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“Learn Today. Lead Tomorrow.” -  
Our tomorrow is the sum total of what we  
achieve today.







# Invoke

The beginning of wisdom is to desire it.

## Learning is the Evolution of the Mind.

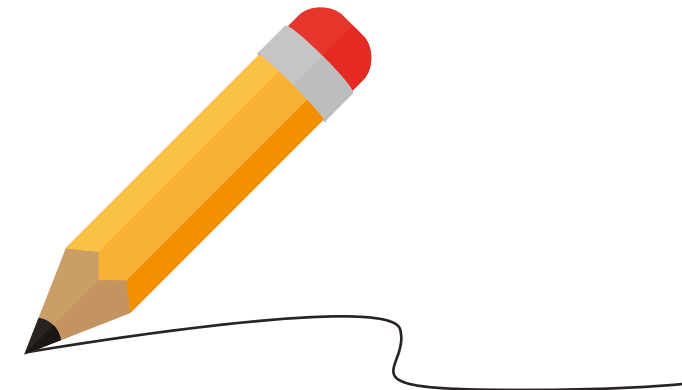


### Welcome to The Iconic School

The Iconic School- A place for kids to invoke their journey of insights, information and intelligence; a School with focus on assisting discovery at every step; a School which promotes the joy and excitement of learning and celebrates the pleasure of achievements. We believe that the whole journey of learning is a process of discovery. The entire campus has been designed and developed to comprehensively cater to all facets of this journey of discovery. Spread on a sprawling lush green expanse of twenty-one acres, The Iconic School is located in the heart of Bhopal- the cultural capital of India and is a CBSE affiliated co-ed senior secondary day school.

The earthy and brick facades permeate an aura of globalism, while the soul of the space reminisces the ancient Gurukuls.

The school motto 'Learn Today. Lead Tomorrow.' constantly inspires us to believe that our tomorrow is the sum total of what we achieve today.





## Vision

To give to the world “Icons” who can win the hearts and minds of others, put service before self, and retain their humility and values even as they soar high.

## Mission

- 👑 To strive for excellence in Academics, Sports, Creative pursuits and Skills through providing a safe, secure and inclusive learning environment.
- 👑 To inspire young minds to think creatively and laterally, solve problems and develop a lifelong enthusiasm for learning.
- 👑 To constantly raise our benchmarks to develop global outlook and to integrate our history, culture & traditions with the best quality education.
- 👑 To build a community of competent and caring educators, with rich experience and multi-cultural perspectives, and provide them continuous professional development opportunities.

## Core Values

Our core values are based on 7-I philosophy

IGNITE - Passion transforms talent into genius

INSTIL - Learning how to think. Not what to think.

INVOKE - The beginning of wisdom is to desire it.

INVOLVE - Tell me & I forget. Involve me & I Learn.

IMMERSE - What you surround yourself with is what you become

INTERACT - Sometimes you win. Sometimes you Learn.

INNOVATE - Big Thinking precedes great achievements





# The Iconic Approach

Singular Focus, Multiple Intelligences and Competency Based Education

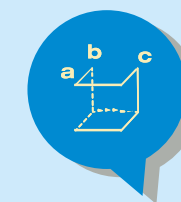


At The Iconic School, our singular focus is to strengthen competencies needed to be autonomous, lifelong learners. A wide range of multi-dimensional activities are organized which go on a long way in propelling self-belief, confidence in decisions making and problem solving along with chiselling of soft skills. A Strong requirement today is to simultaneously weave a firm moral fibre in the student's personality. The entire learning experience at The Iconic School is modelled on the Theory of Multiple Intelligences.

This theory differentiates intelligence into specific modalities, rather than seeing it as a single general ability. The key to achieving this goal is to pursue a competency based education process that acts as a nucleus around which all our school activities revolve. Extreme importance is given to the fact that emotional stability plays a very significant role in the healthy growth of a child, which is established through developing a genuine personal rapport with our children. This accessible and interactive methodology also helps in discovering and strengthening inherent talent in our students.

## Teaching Methodology

You can teach a child what has already been discovered; but the real soul of education lies in empowering students to set off on a journey of discovery by themselves- which pushes them to achieve greater things and become better human beings. Our teachers and teaching philosophy revolve around the same essence- of assisting students discover themselves and what they learn. Exposure to participation in national and international literary and sports activities help students to develop 21 st century skills. State-of-the-art digital assets become an aid to organic learning experience that culminates in the holistic development of students.







