



A Project Of ILM Trust

**TOGETHER FOR
GOODWILL
TOGETHER FOR
GROWTH**



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Founder's Message

Dr Hasan Sohaib Murad (Shaheed)

Schools showcase a nation's past, present, and future. They represent the hopes of parents, capitalize upon the aspirations of the very young generation, and respond to the needs and challenges facing the society. ILM Trust initiated the project of The Knowledge School (TKS) to contribute towards the development of new generation, turning them into self-directed life-long learners. The students of TKS become aware of the purpose of life and they discover their unique strengths and talents for refinement.

We are building a knowledge community to lead Pakistan. Human beings know no limits to excel and each generation surpass the previous in all respect. At TKS, we aim at becoming a very reliable partner of the parents and society to make each student a truly great person with extreme motivation, creative ideas and supreme talents so that they can achieve extraordinary goals and objectives.

Ibrahim Hasan Murad

**Chairman/
President**

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Mariam Nur Murad

Director TKS/ILM Group of Colleges

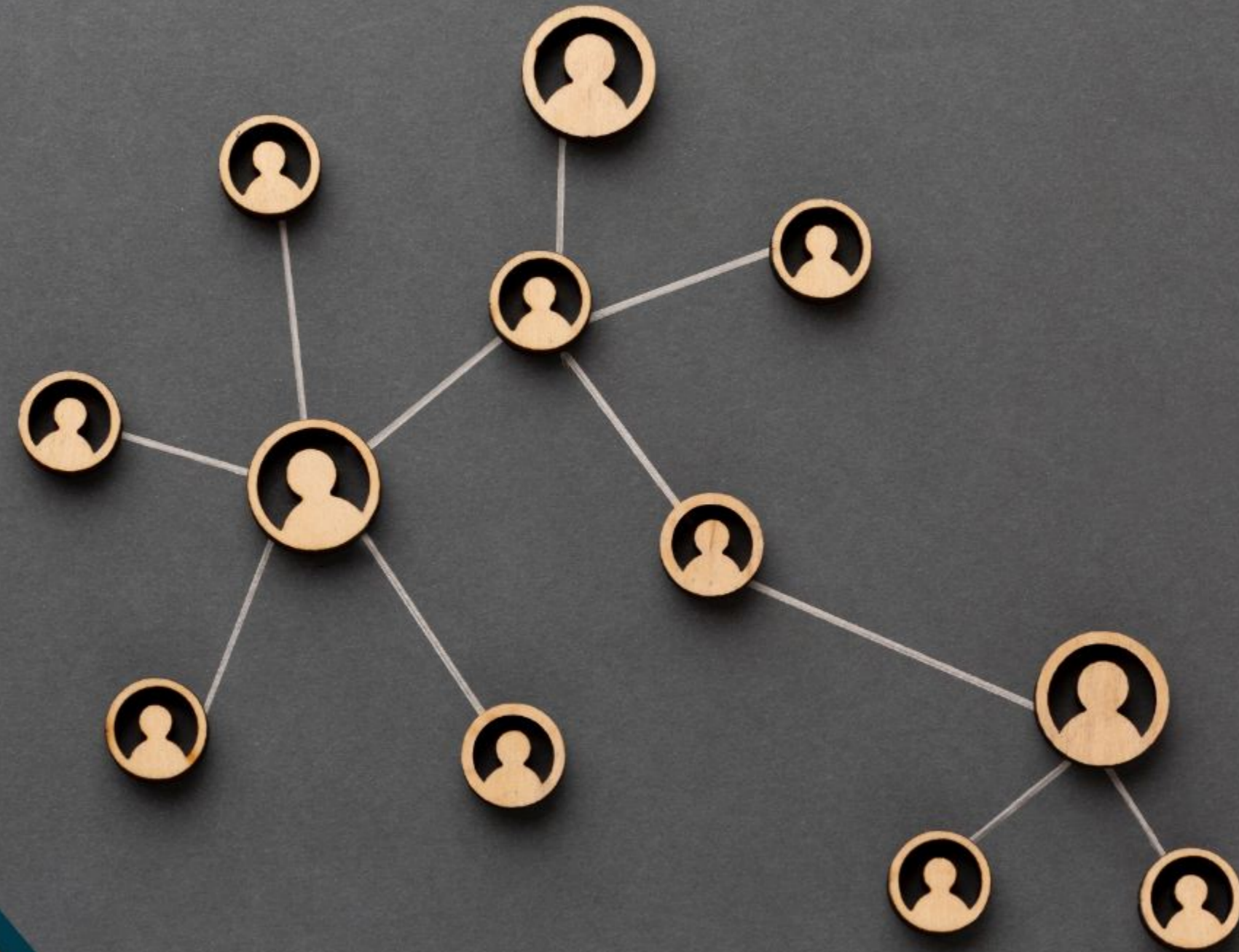
Our unique brand of school changes lives and manifests visions into fulfilled dreams. Our focus during our time as the very first premier school in the city of Lahore, our later transition into the academically acclaimed University of Management and Technology and the launch of our franchise network of The Knowledge School across the country has always been to ensure the provision of quality education to our students that would enable them to play a strategic role in the future of our nation. This is only possible through strong bonds matured with like-minded individuals, who can partner with us in this endeavour.

