



IWICA

Helping Kids Grow One at a Time

IWICA

“Founded 2005 | 40,000+ Students | 3 Countries.”

Dedicated to shaping learners into confident, creative, and resilient individuals. Through innovative teaching and an inclusive environment, we empower students to achieve excellence not only in academics but also in all aspects of life, cultivating essential skills for a successful future.



**“ Every Child a Leader,
Every Child a Champion ”**

Our Belief

At IWICA, we believe every child can excel and inspire. Our programs nurture leadership and champion spirit through confidence, resilience, and creativity. By engaging in collaborative learning, students embrace challenges, think independently, and make a positive impact in their communities.

Our Approach

Through engaging and collaborative learning experiences, IWICA empowers students to think independently, solve problems, and embrace challenges with curiosity. Our programs nurture both leadership and life skills for lifelong success. Over 90% of students report greater confidence and focus after joining IWICA programs.



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About IWICA

Indo Western Institute of Cultural Arts (IWICA) was officially founded in 2005 by Binita Shah. IWICA Activity Center was created with a clear purpose: to bring the best of Eastern and Western education under one roof, making children truly global. In 2008, IWICA Chess School was launched, nurturing young minds through strategy and critical thinking. Since then, IWICA has evolved into a global learning network spanning Thailand, India, and Bangladesh. With over 40,000 students inspired, IWICA blends creativity, technology, and education to unlock each child's full potential.

Vision

“Our vision is to bring the best of Eastern and Western education under one roof, creating a world where every child has the opportunity to explore, discover, and excel in their unique abilities. We strive to be the leading provider of Chess, Robotics, Mathemagic, 3D Design, AI, and Coding classes, offering interactive, innovative, and supportive environments that foster curiosity, critical thinking, and a deep sense of self-worth.”

Mission

“To empower every child with the knowledge, skills, and confidence to shape a bright future. We are committed to providing enriching after-school learning experiences that inspire a love for lifelong learning, nurture creativity, and unlock each child's full potential. Through our holistic approach, we focus on mind and skill development, ensuring that every child is equipped with the tools they need to thrive.”

Core Values

Our programs develop mental agility, creativity, and character through engaging, hands-on learning experiences that inspire curiosity and a love for discovery. We are a one-stop center for holistic child development, dedicated to nurturing not only academic excellence but also essential life skills, confidence, and emotional growth. By combining innovative activities with supportive guidance, we help children build a strong foundation for both personal and academic success, empowering them to thrive in every aspect of their lives.

Quick Facts

- 📅 **Founded: 2005**
- 👤 **Founder: Binita Shah**
- 🌍 **Global Reach: Thailand, India, Bangladesh**
- 🎓 **Students Inspired: 40,000+**
- 🤖 **Programs: Chess, Robotics, Mathemagic, 3D Design, AI, Coding**
- 💡 **Focus: Holistic child development & life skills**

Timeline

- 2005 → IWICA Officially Founded
- 2008 → Chess School Started
- 2012 → Robotics Program Introduced
- 2014 → Expanded to India & Bangladesh
- 2017 → Launch of Mathemagic
- 2019 → AI Coding & 3D Object Design Programs Launched
- 2023 → Over 40,000 Students Inspired



Binita Shah

Founder and Managing Director of IWICA

“Following my passion for learning, My journey of research and development continues as I strive to create programs that benefit both children and the community. Education is an endless ocean of knowledge, and the more I explore, the more I realize there is still so much to learn and share.”

Founder’s Story

Binita Shah, Founder and Managing Director of IWICA, is a visionary leader dedicated to transforming education through creativity and innovation. She is also the Founder & President of Children Association for Development of Skills (CADS), an NGO empowering underprivileged children in temple schools, orphanages, and slums.

A Certified FIDE Instructor, FIDE Arbiter, and School Lead Chess Lecturer, Binita has served as Advisor to the Chairman of the World Chess Federation (FIDE) Chess in Schools Commission, 2014–2018. Her research into the educational impact of chess has guided the design of programs that develop life skills, critical thinking, and creativity. Through initiatives ranging from corporate training to specialized programs for children with special needs, she is committed to creating meaningful impact through education.