**involve**

Tell me and I forget,  
Teach me and I remember,  
Involve me and I learn

## Pre-Primary (Nursery, Jr.KG & Sr.KG)



The Iconic School has a separate kindergarten block designed creatively for the youngest icons in our midst. Learning at this age is multi-dimensional and a mosaic of surroundings and events. These years lay the foundation for students to turn into confident learners and well-rounded personalities. The specific objective of pre-primary learning is to provide all necessary care and education to young children for their development through cognitive, linguistic, physical, social and emotional growth. The block is equipped with a special library with books of interest as per their age group, splash pool, multi-media room, art, dance & music rooms, infirmary etc. In fact, every classroom is designed spaciouly to be a self-sustaining unit. Other fun areas include an open-air theatre, sand pit area, herbal garden, indoor gym and other sports, to provide ample opportunities for all round development of the children.







**Instill** Learning how to think,  
Not what to think.

## Foundational Stage (I & II); Preparatory stage (III –V)

The Primary wing of our school provides a happy, caring and stimulating environment that instills in our students the joy of learning. The iconic School follows a broad and balanced curriculum that recognizes the integration of the cognitive, psychomotor and affective domains of learning. We ensure that every student realizes his/her potential and is fully prepared to progress to the middle school with confidence and self-esteem.

The school not only focuses on the acquisition of academic skills but also strongly emphasizes on the development of the students personal, social and emotional growth. The learning environment provided is such that it maximizes their chances of realizing the importance of being responsible and ethical. Emotions and feelings are a critical part of a student's life. These emotions and feelings are a large part of the interactions and relationships that form within the school.







# Interact

Sometimes you win. Sometimes you learn.



## Middle Stage (VI-VIII)

The middle school curriculum gives students a solid academic foundation and provides a sensitive, nurturing environment in which students feel comfortable as they experience the challenges of the transitional years from childhood to adolescence. There is a serious commitment to prepare our students to be technologically competent.

Strategies to help students on how to learn as well as how to use and handle knowledge and information are an important part of skill development. Student centred classrooms and proactive learning are high priorities in middle school. Many opportunities are also available to explore individual talents through extra-curricular activities.







# Innovate

Big thinking precedes great achievement.

## Secondary (IX-X) and Senior Secondary (XI-XII) Stage



Learning takes a whole new curve at the senior secondary level. This is where students' lives take a much more concrete direction in terms of what they want to achieve going forward in their careers. It sets the basis of future education and is much more serious and strategized.

The numerous choices of elective and skill based subjects' along with internship widens the career opportunities. Variety of instructional strategies based on the assessed strengths, needs and interests of the students are adopted. The teachers implement whole groups, small groups, and individual instructions that provide for independent application and practices. Technology is extensively used in the day-to-day teaching in the classrooms. They identify and articulate clear learning objectives based on grade-level expectation and assessment of students' needs.







## Sports



# Ignite

Passion transforms  
talent into genius

The sports curriculum at The Iconic School offers students the space to be themselves and the excitement to come together as a team. It is centred on the understanding that children have varying physical abilities and hence require different types of sports and games. The sports curriculum ensures a smooth transition from childhood play to competitive sports. State-of-the-art sports infrastructure of our school is the perfect training ground for the champions of tomorrow. Our students have brought laurels in individual and team games at various national and international levels. The sports offered include Football, Cricket, Tennis, Swimming, Basketball, Table Tennis, Athletics, Badminton, Yoga, Chess, Carom, Skating, Martial Arts, Shooting etc.