Over time, with more than 30 years of experience in buttressing operational, academic and marketing functions, we have nurtured and bolstered these partnerships to a satisfactory state of mutual benefit. This is reflected in the success and expansion of our school campus network. With a staff of experienced professionals dedicated to providing interminable support, The Knowledge School continues to guarantee that our franchise associates are not alone and unaided in any endeavour they undertake. Our staff always ensures that the aspirations of our partners are adequately addressed. At The Knowledge School, we believe that the school of quality education can only be achieved through meaningful compacts with discerning individuals who strive for the realization of our vision and mission.

Objectives

- To establish institutions for achieving the noble mission of ILM Trust by providing quality education.
- To provide education in different disciplines that lead to clear career pathways for the students in a dynamic atmosphere.
- To cultivate a collaborative environment that provokes intellectual independence and risk-taking through inquiry.
- To take along parents as our partners and co-teachers, so that their dreams may come true.
- To train our teachers to play a dominant role as agents of change in grooming the students to face challenges posed by globalization.
- To prepare students to play a responsible role for the economic, social and cultural welfare and well-being of society as a whole.
- To provide sound ethical and moral foundations to students.
- To facilitate integrated development of knowledge, skills and attitudes.
- To incorporate new information to our curriculum to meet international standards.





Group Profile

Institute of Leadership and Management (ILM) Trust, founded in 1990, has become a distinctive player in the field of human development and education not only in Pakistan but also internationally. ILM Trust was established by leading educationists, professionals, and industrialists with an aim to enhance the organizational and individual effectiveness.

In a span of only two decades, ILM Trust has expanded horizontally and vertically and today it owns a portfolio of businesses in real estate, construction, energy and banking with education being the backbone.

Foresight, innovation, energy, and competitive strategies have helped the Trust to take advantage of emerging opportunities. More importantly, the Trust is now reputed and experienced in building and sustaining strong and effective business partnerships based upon trust, co-determination and mutual benefit.

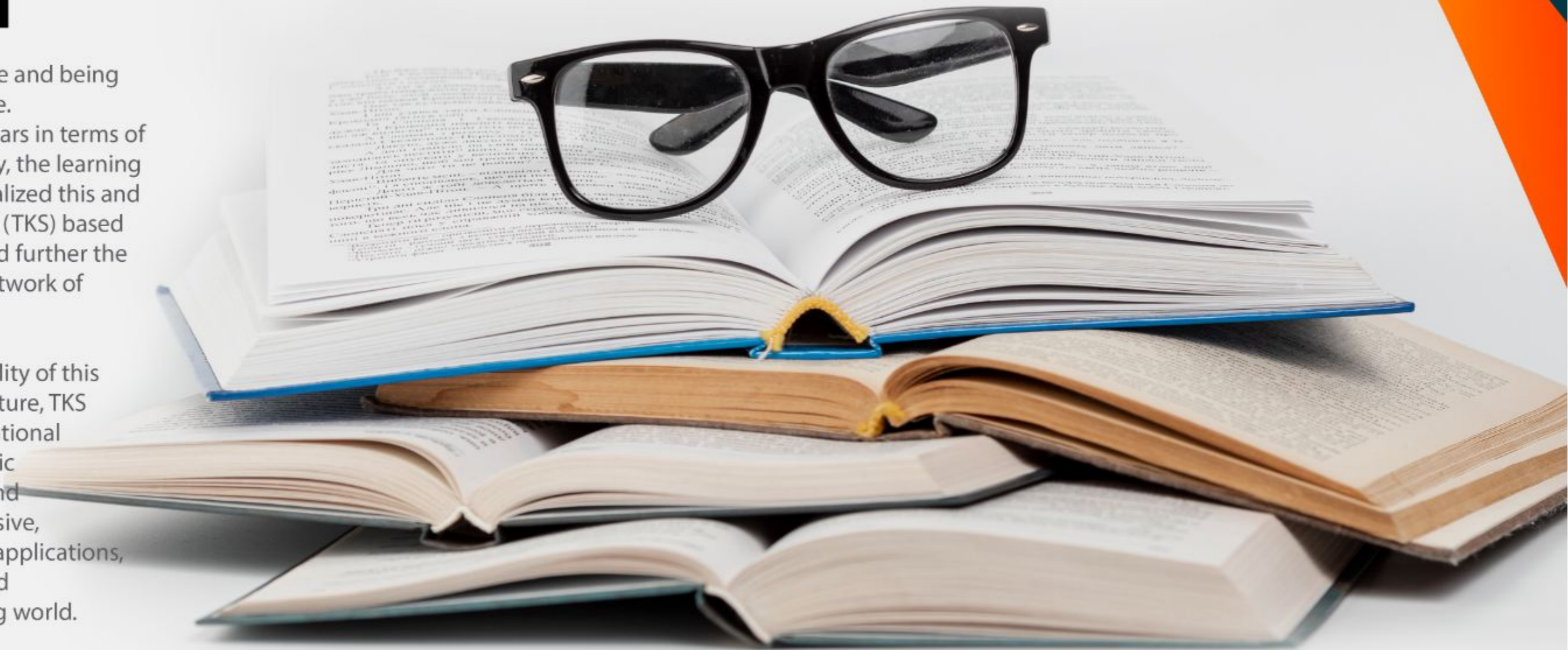
University of Management and Technology (UMT)

