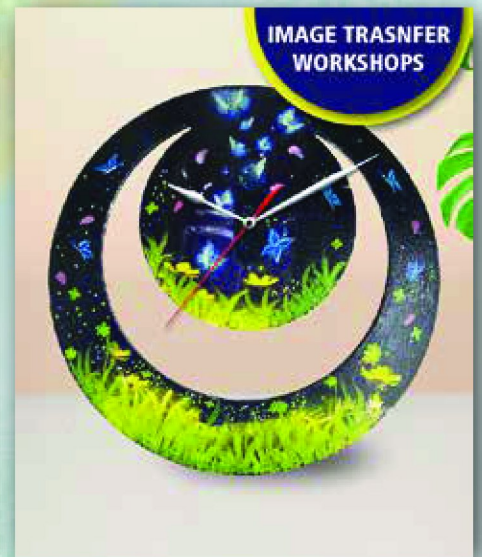
In today's day & age of stress in almost all aspects of life, art helps you overcome this stress in an unassuming and fun manner. Art makes you bring out your emotions and enhances your mood by removing negative emotions of stress, anger, sadness, overthinking, etc. It uplifts your self-esteem and always helps you feel relaxed. When practiced in groups, especially mixed groups of people with seemingly different artistic abilities, in a fun manner, art is known to be a great team-builder too.

MODERN ART WORKSHOPS

Penkraft workshops help you include art into your lifestyle - making it focused, confident, productive, creative & most importantly, DE-STRESSED!



MODERN ART WORKSHOPS



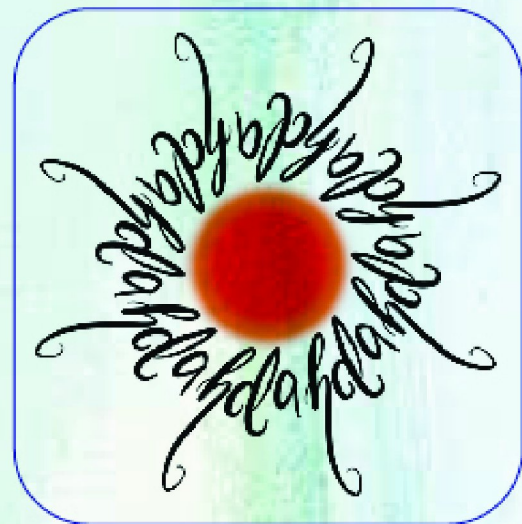
Penkraft workshops help you include art into your lifestyle - making it focused, confident, productive, creative & most importantly, DE-STRESSED!

CALLIGRAPHY WORKSHOPS

CUT-NIB



BRUSH PEN



COPPERPLATE



DEVANAGARI (HINDI)



START YOUR OWN PENKRAFT ACTIVITY CENTER

Franchise Opportunity with Penkraft



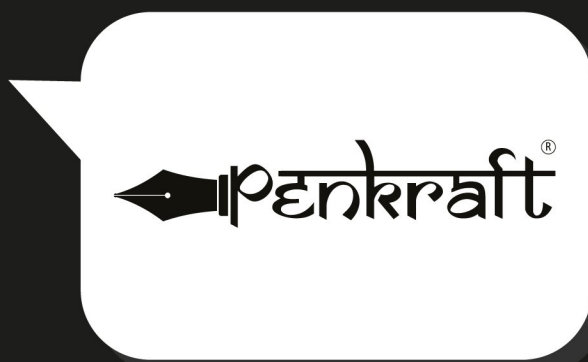
360° Support



Pedagogy



Low Recurring Costs



Brand with Immense Goodwill



National & 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 73040 44596 / +91 91360 24248 For More Details

www.penkraft.in • info@penkraft.in