

# firstfye

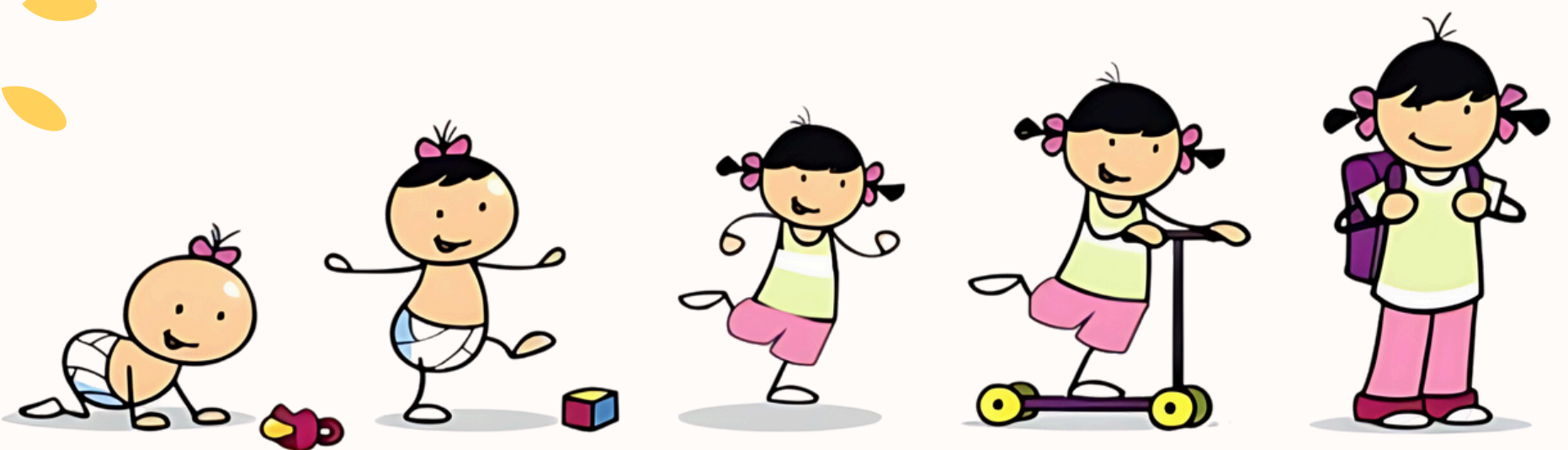
A center for Brain-boosting activities  
and Nutri-licious snacks

1st time in  
**Alibaug**

## PROGRAM FEATURES

- Sensory activities
- Creative freedom
- Learning through experiments
- Qualified staff
- Messy play & free play
- Personalized attention

Admissions Open



firstfye.com

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Vidyanagar, Alibag

**CALL: 9920752141**



## Why so early....

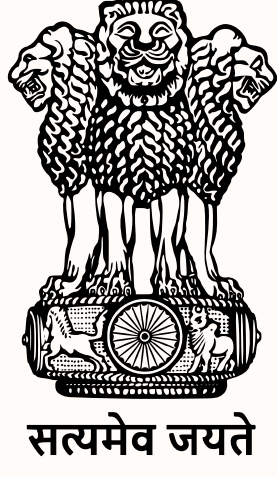
Evolution suggests that babies/ kids crave rapid learning as an instinct to survive & thrive. They not only have the capability but also an innate desire to learn rapidly in their early years.

**Your baby's brain is a supercomputer under development.**

Within that tiny head there lies a universe of neurons waiting to connect, grow & weave the fabric of consciousness, intelligence, emotions & skills.



- Babies are born with billions of largely unconnected neurons.
- Immediately after birth, these neurons rapidly start forming connections called synapses.
- The strength and durability of these brain connections largely depend on the baby's environment and early exposures.
- Around age 2, the brain begins eliminating weak or redundant connections through synaptic pruning.
- Stronger connections are more likely to survive into adulthood.
- It's as if the brain prunes out talents and skills that the babies did not develop quickly enough in their lives.
- Babies and toddlers experience critical periods of development where their brain is primed for growth and skill acquisition.
- There are small windows of opportunities in the early years which, once lost, will never be available again.
- It's important to provide the right stimulation, activities, and opportunities in these windows to develop lifelong skills and talents.
- Brain's message is simple: "Use it, or lose it."
- Brain prioritizes and retains talents nurtured in the early years; if not, it discards them through synaptic pruning.