UMT, one of the premier higher education facilities in Pakistan is an urban, general university that is dedicated to excellence in teaching and research. UMT offers a wide range of doctoral, masters and bachelors degree programs in ten schools and three institutes – all functioning under the umbrella of UMT. All academic programs being offered by the University are recognized by the HEC and conform to international standards.

The Knowledge School

The importance of childhood education is increasingly gaining prominence and being recognized by various governmental policies and valued by society at large. The formative years that is, three years and over are the most significant years in terms of characters building and inculcating a sound value system in child. Certainly, the learning in these years lay the foundation for future academic success. ILM Trust realized this and in 2008 launched a nationwide project of schools – The Knowledge School (TKS) based on a strategic partnership with enthusiastic individuals willing to invest and further the cause of education. In a short span of time, TKS has developed a sizable network of operative schools throughout Pakistan.

TKS is committed to lifting the standard of education and social responsibility of this generation of students for the future of humanity. Looking towards that future, TKS intends to link its prosperity to nurture the young minds by creating educational opportunities where they would otherwise not exist. TKS pursues a dynamic approach to learning focused on Science, Technology, Engineering, Arts, and Mathematics (STEAM), seamlessly integrating these disciplines into a cohesive, interdisciplinary framework. By fusing academic concepts with real-world applications, STEAM education nurtures creativity, critical thinking, problem-solving, and collaboration, preparing learners to innovate and adapt in an ever-evolving world.



The Vision

TKS is inspired by the natural human inquisitiveness and its ability to lead to innovation and inventiveness. TKS strives to provide foundational strength to curious young minds, honing them into eager learners focused on academic and knowledge excellence.

The Mission

TKS' mission is to empower each child develop the mindset, aptitude and acumen required for continuous learning, creativity, leadership, and resilience, ensuring success in an ever-evolving world.



A photograph of four young children in school uniforms. A boy in the center is touching a globe. A girl to his right is also touching the globe. Two other children are looking on. The background is blurred. There are orange and blue geometric shapes in the corners.

TKS Pre School

Helping young inquisitive minds develop the foundations of value-based learning.



TKS Primary School

The primary level approach is focused on helping students develop the eagerness to take on greater learning challenges through in-class, and out-of-classroom teaching methodologies.



TKS Comprehensive School

Building on learning successes in formative schooling and preparing students to develop the ambition and aptitude for greater leadership roles.

TKS aims to develop a network of quality schools offering standardized education through network alliances in Pakistan and abroad. For this purpose, TKS offers a full business format and professional expertise to assist regional and international business partners to venture confidently into the challenging and fast expanding market of adolescent education.

Currently, TKS has several franchisees located across Pakistan but is also looking to expand the franchising programme overseas and is confident of providing our franchisees with a good headstart and an excellent chance of success.

Our Philosophy

TKS is dedicate and passionate about developing each child to become independent, creative, compassionate, self-disciplined and a life-long learner.





Benefits to Our Associates

Greater Chances of Success

Minimize risks with TKS's proven business model, ensuring a smoother and more successful venture.

Accelerated Learning Curve

Tap into ILM Trust and TKS expertise to streamline operations and accelerate your journey to success.