Our Commitment to Society

Through the Children Association for Development of Skills (CADS), IWICA extends its mission beyond the classroom.

Since 2017, CADS has offered free volunteer teaching programs in chess, robotics, and personal development, empowering young minds and supporting community growth. This initiative reflects IWICA’s dedication to education, inclusion, and positive social impact — creating opportunities that inspire and uplift the next generation.

Key Achievements

🏆 International Recognition

- IWICA Chess School was awarded in London (2017) at the Queen Elizabeth Convention Center for its innovative educational programs.

🏆 Award for Educational Excellence

- Received the 2020 Award from the Legal Rights Council, India for chess education and skill development.

🌍 Global Representation

- Represented Thailand as the sole delegate at the World Chess in Schools Conference (2014) in Yerevan, Armenia, where IWICA's research on chess in education was published.

👏 Social Impact

- Established the Children Association for Development of Skills (NGO), supporting underprivileged children through education and skill-building programs.

🏆 National Recognition

- Appreciated and recognized by the National Sports Council of Bangladesh for contributions to youth development.

📄 Official Registration

- IWICA Co. Ltd. is registered with the Ministry of Commerce in Thailand, Bangladesh, and India, and is a member of the Indo-Thai Chamber of Commerce.

🏆 Global Accreditation

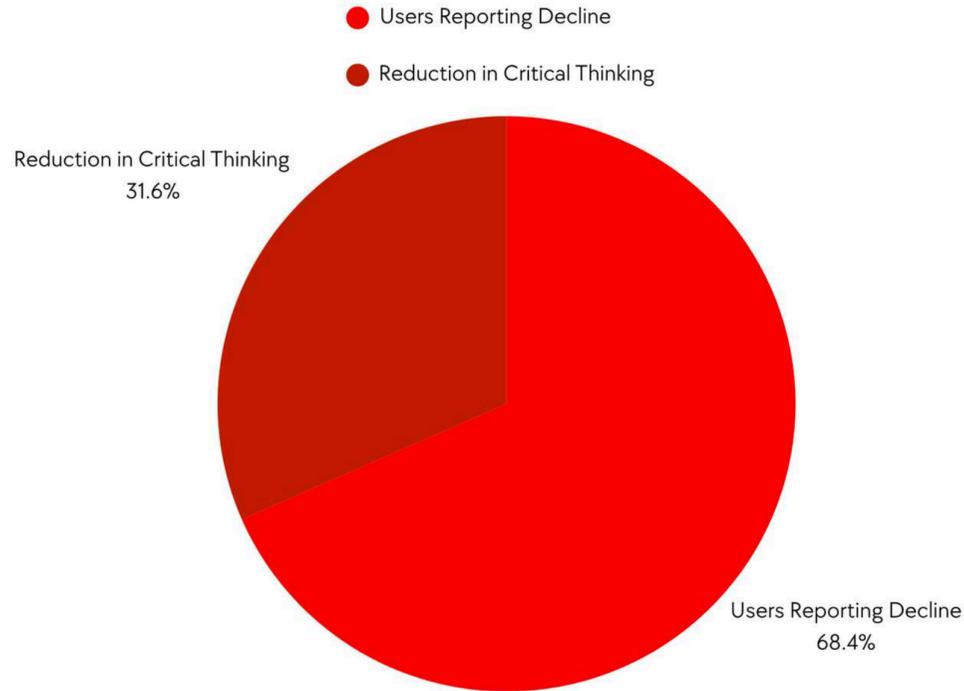
- Under IWICA Education Services, IWICA Chess School is the only chess school in Asia accredited by the Thailand Ministry of Education and World Chess Federation (FIDE), and is a recognized member of the Thailand Chess Association. It is also recognized by the Indian Chess Federation and the National Sports Council of Bangladesh.