शिक्षा मंत्रालय  
MINISTRY OF  
**EDUCATION**



The UN along with governments worldwide, recognise new research on early learning & are actively prioritising it. Including the Govt. of India in its Education Policy (NEP 2020).



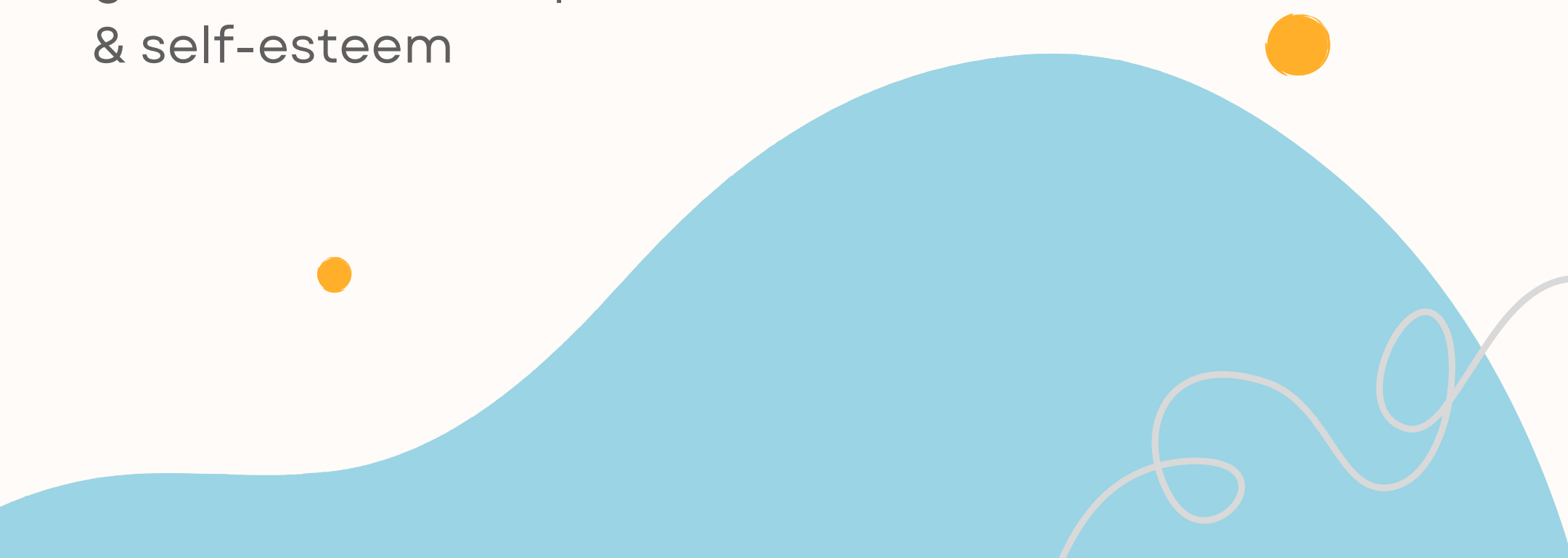
## Why Activity Centres?

Within the confines of our nuclear households, more & more children are getting drawn into the fantastically attractive but extremely unhealthy world of screens.

Storytelling through oral traditions & puppets fosters imagination, empathy & listening skills in children. Stories prepare children for life.