Trusted Brand Recognition

Benefit from the credibility of the well-established TKS name, earning instant trust among students and parents.

Cost-Effective Marketing

Benefit from cost-effective, high-impact joint advertising that strengthens brand presence and student engagement.

Guidance from Experts

Gain continuous support and mentorship from ILM Trust and TKS to confidently run your franchise.

Strategic Advertising & Promotion

Collaborate with TKS on strategic, nationwide promotions to enhance reach and drive enrollments.

Comprehensive Training

Empowering teachers with in-person and online training to enhance skills and teaching effectiveness.

Flexible Learning Options

On-demand workshops and digital modules ensure continuous professional growth at educators' convenience.

Practical Skill Development

Hands-on training covers instructional techniques, classroom management, and resource optimization.

Ongoing Quality Assurance

Regular evaluations and feedback ensure high teaching standards and curriculum adherence.

TKS Franchise Terms

Franchise Agreement

A legal contract outlining the rights, obligations, and terms between TKS and the franchisee.

Contract Duration

Defines the validity period of the franchise agreement with TKS.

Compliance & Standards

Franchisees must uphold TKS and ILM Trust's reputation by adhering to the agreement's terms.

Initial Fee

A one-time payment for business rights, branding, design support, and operational setup.

Royalty & Management Fee

A monthly fee, fixed or percentage-based, covering management support, promotions, and updates.

Academic Material

Franchisees must follow the prescribed curriculum and booklist set by TKS experts.

Setup & Renovation Costs

Franchisees bear the cost of aligning premises with TKS's brand image and layout.

Working Capital

Adequate funds must be maintained for salaries, utilities, and operational expenses.

Payment Terms

Franchisees must comply with TKS's specified timelines for payments on goods and services.



Additional Support

Comprehensive Training

Initial and on-site training for key teaching and administrative staff to ensure smooth operations.

Departmental Orientation

Franchisees receive structured guidance on TKS Portal, administration, curriculum, student management, and marketing.

Ongoing Support

TKS Head Office provides continuous assistance in curriculum updates, marketing, teacher training, and operations.

Portal Support

Franchisees gain access to IT support, student data, curriculum updates, and direct communication with TKS H.O.

Academic Guidance

Expert support in curriculum implementation, lesson planning, teacher training, and quality monitoring.

TKS-Designed Books

Franchisees receive in-house designed books to maintain educational consistency and quality.

Marketing & Promotion

TKS provides advertising materials, promotional content, and news releases to enhance brand visibility.

Teacher Recruitment Support

Guidance on hiring qualified educators to uphold TKS's educational standards.

Process of Association

Step 1 Make General Enquiry

Step 2 Receive Investors Kit from TKS

Submit 'Expression of Interest'

Step 3 Arrange for a meeting and presentation of franchise

Discuss business plan

Analyse financial viability

Step 4 On-site visit by TKS team of proposed site

Suitability report analysis

Step 5 Signing of MOU

Payment of initial franchise fee

Continue with work plan and operations

Step 6 Pre-opening follow-up by TKS team

Begin local and group admissions campaign

Training of Heads/Admin Staff/Teachers

Step 7 Begin proper operations

Provide continuous support and advice

Interested in
TKS Franchise?

TKS Franchise Responsibility Matrix

Features	TKS Franchise Network (TKS-HO)	Network Associate (NWA)
Manuals	Provide Manuals (Academic, Admin, Finance, Portal)	Campus utilize HO provided manuals for daily activities
Curriculum Development	Provide Complete Academic Guidelines and way of execution. (DLPs, SOS, Examination System / Assessment Tools, Chapter wise Test, Half Book Papers, Full Length Papers)	Follow and execute as guided by Head Office
TKS Publications	In House Books Publications (TKS Books)	Campus use only TKS Books.
Training and Support	Organize training sessions	Implement learnings in the classroom
Marketing & Branding	Centralized marketing materials (TVC Ad, Design Hording, Flyers, Steamers, Standees, Social Media Posts, Newsletter)	In Local promotion use designs provided by HO and advertising execute as guide by HO
Technology Integration	Provide technology platform (Website, SMS, TKS Parents Mobile App)	Integrate and manage technology in school
Financial Support	Share Business plan & feasibility, Offer budgeting tools and advice	Manage school budget and finances
Legal and Compliance	Offer legal advice and updates	Ensure local compliance and regulations are met
Recruitment Support	Offer recruitment guidelines and training programs	Hire and onboard qualified teachers locally
Parent Engagement	Develop parent communication strategies and resources	Implement and manage parent-teacher interactions
Quality Assurance	Conduct periodic regular QA visits and provide feedback	Implement improvements based on audit results
Research & Development	Share latest educational research and innovations	Run new initiatives and provide feedback

Earn Goodwill Our Commitment to You

At TKS, we believe in being Together for Goodwill, Together for Growth

Building Trust:

Our commitment to transparency, ethics, and providing value to every partner ensures a positive long-term relationship.