IWICA Awards and Milestones



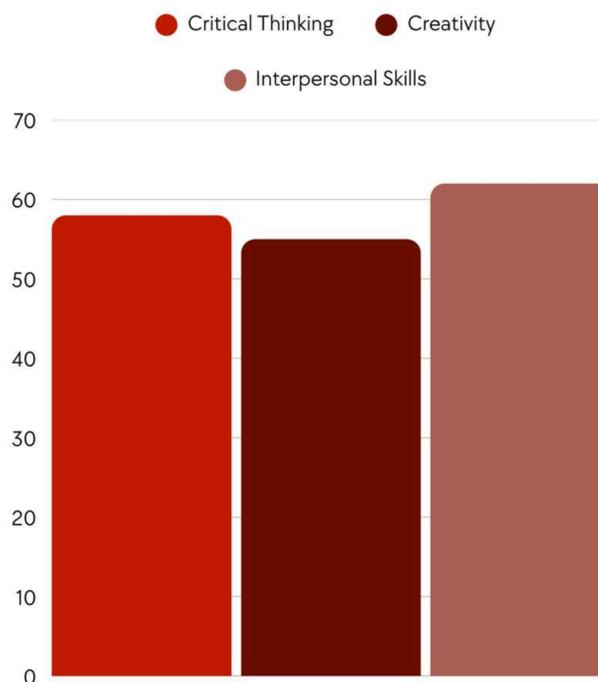
MIND ON MUTE: THE DECLINE OF CRITICAL THINKING IN A TECH-DRIVEN WORLD

Impact of AI on Critical Thinking Skills



INCREASED AI USE LINKED TO ERODING CRITICAL THINKING SKILLS

Survey Responses on AI Negative Impact



AMERICANS EXPECT AI TO HARM ESSENTIAL HUMAN ABILITIES BY 2035

WHY IWICA EXISTS

IWICA exists to tackle the growing challenges posed by the increasing reliance on artificial intelligence in our daily lives. As technology reshapes the way we think and learn, IWICA is committed to equipping children with the essential skills and critical thinking abilities needed to navigate this changing landscape. Through innovative educational programs, IWICA fosters creativity, emotional growth, and holistic development, empowering the next generation to thrive in an increasingly complex world.

OUR APPROACH:

IWICA addresses this gap through Chess, Robotics, STEAM learning, MatheMagic, and hands-on activities that strengthen focus, creativity, and reasoning.

“Our programs help children think independently, collaborate effectively, and use technology purposefully.”

Why It Matters

We're not just teaching; we're rebuilding how children think.

- IWICA provides children with essential cognitive and life skills to thrive in a rapidly changing world, countering the negative effects of AI overreliance.
- Through programs in Chess, Robotics, STEAM, and MatheMagic, IWICA develops critical thinking, creativity, focus, and problem-solving abilities, fostering independent thought.
- Students learn to use technology purposefully, ensuring they understand its role as a tool rather than a crutch, which helps mitigate cognitive offloading.
- By encouraging effective collaboration and meaningful application of knowledge, IWICA prepares students to tackle real-world challenges confidently.
- By focusing on declining IQ trends, digital overreliance, and life skills gaps, IWICA empowers the next generation to think independently and confidently, equipping them to thrive despite the challenges posed by AI.

IWICA'S IMPACT ON CHILDREN AND GLOBAL CHANGE

1. Boosting Intelligence

- Counteracting IQ Decline

IWICA's programs focus on enhancing children's intelligence through activities that develop critical thinking and problem-solving skills. This is particularly important as studies indicate a decline in IQ scores since 2012.

2. Reducing Digital Dependency

- Smart Technology Use

Children learn to use technology positively. Rather than passively consuming content, they participate in creative projects like robotics, which helps develop their skills and reduces their reliance on screens for answers.

3. Building Essential Life Skills

- Critical Thinking and Collaboration

IWICA teaches kids to think critically and work effectively in teams. Through engaging activities in Chess and STEAM (Science, Technology, Engineering, Arts, and Mathematics), children learn to analyze situations, make decisions, and solve problems collaboratively.

