

## Research Methodology

The objective of this research was to arrive at a list of top schools in Tricity (Chandigarh, Mohali, Panchkula) and Ludhiana. The study had three major modules i.e. Desk Research, Factual survey & Perceptual rating survey. Post collection of data a scientific analysis framework ARM® was used to evaluate and rate the various schools/preschools that participated in the study and rank them accordingly.

- Schools that have at least 3 batches as of April 2021.
- Schools that have been in existence for at least 3 years
- As it is not possible to get a completely exhaustive list of schools and include them in the survey, we had an option of adding any new school name in the survey form if any respondent mentioned



### Study was conducted across two zones in

- Tricity: (Chandigarh/Mohali/Panchkula)
- Ludhiana

The category of respondents who were interviewed rated each of the schools/preschools based on their experience with the current school and their perception with respect to other schools/preschools.

The survey was executed during 3rd week of September to 4th week of October 2021.

### MODULE 1 | DESK RESEARCH - GENERATING LIST OF SCHOOLS

The module 1 was a secondary research module. A comprehensive list of schools was generated with the help of internet, magazines and other publications.

#### The various sources used for generation of school list included:

- School following CBSE, IGCSE, IB, etc. curriculum
- List of school from previous surveys
- A discussion with industry experts to add/delete any school to ensure we have a comprehensive list. In addition, two criteria for short listing were applied.

any school name outside our list. Effectively, every school had a chance of getting covered in the survey if their name was mentioned by the respondents.

### MODULE 2 | FACTUAL SURVEY

More than 160 schools were sent the factual questionnaire for filling request via emails and then rigorously followed up through telephone.

#### The factual data sheet focuses on the following information areas:

- General information of the School Establishment, Affiliation etc.
- Infrastructure & facilities
- Sports facilities in the school
- Cultural/extra-curricular facilities in the school
- Medical facilities in the school
- Teachers
- Exchange programs and global exposure
- Awards

### MODULE 3 | PERCEPTUAL SURVEY

A perception questionnaire was administered to 200 respondents. Respondents were asked to give rating for only those schools which they were aware of

and had included them in their list of top schools in their zone. Respondents were asked to evaluate the schools & rate on a scale of 1-10 where 1 means poor & 10 means excellent. The list of parameters covered in the survey was arrived at based on past surveys as well as discussions with experts from the industry experts and teachers etc. As mentioned, different stakeholders were taken into consideration for the perceptual survey viz. Teachers, Alumni, Students, Parents.

### MODULE 4 & 5 | ANALYSIS & FINAL RANKING OF SCHOOL

In this module, importance weightages were calculated using regression model for each of the parameters leading to analysis of both factual index & perceptual index scores. Further analyses were done to arrive at the final score for each of the schools. The overall index score for a school was arrived at by equal weightage to their perceptual and factual score. Based on the performance on the overall index score, final ranking were drawn in respective categories.

### SOME CAVEATS/ASSUMPTIONS

- Best efforts were made to reach every schools in given geography; however, any school that did not send complete "Fact-Sheet" within the allotted time was assigned an average Factual score for calculating their overall ranking
- The schools/preschools who have explicitly stated their unwillingness to participate in the ranking survey have been excluded from this survey.
- If the GAP between schools is found very low, both schools are awarded same rank
- The schools/Pre-schools, who have shared their factual questionnaire, were asked to give self-attestation and authentication of the information.
- Emerging schools are relatively newer schools and have less than 5 batches passed out for Class X.
- Schools with very low mention base in perceptual survey were excluded
- The represented rankings are based on shared information. Avance Research undertook reasonable measures to get complete and accurate information or any part thereof that would have impacted results in any way is beyond the control of Avance Research. Hence, we assume no responsibility towards the said.

## About Avance Field & Brand solutions (Avance)

Avance India (Avance Field & Brand solutions LLP) is a full service marketing research agency providing research and consulting services to companies ranging from boutique research agencies, brands to large consulting firms. They leverage advanced technologies to provide actionable insights to power business in real time with it's 360 degree approach.

Avance India is passionate about their work and known for their expertise, innovations, maintaining the professionalism and zero quality tolerance. The team is highly experienced and instrumental in catering their clients for their complex requirements. As Avance chases aggressive expansion, it will never compromise on their core values in their offering to clients, which are: Ethics, Integrity & Transparency.



Their key strength lies in our understanding of consumer behaviour in the India as well as international markets. Our research team is equipped with extensive knowledge and market communication and hence quality research becomes synonymous to us at global level.

Avance India is corporate member of MRSI and follow MRSI code of conduct while conducting all their research projects. For more information about the company.

For more information, visit:  
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Note: Present survey has been exclusively conducted by an independent Research Agency named Avance Field & Brand solutions LLP, using stated methodology for arriving at given rankings. The publication house and its affiliates/employees/authorized representatives/group companies are not responsible/liable for the above rankings. Readers are advised to take an informed decision before acting upon the survey rankings.

### Ludhiana

1	Bal Bharati Public School
2	Jesus Sacred Heart School
3	Manav Rachna International School
4	BCM Arya Model Sr. Sec. School
5	BCM School
6	Sacred Heart Convent School
7	Delhi Public School
8	Ryan International School
9	Harvest International School
10	Green Land Convent School

### Chandigarh

1	Delhi Public School- Sector 40-C, Chandigarh
2	Chitkara International School Chandigarh-Sec-25
3	Gurukul Global School -Sector 13 Chandigarh
4	Ajit Karam Singh International Public School -Chandigarh
5	Bhavan Vidyalaya, Sector 27
6	Sacred Heart Senior Secondary School, Sector-26
7	Ryan International School, Sector 49
8	Saint Kabir Public School, Sector-26
9	St. Anne's Convent School, Chandigarh
10	St.John's High School , Sector-26

### Mohali

1	Gurukul World School, Sector-69
2	Shemrock School, Sector-69
3	Gian Jyoti Global School
4	Oakridge International School, Mohali
5	St. Xavier's High School, Sector 71
6	Doon International School, Mohali
7	Ryan International School, Sector 66
8	Dav Public Senior Secondary School,
9	Shivalk Public School, Phase 6
10	Ajit Karam Singh International Public School, Sector 65