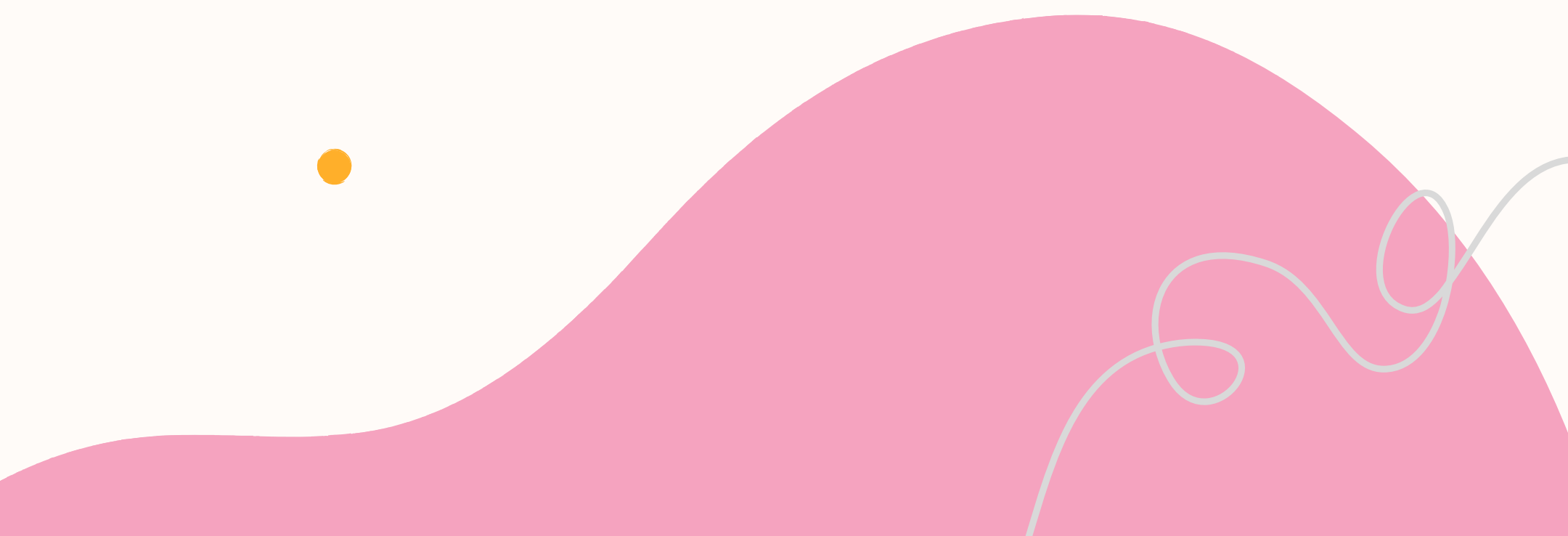
Handicraft activities encourage children to create simple yet beautiful objects that combine aesthetics with functionality. This promotes their creativity, patience & problem solving skills.

Clay modelling allow children to express their creativity in 3D forms. These hands-on activities are great sensorial experiences that enhance their focus & self-esteem



# Why **firstfy**e

- We aim to address children's addiction to screens in order to fill the void due to lack of the right kind of engagement.
- Of course structure & routine are important things in childhood. & thanks to the surrounding world for maintaining that, here we can take a little liberty to let the kids follow their hearts, their fancies in a safe & encouraging environment!
- We foster children's natural propensity to learn through play & discovery.
- Work in support of the child's natural faith in the world to be an interesting & beautiful place to be in.
- Nurture their imagination & natural creativity.
- Help them relax without a sense of compulsion, fear or competition
- Develop their will to work, create & concentrate.
- Nurture & protect their senses.
- Develop their confidence, independence, persistence.
- Enable their self expression
- Encourage children to get connected with nature in various interesting ways.
- We slow down in our work of teaching, to hear their voices & respect their thinking.



- FirstFye encourages critical & analytical thinking, helps in unfolding of child's natural powers through messy play, self-directed play, and gross & fine motor activities.
- Music therapy; use of various musical instruments.
- Arrangement of parent-child dance events
- Various calming activities including kids' yoga, meditation, shloka recitation



- Use of various conventional, non-conventional materials for sensory activities to let them explore variety of textures as well as feelings associated with those.
- Use of many unique, brain scratching, engaging toys
- FirstFye gets kids involved in the creation of various non conventional toys so that they can try their hand at creating & innovating rather than consuming only the store-bought ones.





