



# BrainCarve

shape your child's future

An ISO 9001: 2008 Certified Organization

A UNIQUE  
**WHOLE BRAIN**  
DEVELOPMENT PROGRAM

  
Age Group - 5 to 16 Years



## About the Creator & Founder

**Dr. B. Parameswari**

The BrainCarve programme is the brainchild of Dr.B.Parameswari, Masters in Physics and Masters in Information Studies, Madurai Kamaraj University. One of the few in the field, she holds a double Doctorate in the fields of Information Studies and ABACUS. She was a guiding force for students of MPhil and PhD in Universities for almost ten years.

Dr. B Parameswari began her career at Madurai Kamaraj University as a Lecturer in the Department of Information Studies. A PGDCA ,DBA and Oracle Certified Professional from the USA, She has worked with several top MNCs in the field of ABACUS and other techniques. She has written quite a number of children's books and is still a curriculum developer for schools. She has several journal publications to her credit, both in print and online media. Her journal has been published in INFORMATION PHILOSOPHY foreign journals(University of Nebraska – Lincoln, DigitalCommons@ University at Nebraska). Written articles on the child's mental ability in math in Online edition of India's National Newspapers. She has published four books related to child development and psychology. She is empowering women Entrepreneurship.

She has conducted seminars and has attended International conferences on Information Technology and Child Psychology. She has been an active member of WAMMA Organization. She is a Motivational and Confidence building trainer for professionals and students in various sectors.

She has travelled to different countries to do research related to child psychology and doing psychology counseling for the children as well as parents for the past 10 years and has had exposure to the education scenarios in different parts of the world, which further fuelled her passion for education and children. A deeper understanding of Western and Indian traditional education helped her pioneer the unique BrainCarve program which is one of the best integrated programs for whole brain development in India.

She is associated with IIT for the social responsibility projects - The objective of the research proposal, however, is to introduce the concept of research in high school and to promote child education and child development in rural areas.

She is doing show in Kalaaignar TV - Every Wednesdays and in Vasanth TV on every Saturdays on Parenting Tips, Study related problems, Behavioral problems and counseling for Parents and Students as well.

With a vision to spread whole brain development training across the world, the BrainCarve Professional Training Programs cater to a broad range of audience ranging from kids to adults and help them maximize performance and productivity at every level.

A Smart Brain is not God Gifted,  
It is a result of good training  
in the initial stages of life.

## VISION MISSION

- To make a difference to society by creating world class programs which bring out the best in children
- To provide integrated programs that help explore and develop the child's mental potential
- To operate globally as the best in innovative education

## OUR VALUES

- Visualization
- Creativity
- Optimism
- Motivation
- Discovery
- Leadership
- Innovation
- Ambition

David Vitter has said, "I continue to believe that if children are given the necessary tools to succeed, they will succeed beyond their wildest dreams!" An ebullient thought which serves as premise for BrainCarve, an initiative to shape your child's future. Neuroscientists suggest that 80 percent of the brain development takes place in the early years of one's life.

SCULPTING  
SUCCESS

## ESTABLISHING NETWORKS

BrainCarve is the brain child of Dr. B Parameswari. BrainCarve has attempted to come up with an integrative programme which aims at bettering problem solving, listening, linguistic and communication skills. It also focuses upon the overall development of personality. The programme caters to the development of Intelligence Quotient (IQ), Emotional Quotient (EQ) and Creativity Quotient (CQ) amongst children between the age group of 5- 16 years. This programme has been appreciated by parents, children and academicians.

## MATH MAGIC



### Magic Fingers

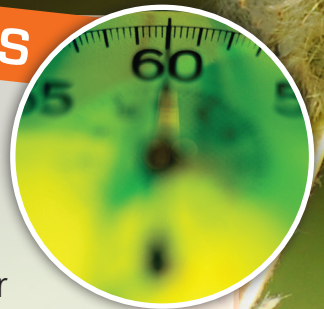
Magic Fingers teaches children to use their 10 fingers to count up to 99, to add as well as to subtract. Whilst using this approach, a child has to look at one's own fingers, hear operational instructions, listen to key steps, move fingers in order to arrive at a solution, speak to oneself and think critically as to whether the solution chanced upon is accurate or not.

This technique ensures that the left and the right hemispheres are both activated at once, thus augmenting lateralized brain functioning. This technique is also an efficient way of enhancing body mind coordination. This program also serves as a springboard for learning Abacus.

## SCULPTING FUTURES

### Win in 60 Seconds

The disintegration of the joint family system has made it necessary to create a programme which ensures that a child's overall personality be developed. BrainCarve operates under the dictum that excellence starts early. This has led to the creation of a unique personality development programme for children. A lot of children have benefitted from this unique programme. A crash course of 4 months is also available for students of 9<sup>th</sup> grade to 12<sup>th</sup> grade.