4. Encouraging Creativity

- Interactive Learning

Programs are designed to be engaging and interactive, allowing kids to explore and experiment. This approach fosters creativity and helps them apply what they learn to real-world situations.

5. Empowering Future Leaders

- Confidence and Independence

IWICA helps children become confident thinkers capable of tackling challenges independently. This preparation is essential for achieving success in a rapidly changing world.

6. Creating Positive Impact in Communities

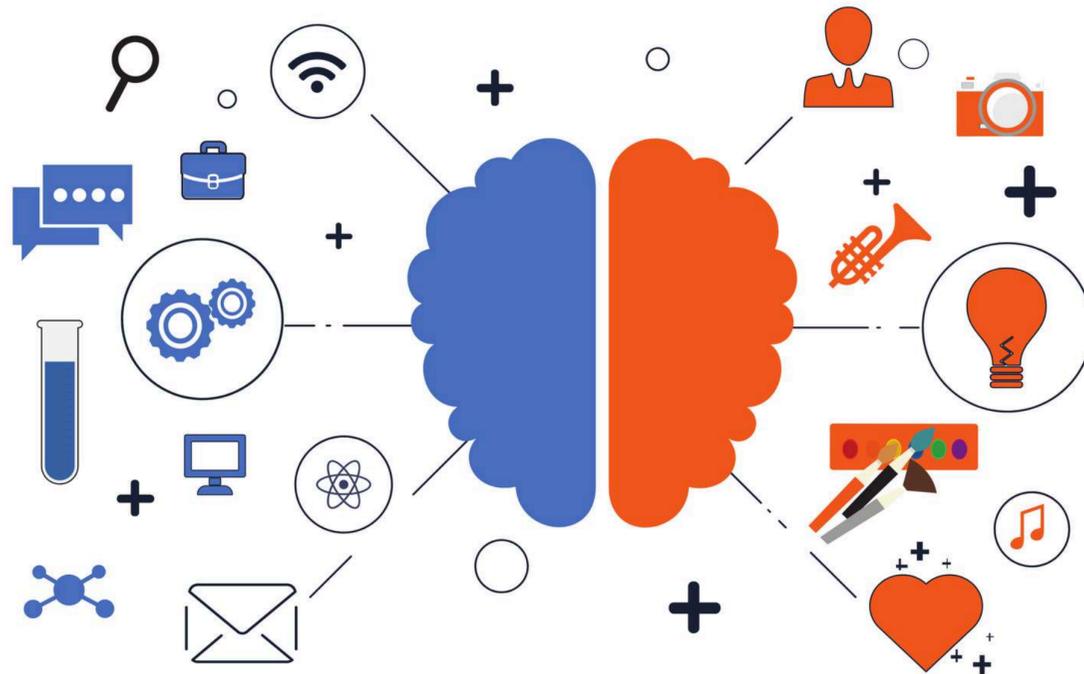
- Role Models

As children develop their skills, they become role models for their peers. Their success inspires others in the community, creating a positive cycle of learning and development.

- Driving Global Change

By equipping the next generation with critical skills, IWICA contributes to overall educational improvement. This preparation helps children face global challenges and build a better future.

LEFT BRAIN VS. RIGHT BRAIN FUNCTIONS



Left Brain Functions

The left hemisphere of the brain is associated with

1. **Logical Thinking:** Analyzing information and solving math problems.
2. **Language Skills:** Processing language and communication.
3. **Sequential Processing:** Organizing information step by step.
4. **Critical Thinking:** Evaluating arguments and making reasoned conclusions.

Critical Thinking and Problem-Solving

- Programs like Chess and MatheMagic enhance logical reasoning, which is crucial for effective problem-solving.

Structured Learning

- The STEAM curriculum promotes analytical tasks that help develop strong language and math skills.

Fostering Creativity

- Programs like Robotics encourage creative exploration and innovative thinking, allowing students to express their ideas.

Collaborative Learning

- Teamwork activities in Chess and interactive STEAM projects enhance emotional intelligence and help students understand diverse perspectives.