Within the confines of our nuclear households, more & more children are getting drawn into the fantastically attractive but extremely unhealthy world of screens



Expensive memberships of various top developmental apps & difficulty in sourcing all the required material.



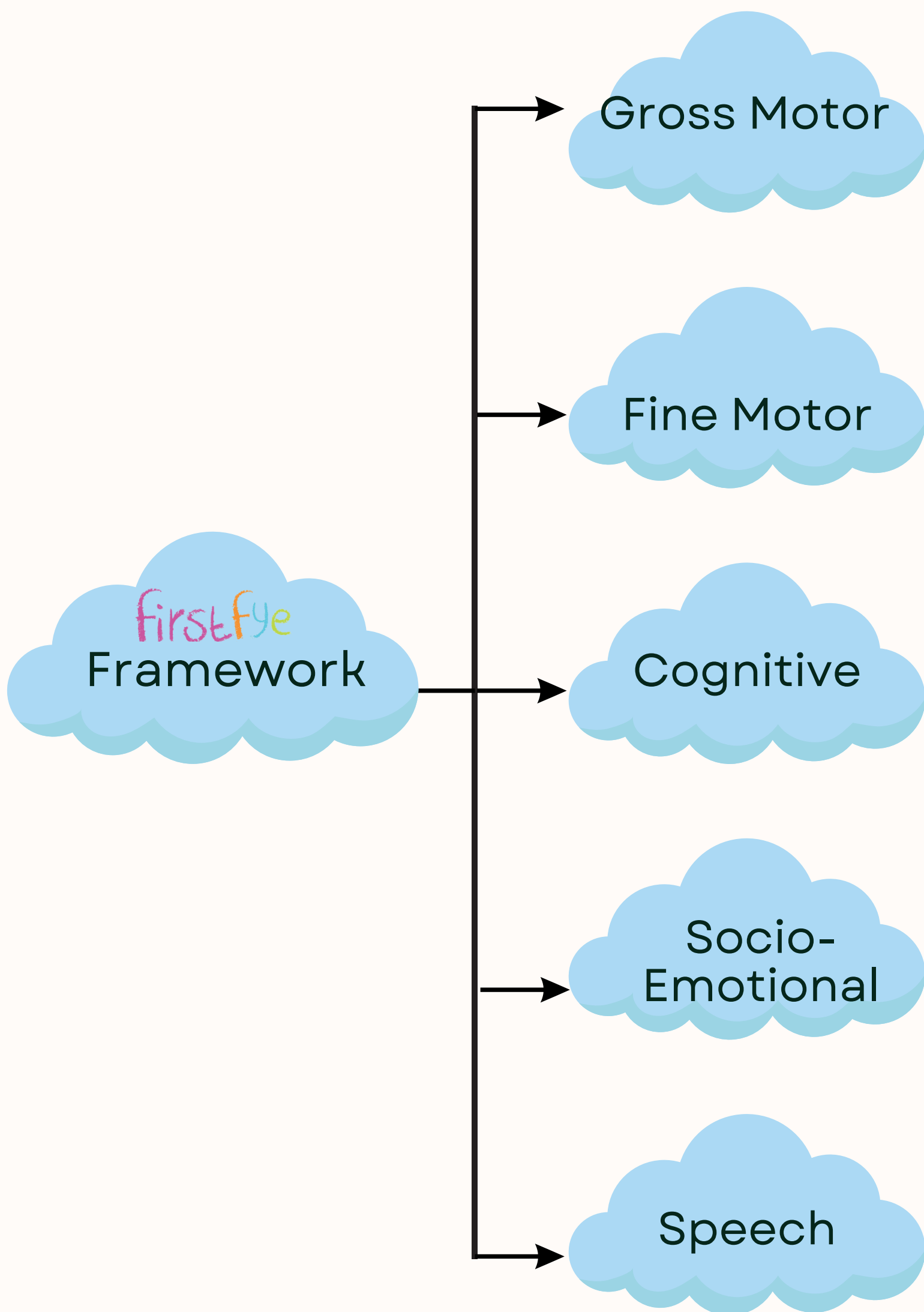
Scarcity of time, helping hands for performing the activities, as well as safe infrastructure.