## Co-Curricular Activities

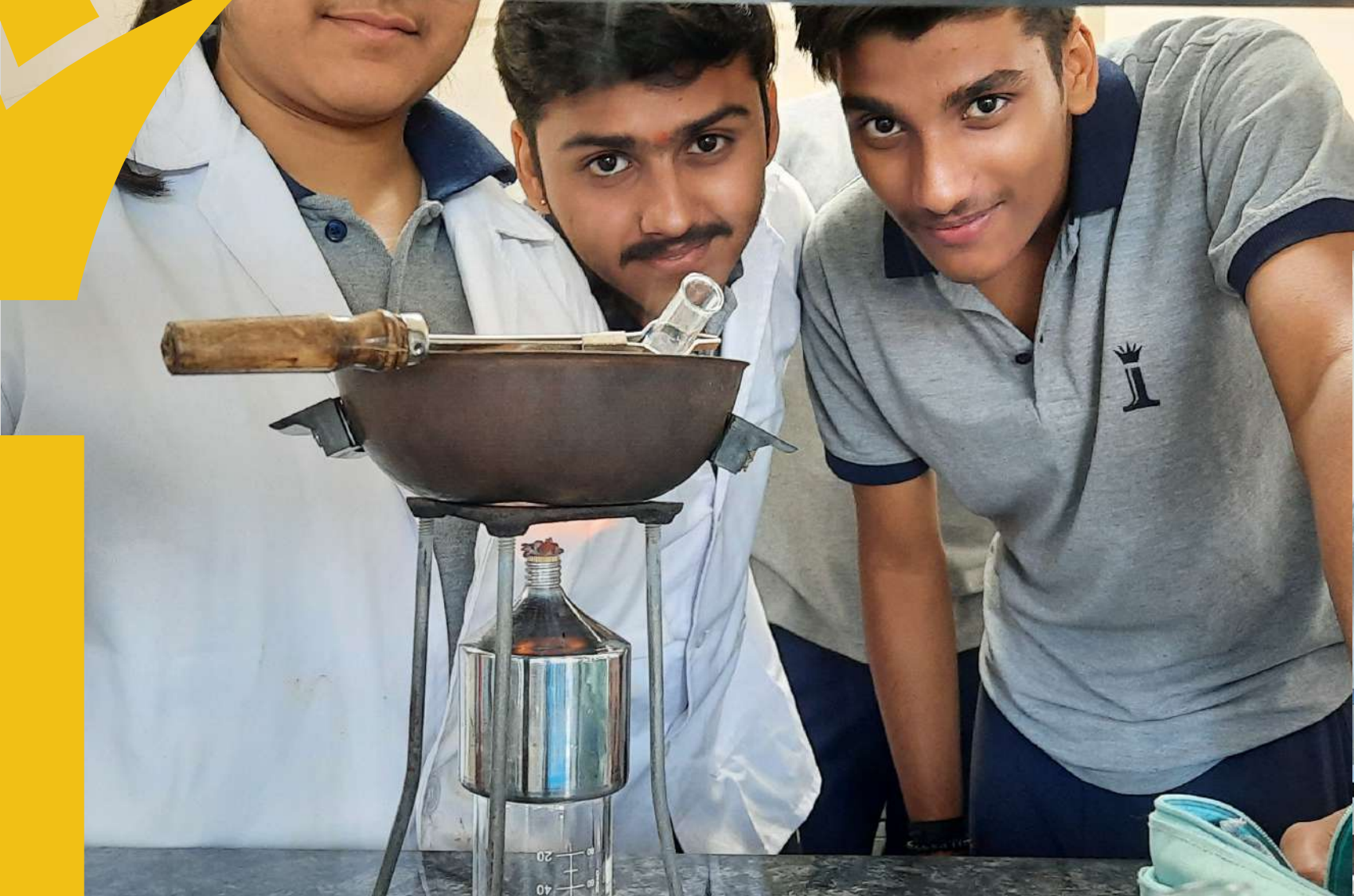


The world today attaches equal importance to academic as well as non-academic performance. With a string of alternate career options that have started catching the interest of the new generation, performing arts has proved to be a game changer for students. Such co-curricular activities help develop the all round personality by instilling a sense of competitive spirit, cooperation, leadership, team spirit, self discipline and self confidence. It moulds a student into an all-round, emotionally intelligent and interpersonally skilled individual.

The school clubs are seen as an opportunity for adaptation to life. Club activities supplement academics and give the students practical training which they require in day-to-day life. We offer clubs such as Tourism, Debate, Drama, Classical Dance, Visual Art, Photography, Sculpture, Tech, Book Reading, Calligraphy etc.







# Immerse

What you surround yourself with  
is what becomes your life.

## Laboratories



State-of-the-art Science, Mathematics and Computer laboratories urge students to discover the art behind the science. The Physics, Chemistry and Biology laboratories are all equipped with modern and latest equipment to ensure that our students are best placed in their preparation for higher studies. The composite science lab for junior school helps arousing curiosity and inquisitiveness amongst our learners. Well- equipped Mathematics laboratory engage students in hands on experience and helps them in comprehending abstract mathematical concepts into fun loving simple concepts. Social Science lab caters the need of middle to senior secondary school students in specific subjects as History, Geography and Political Science. Psychology lab is specially meant for counselling, guidance and psychological interventions for the children in special need as well as for inclusive education.