## THROUGH THE MAGNIFYING GLASS



### Memory Techniques

Children need to keep a lot of information in mind. This means that unique techniques need to be at their disposal to process all the incoming information. One of the reasons for poor memory is the fact that the incoming information is not accurately processed. At BrainCarve, children are exposed to unique memory techniques.

## UNLOCKING THE MIND



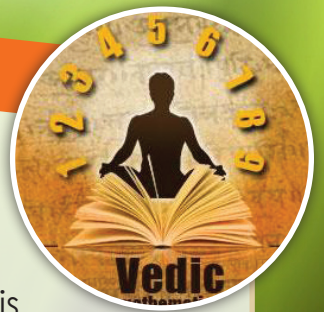
### Thinking Techniques

Children are faced with myriad problems and they don't have the experience or the expertise to solve all their problems. The Thinking Techniques programme focuses upon using problem solving strategies such as lateral thinking or thinking out of the box. The ability to solve simple as well as complex problems at a young age would instill confidence in them to do better in their lives.

## ANCIENT MATHS

### Vedic Maths

At BrainCarve, we offer Basic, Intermediate and Advanced Levels of Vedic Mathematics. The program is designed in such a way that there is lateralized brain thinking. The use of Vedic Mathematics helps in improving concentration, enhancing confidence and solving large calculations with ease. Vedic Mathematics serves as a link between all branches of Mathematics and at the same time also clarifies basic Mathematical concepts.



**6**  
in one

**PROGRAM**

From UKG to 12<sup>th</sup> Std.

## VISUAL MATH

### Abacus



Abacus helps in activating the left and right hemispheres, both of which are required for logical as well as creative thinking. Moving the beads enhances fine and gross motor skills and better hand coordination and also tremendously activates the right brain.

The Abacus also serves as an excellent tool for teaching Base Number Systems. Once children have had adequate practice with the Abacus tool, they are taught to simultaneously imagine the Abacus in mind and perform calculations. Children will have to visualize the Abacus to perform calculations quickly.

# IMPLEMENTATION

**“Smartness & intelligence is ultimately a result of good training in the initial stages of life.”**

Considering the increasingly growing demand in the schools for whole brain development, BrainCarve Company has decided to create an exclusive model to implement their **6 in 1** program in the schools. This model of the program is for implementation of BrainCarve Training for the students of the school as part of curriculum.

The techniques and their areas of focus are

Technique	Area of Focus
Magic Fingers	Gross Motor Skills, Fun and Fast Math Left and Right Brain Activation
Vedic Maths	Speed Math, Removes Math phobia
Win in 60 seconds	Personality Development for Kids
Thinking Technique	Lateral Thinking, problem solving skills
Memory Technique	Methodology to memorize with Academic Syllabus
Abacus	Concentration, Speed, Accuracy, Math skills

**This course is designed by our own research team along with collaboration from researchers Abroad.**

# HIGHLIGHTS

Our enriched program of lively learning is ideal for those who want to achieve significantly more than what one can with traditional learning and it would take considerable amount of time to accomplish what we promise.

- BrainCarve is a 6 level program, with unique 6 techniques.
- In school each level will take 4 months to complete.
- In an academic year 2 levels will be completed. Therefore the contract has to be for a period of 3 years.
- The program shall be implemented within the school hours as another subject.
- Every year there will be final assessment for 2 levels along with certification.
- We would require 2 classes per week per section.
- Classes for the program shall be conducted in the respective classrooms.
- Well trained BrainCarve faculty shall be deputed as full time resource in the school.
- Let's work together to shape your child's future for betterment.

# BENEFITS

## Results from whole brain development programs

- Better Creative and Imaginative Skills
- Photographic Memory
- Sharper Observations
- Improved Analytical Skills
- Greater Concentration
- Better Comprehension and Calculation Skills
- Enhances Problem-Solving Capability
- Keen Listening Skills
- Improved Accuracy and Speed in Computations
- Logical Reasoning
- Improved Self-Confidence and Self-Reliance

Thanking you for giving us a chance to represent ourselves in your esteemed institution.



# Franchise Opportunity

Inviting Partners in

## GROWTH & SUCCESS

*Come, Partner with us to pioneer Brain Revolution*

### BrainCarve Educare India Pvt. Ltd.

Head Office: 23/7, Ganapathy 1<sup>st</sup> Street, Avvai Nagar,

Thiruvanmiyur, Chennai - 600 041, Tamilnadu, India

Cell: 044 - 6555 1015 / 98844 00622

E-mail: mail2braincarve@gmail.com, enquiry@braincarve.co.in

Visit: www.braincarve.co.in



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