With FirstFye, you get a one-stop solution for all of the above problems.



# Our Methodology!

As a part of our framework, we focus on the essential skills as per the age group of your child.



- We never teach in one way! We actively follow their leads, catch their cues, tease their curiosity & provide the information only till they are engrossed in it trying our best to lengthen the attention span.
- More than trying to make them answer our questions, we'll encourage them to make us answer theirs. By any chance, if we are unaware of it or the way to answer a tricky one, we make it a point to quickly discuss, research or consult & answer it until it's fresh in their mind to maximize the retention.
- Make use of various materials to enjoy the art creation process rather than focussing on the outcome.
- Age appropriate Science sessions
- Of course structure & routine are important things in childhood. & thanks to the surrounding world for maintaining that, here we can take a little liberty to let the kids follow their hearts, their fancies in a safe & encouraging environment!
- We avoid overwhelming the kids with adult information or excessive instruction, with acceptance of all that they create, including their mistakes.



# Key benefits

- FirstFye is a free play centre, true to it's name. However, we can also workout an individual plan for your child wherein **activities conducted will be closely related to the ongoing syllabus**, reinforcing concepts taught in schools.
- Activities from all the major developmental apps, online / offline resources & self invented ones.
- Peaceful, non-judgemental space for children where they are creatively engaged & gently guided by our trained & caring teachers.
- A beautiful imaginative environment for parents to bring their children to & bond with in a relaxed manner.
- Happy creative experiences for kids
- **Periodical individual reporting to parents, with key observations & recommendations**





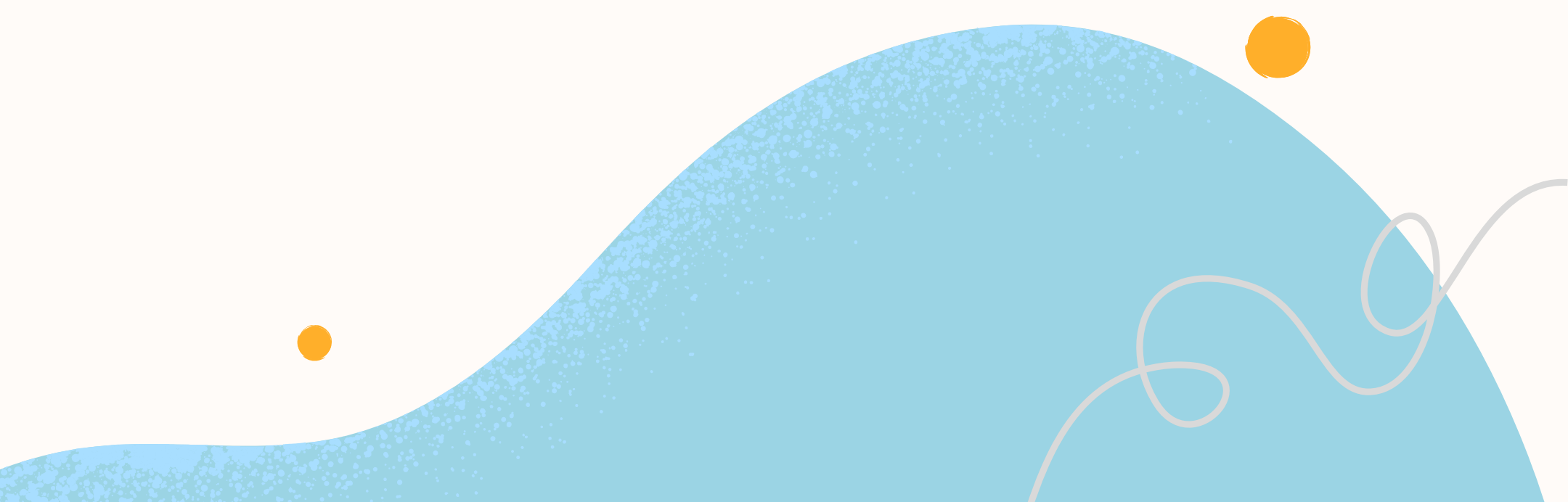
We trigger & enable the free flow of imagination with thoughtfully curated activities & materials



We get the kids involved in the creation of various non-conventional toys so that they can try their hands at creating & innovating rather than consuming only store-bought ones.



