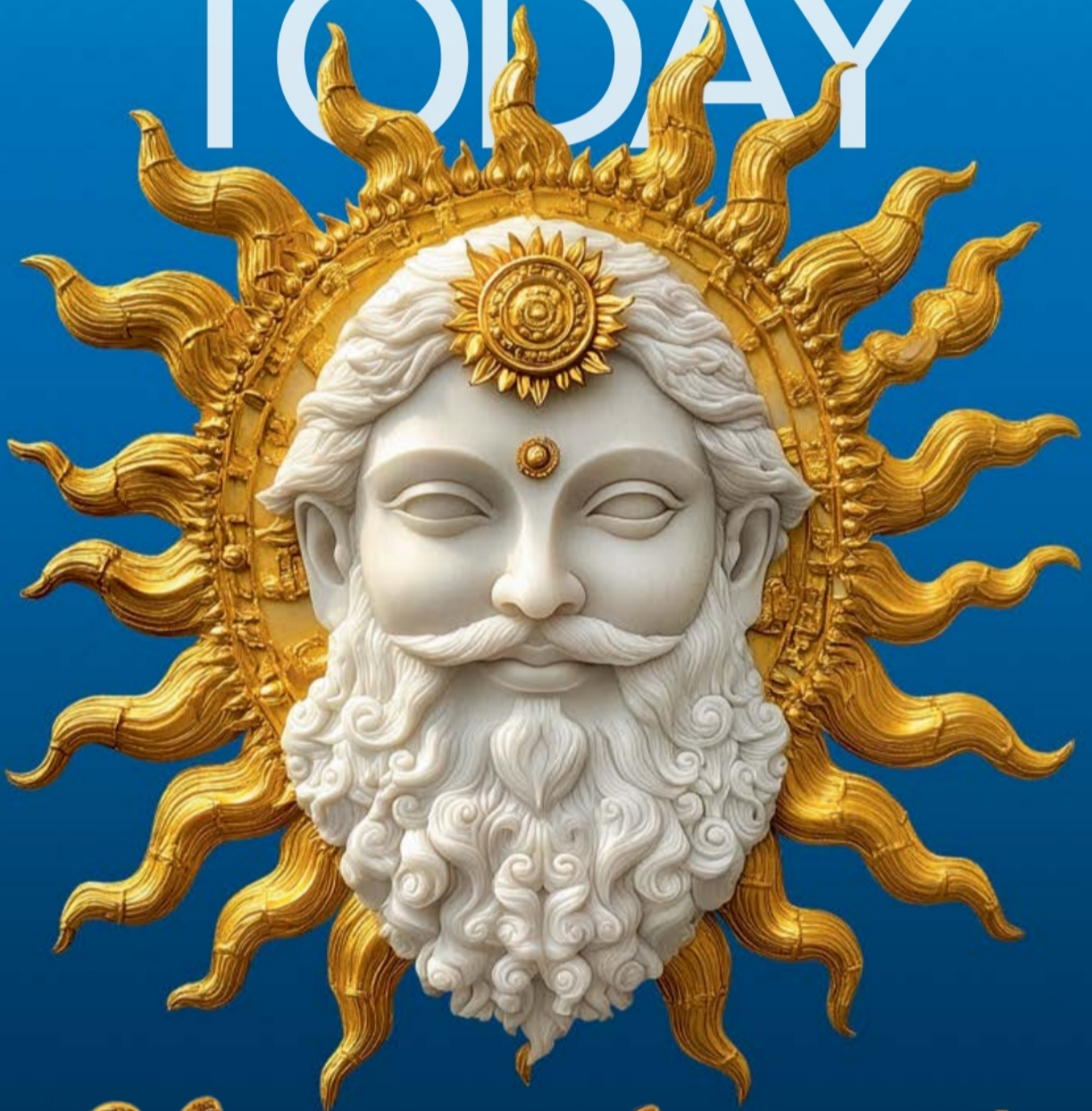




INDIA TODAY



HIGH & MIGHTY

THE ULTIMATE POWER LIST 2024

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LEADING WITH INNOVATION: DR. MANJULA POOJA SHROFF'S VISION FOR EDUCATION IN THE MODERN WORLD

Dr. Manjula Pooja Shroff, MD & CEO of Kalorex Group, is a pioneering force in the Indian education sector, blending innovation with a deep commitment to nurturing future leaders. With an illustrious academic background and a transformative vision, she has redefined education across Gujarat and beyond.

Ahmedabad: Dr. Manjula Pooja Shroff, MD & CEO of Kalorex Group, has been at the forefront of Indian education for nearly 30 years.

Under her leadership, Kalorex has pioneered the use of artificial intelligence in education, along with implementing sustainability and embracing various other technological advancements in the field. Over the years, the Group has grown to encompass more than 60 institutions, taught 88,000 students and empowered over 4000 staff.

Today, Kalorex operates K-12 schools including Delhi Public School, Bopal-Ahmedabad, Kalorex Future Schools, and a chain of Kalorex Pre-Schools. Its initiatives, like Visamo Kids Foundation for underprivileged youth, Perna for children with learning difficulties, reflect a commitment to inclusivity in education.

At the heart of Kalorex's philosophy also lies a proactive approach to promoting education advancements. Dr. Shroff has been deeply involved with state and central policy committees working on the implementation of NEP 2020. She developed a detailed NEP implementation strategy report, which has been shared with various stakeholders, including Education Ministries, Departments of Education and school principals across the country.

Parenting in the digital age

In an initiative aimed at helping parents, educators and students manage the complexities of parenting in the digital age, Dr. Shroff recently introduced Total Parenting Solutions. This extensive package includes Dr. Shroff's bestselling book Baby Steps to Big Dreams, its newly



"Education is not merely a profession; it is a profound responsibility we carry to nurture the minds of tomorrow. As we embrace digital transformation and innovative practices, we must remember that every child deserves access to quality education—making it a right, not a privilege. In empowering our youth, we create a future where they are unafraid to pursue their passions and realize their full potential."

– DR. MANJULA POOJA
SHROFF
MD & CEO, Kalorex Group

released sequel Safe Teen Steps, and an innovative AI tool called Sitting-by-MAYA, which provides real-time advice to parents and teens alike.

Safe Teen Steps, authored by Ms. Ragini Bharadwaj and Dr. Manjula Pooja Shroff, tackles hard-hitting issues like cyberbullying, sexting, catfishing, harassment, online grooming, and social media addiction. The book offers practical advice to parents on how to engage with their children and ensure a safe online experience.

A key component of this package is Sitting-By-MAYA, the online Adaptive AI interactive portal that offers instant solutions to specific parenting queries and doubts.

AI Clone and Avatar

Last year, Kalorex Group introduced MAYA, India's first Teacher, Mentor and Influencer, as well as the AI clone and avatar of Dr. Shroff. In a span of around a year, MAYA has reached over 70 cities, 7,000 students, 8,000 senior educators, as well as 15,000 parents.

Additionally, Kalorex also offers a digital learning platform – eKal Academy – to learners of all age groups with self paced and live sessions for academic and co-curricular development and career counseling.

Sustainability in the 21st Century

Kalorex also places a strong emphasis on sustainability. To ensure that this value percolates to all groups of society, including teachers, parents, students, and vendors, the Group showcased the Kalorex Mascot, Yali, as the Green Guardian.

This initiative involves all stakeholders and encourages them to follow Yali and engage in a series of focused activities aligned to the United Nations' Sustainable Development Goals, and also contribute towards Green Earth initiatives through internal drives.

Today, the Kalorex Group's ambassadors are spread far and wide across the world with values and life skills deeply ingrained to face the dynamic world.