Right Brain Functions

The right hemisphere of the brain is associated with

1. **Creativity:** Generating new ideas and artistic expression.
2. **Holistic Processing:** Understanding the big picture and relationships.
3. **Emotional Intelligence:** Recognizing and managing emotions.
4. **Spatial Awareness:** Understanding spatial relationships, important in art and design.

Our Brands

**IWICA Mind & Skills Development
Center**

IWICA Activity Center

IWICA Chess School

MatheMagic

RoboTech

At IWICA, we are passionately dedicated to enriching the learning experience through our diverse array of brands, each uniquely crafted to inspire and empower students. Our brands are designed to ignite creativity, foster critical thinking, and encourage collaboration, creating an environment where learners can thrive. We believe that every child is a leader and every child is a champion, and our mission is to cultivate their potential through engaging and innovative experiences. By embracing our brands, students gain the confidence and skills necessary to excel in various fields and in life, shaping them into the innovators and changemakers of tomorrow.



IWICA
 Mind & Skills Development Center
Helping kids grow one at a time

IWICA Mind & Skills Development Center

“IWICA Mind & Skills Development Center is dedicated to strengthening children’s mental agility and essential life skills. Through innovative, experiential programs, students sharpen their memory, focus, and problem-solving abilities while developing confidence, adaptability, and interpersonal competence. By combining cognitive training with skill-based learning, the center helps learners think faster, act smarter, and grow into capable, well-rounded individuals prepared for the challenges of tomorrow.”

Focus Skills: Mental Agility, Life Skills, Focus, Problem-Solving, Confidence, Adaptability

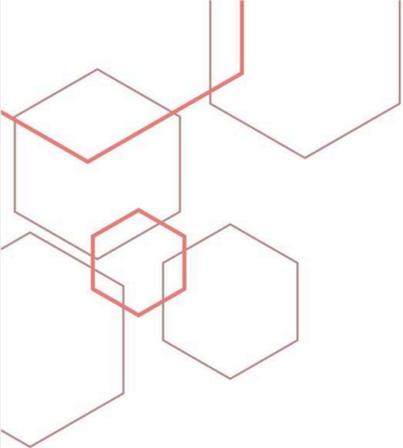


IWICA
Helping kids grow one at a time

IWICA Activity Center

At the IWICA Activity Center, students enjoy an engaging environment where learning is interactive and dynamic. Programs combine STEAM workshops, creative arts, and recreational activities to spark curiosity and encourage exploration. By fostering experiential learning, collaboration, and creativity, students develop essential skills while having fun.

Focus Skills: Creativity, Collaboration, Digital Literacy, Problem-Solving, Emotional Growth



IWICA
CHESS SCHOOL
 Accredited by Ministry of Education-Thailand and World Chess Federation (FIDE)
Helping Kids Grow One Moved At a Time

IWICA Chess School

“Teaching minds to guide every move”

At IWICA Chess School, we believe chess is more than a game — it’s a way of thinking. Our program goes beyond teaching moves to cultivating strategic thinking, creativity, and confidence. Through immersive lessons, guided challenges, and real-world problem-solving, students develop focus, decision-making, and analytical skills that strengthen both their minds and character — preparing them to think critically on and off the board.

Focus Skills: Strategy, Logic, Concentration, Decision-Making, Analytical Thinking, Confidence