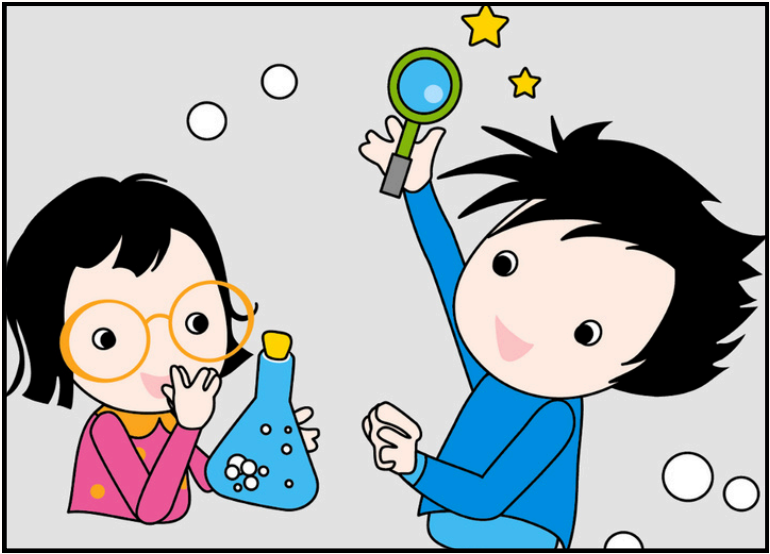
Storytelling through oral traditions & puppets fosters imagination, empathy & listening skills in children. Stories prepare children for life.



# Our Strengths!

- ✓ **Early Child Care & Education (ECCE) & B.Ed certified teachers**
- ✓ **Loving & caring homely atmosphere**
- ✓ **Weekly visits of experienced baby massage therapist lady for infant sensory activities.**
- ✓ **Monthly visits of professionals like Psychologist, Nutritionist & Remedial educator, Occupational therapist to the center.**
- ✓ **Many selective brain-scratching, development boosting toys**

- Colour therapy - drawing & painting activities using various techniques, such as freehand, wet on wet, block printing, finger painting, sponge painting, cotton buds painting, spray painting & more.
- For finger painting in case of infants we use only edible colours prepared from various fresh ingredients.
- Dress for mess: Please send kids in cloths that can take a little mud or paint (mostly washable with water)
- We encourage critical & analytical thinking, help unfolding of child's natural powers through messy play, self-directed play, gross & fine motor activities.
- Music therapy; use of various music instruments.
- Various calming activities including kids yoga, meditation, shloka recitation
- Use of various conventional, non-conventional materials for sensory activities to let them explore variety of textures as well as feelings associated with those.
- Use of many unique, brain scratching, engaging toys
- Get the kids involved in creation of various non-conventional toys so that they can try their hand at creating & innovating rather than consuming only the store bought ones.
- Outdoor activities
  - Lawn, mud sensory activity for infants
  - Garden, Beach activities for toddlers



Our age appropriate science sessions will bring various fun activities to life, sparking curiosity & the spirit of discovery.



Access to over 15,000 books from a kid's library



For finger painting in case of babies & toddlers we use only edible colours handmade from fresh ingredients like beetroot, spinach, turmeric, jamun, carrots, blueberries etc



## Behavioural Counselling

Periodical  
counselling session  
with professional  
counsellors based in  
Alibag

## Doing Together

With FirstFye, children  
learn to develop bonds  
with peers and take  
part in doing things  
together.



## Growing Together

FirstFye gives an  
opportunity to enable  
mutual growth that  
leads to a fulfilling  
childhood.

firstfye



COME, VISIT US!



FIRST FYE,  
PRATHAMESH BUNGLOW,  
VIDYANAGAR, ALIBAG

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[www.firstfye.com](http://www.firstfye.com)

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