

Research Methodology

The objective of this research was to arrive at a list of top schools in Mumbai. 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 that participated in the study and rank them accordingly.

The category of respondents who were interviewed rated each of the schools based on their experience with the current school and their perception with respect to other schools. The study was conducted from the 3rd week of July 2024.

MODULE 1 | DESK RESEARCH – GENERATING LIST OF SCHOOLS

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, State, etc. curriculum
- List of schools 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.
 - o Schools that have at least 3 batches as of April 2024, and
 - o 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 the option of adding any new school name in the survey form if any respondent mentioned 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.

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MODULE 2 | FACTUAL SURVEY

More than 1200 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 about the school: Establishment, Affiliation etc.
- Infrastructure & facilities
 - o Sports facilities in the school
 - o Cultural/extra-curricular facilities in the school
 - o Medical facilities in the school
- Teachers
- Exchange programs and global exposure
- Awards

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MODULE 3 | PERCEPTUAL SURVEY

A perception questionnaire was administered to 300 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, Students and Parents.

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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 school 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 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 to be very low, both schools are awarded the same rank.
- The 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 4 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. Tenfold undertook reasonable measures to get complete and accurate information. However, any lapse or concealment of information or any part thereof that would have impacted results in any way is beyond the control of Tenfold. Hence, we assume no responsibility towards the said.

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Our diverse team comprises professionals from various fields, including Economics, Statistics, Analytics, MBA, and Management. This multidisciplinary approach enables us to handle projects across multiple industry sectors and research study types with finesse.

In our quest to bring objectivity to educational and healthcare institute rankings, we have developed a robust methodology that objectively assesses organizations on a multitude of parameters, ensuring transparent and unbiased rankings.

As an organization, TENFOLD is dedicated to quality. We are committed to delivering exceptional service to our clients through innovative solutions and the judicious use of technology.

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