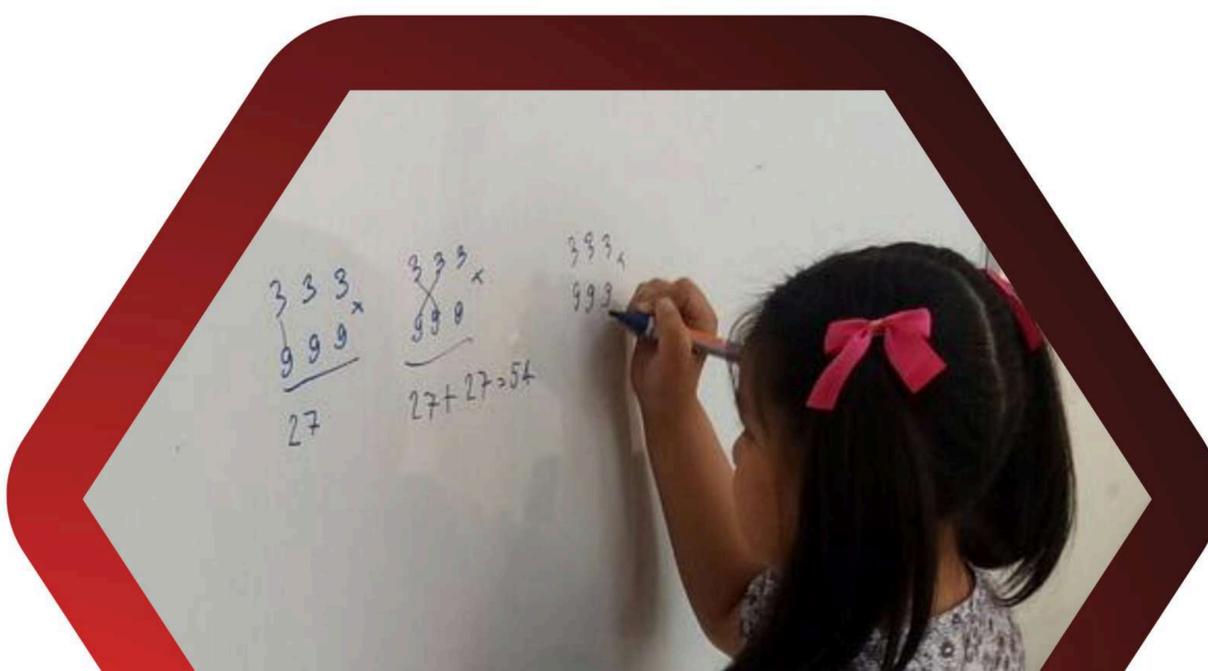
IWICA
MATHEMAGIC
Helping kids grow one a at time

MatheMagic

“Where thinking leads, numbers follow.”

At MatheMagic, we don’t just teach math — we teach thinking. Inspired by the principles of Vedic Mathematics and modern brain-based learning, the program transforms how children approach numbers, logic, and problem-solving. Through engaging and experiential activities, MatheMagic enhances mental agility, builds confidence, and nurtures curiosity — helping young minds see math not as memorization, but as a creative language of patterns and discovery.

Focus Skills: Mental Agility, Problem-Solving, Logical Reasoning, Confidence, Creativity

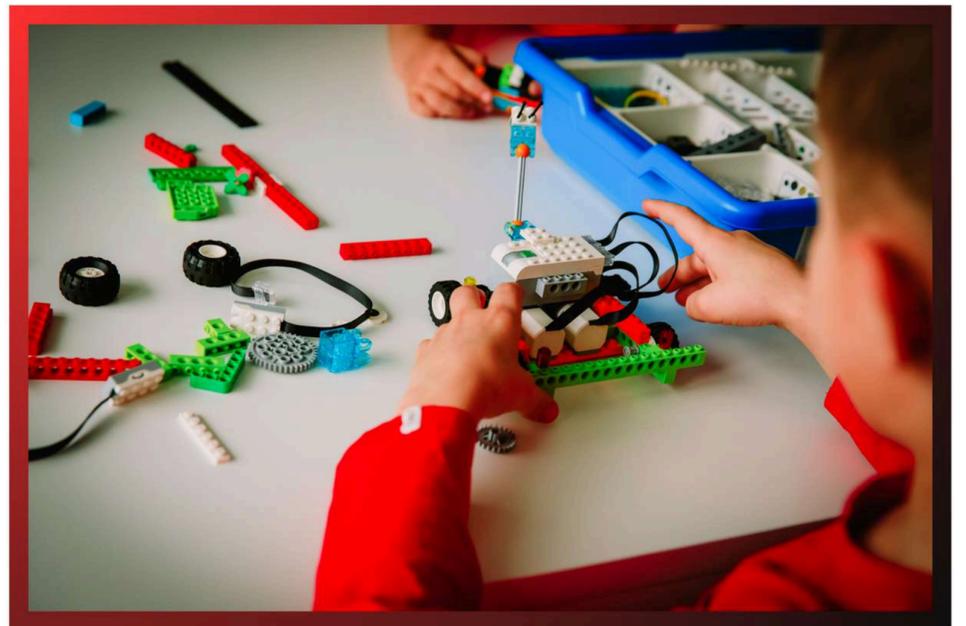


RoboTech

“Empowering minds to build the future”