Community Engagement:

We're not only focused on business; we're inspiring a movement to impact the community through education.

Sustainability:

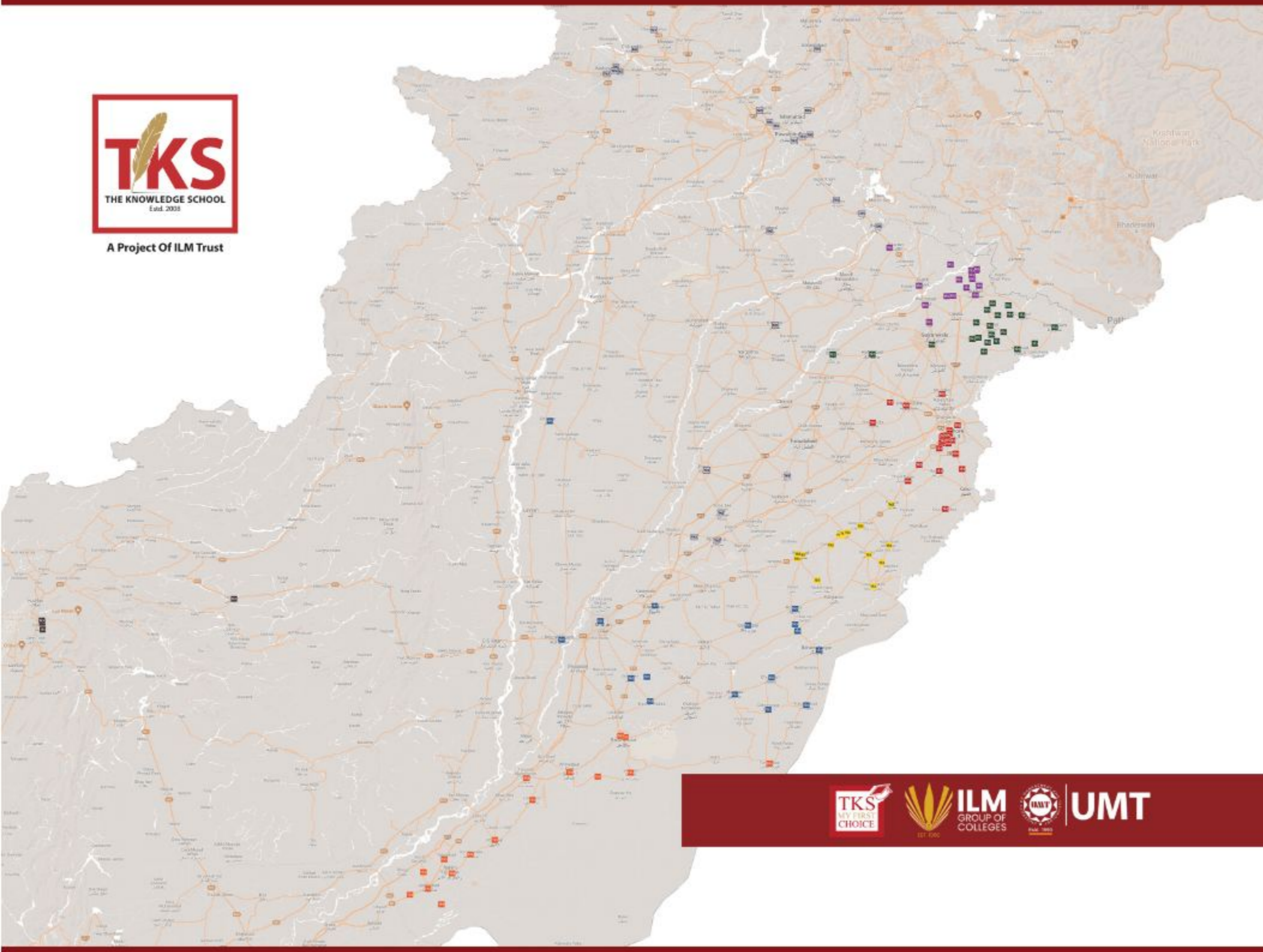
Our model is designed for long-term success, helping you grow while positively contributing to the local community.

Recognition:

Earn goodwill as a trusted partner in quality education—helping students and families grow and succeed.



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