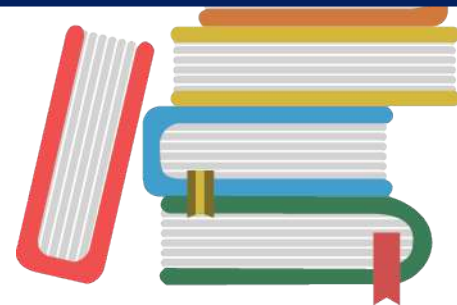


## House System



### House System

The four houses at the School are Jade, Topaz, Sapphire and Ruby; each having a separate Housemaster, House Captain and its own symbol, logo, colour and house flag. A House is allotted to each student from Grade 1 to 12. A house once allotted cannot be changed. The House system enables students to take responsibility for various projects and demonstrate that they can manage and bring such projects to a successful conclusion while taking ownership for their self-development.



## Counseling and Mentoring



### Counselling & Mentoring

Our counselling program caters to the needs of the diverse learners, staff and parents. The school offers various counselling programs such as career counselling, guidance and counselling, mental health and well-being counselling, parent counselling, personal one-to-one counselling, academic counselling and life skill counselling. The school counsellor helps children handle all types of problems such as behavioural, bullying, adolescence etc.

The school strictly follows CBSE guidelines for inclusive education for children with special needs. The buddy support system, anti-bullying policy, sexual harassment committee and disciplinary committee are the key features of the school counselling system.

The school has a well-developed mentoring program. Each educator has been assigned a group of 10-15 students. Weekly mentor meetings are a regular feature of the school schedule.



## Libraries

Reading is to the mind what exercise is to the body.



Books give flight to imagination, knowledge to the mind and life to the soul. The school has two separate libraries for primary and senior school. The libraries have wide range of meticulously selected books and they provide vital space, conducive to study, research, discussions and pleasure reading. Dedicated to supporting the research and educational inclinations of the students, the libraries at The Iconic School house the energy that fuels the imagination of children.

## Safety and Security



At The Iconic School, security and safety is the prime concern. The campus is under the CCTV surveillance with 24X7 security guards on duty. The school buses are fitted with GPS devices, CCTVs and speed controllers. Children are accompanied by female staff members in school buses.

The school has separate infirmary for boys and girls equipped with basic materials and facilities to address the health needs of the learners. The school infirmary is looked after by a trained nurse. Regular health check-ups help children realise the importance of a healthy life.



## Outreach & International Exchange Programs



You cannot become a true citizen of the world unless you have seen the world around you. Generation Global Videoconferences, British Council Projects, Model United Nation, Youth Parliament, Educational Tours and International Exchange Programs provide access to a world of opportunities to our students and bring them closer to varied cultures, people and mind-sets. These programs also give importance to community service and social outreach programs within our own community – thus helping students to implement what they have learnt in their own lives and surroundings.







# Involvement

Shared Commitment between dedicated Educators,  
Motivated Students and Enthusiastic parents with high Expectations.

## Parent Partnership



Parents and guardians should be at the heart of every child's education. While teachers are there at the front of the school, it is the family you come home to, that provides the essential foundation for a child's success. That's why we believe that parental involvement in school is important. Close communication is at the core of our partnership approach. Keeping parents and guardians updated and informed regarding their child's progress is an essential part of what we do. We keep all-important channels of communication wide open, from consultation meetings and written reports to an 'open door' policy.





## Affiliations and Accreditations



1. Ranked No. 10 in Mental Health and Well-being School Ranking 2022 in pursuit of excellence towards best school campus life
2. National Education Excellence Award by Praxis Media for best CBSE school in Bhopal in 2021
3. Global ICT Award for best academic institution 2021
4. Conferred with the British Council International Dimension in schools 2019-22.
5. Recipient of ISO 9001:2015 certification
6. Estral Management Services award for best infrastructure
7. Awarded by ASSOCHAM for Best School in Innovation and Value Based Education – 2022
8. District Level Award for Swachh Vidyalaya Puraskar – 2021-22
9. Recognition by Careers 360 as India's Best School - 2022



## Alumni

An institution expands beyond its physical boundaries through its Alumni network. The incoming, current and former students share values which create a strong bond amongst them. This sense of belongingness to their common alma mater goes a long way in establishing healthy connections. A strong alumni association adds to the institutional legacy and acts as the wind beneath the wings of the young students of the school. Our Alumni Connect portal helps in fostering relationships and staying connected.



## Achievements



To embark on the journey to become "Iconic", you are required to get registered, either online or by submitting a copy of the Registration form at the school counter or by sending it by post/courier. A copy of the prospectus including registration form can be obtained at the school counter on payment of the prescribed fee or it can be downloaded from the school website.