At RoboTech, we believe the future belongs to those who think, create, and innovate. Our program goes beyond robotics and coding — it cultivates curiosity, critical thinking, and problem-solving through experiential learning and immersive innovation challenges. By encouraging students to explore, design, and build, RoboTech transforms young learners into confident creators who turn imagination into real-world solutions

Focus Skills: Creativity, Innovation, Critical Thinking, Problem-Solving, Confidence



Junior Inventor immerses students in experiential learning where they brainstorm, prototype, and test their own ideas. The program sparks creativity, strengthens problem-solving, and encourages an inventive mindset built on exploration, iteration, and innovation.

In the Robotics program, students design, build, and program robots that bring their ideas to life. By combining mechanics, electronics, and coding, they develop critical thinking and technical fluency. This experiential approach helps learners understand how theory connects to real-world application.

The AI & Coding program introduces students to artificial intelligence and programming through interactive projects. Learners develop digital literacy, logical reasoning, and adaptability — key skills for thriving in a rapidly evolving technological world.

Through the 3D Pen Object program, students bring imagination to life by creating tangible models and prototypes. This immersive design experience enhances spatial awareness, artistic expression, and innovation — helping them connect creativity with functionality.

Franchise Opportunities

Join IWICA in shaping the next generation of thinkers and innovators. As a franchise partner, you'll bring transformative education to your community while building a purpose-driven business

Join Us

As an IWICA franchisee, you can establish one or more of our specialized brands, each focused on developing key cognitive, creative, and technical skills:

- **IWICA Mind and Skills Development Center** – Focused on mental speed, cognitive growth, and essential life skills.
- **IWICA Activity Center** – Immersive programs combining education with creativity and fun.
- **IWICA Chess School** – Building strategy, focus, and critical thinking through chess.
- **MatheMagic** – Making math engaging through brain-based learning and curiosity-driven discovery.
- **RoboTech (STEAM)** – Nurturing future innovators through hands-on technology programs:
 - **Junior Inventor** – Creativity and invention through experimentation.
 - **Robotics** – Building and programming robots to strengthen problem-solving.
 - **AI & Coding** – Developing digital literacy and computational thinking.
 - **3D Pen Object** – Designing and prototyping ideas in 3D.

Why IWICA

- Proven educational model with 15+ years of success
- Partnerships with top international schools
- Comprehensive franchise training and marketing support
- Rapidly growing demand for after-school learning
- Positive social impact with measurable outcomes

Ready to Make a Difference?

Join IWICA in empowering young minds and shaping the next generation of innovators.

☎ Tel: +66 2 129 1116 | 081 699 2038
Hotline: +66 92 4067 556
✉ Email: info@iwica.com



Partners



CRESCENT INTERNATIONAL SCHOOL

*Tasnim Ismail
Head of Administration*

This is to recommend IWICA for their well-designed after-school activities, especially in the Mathemagic and AI Coding programs. We have been associated with IWICA for the past couple of years and have found their programs to be engaging, interactive, and enjoyable for students. The Mathemagic sessions, in particular, have been very well received, as they encourage curiosity and make learning both fun and meaningful. The IWICA team has consistently shown dedication, creativity, and professionalism in their approach. They work well with our students and staff, and their activities add real value to our after-school program. We appreciate their contribution to our school community and look forward to continuing our positive collaboration in the coming years.



BANGKOK PREP

BANGKOK PREP INTERNATIONAL SCHOOL

Guenevieve Ahl

IWICA has been a valuable partner to our School, providing a consistent and diverse range of high-quality Extra-curricular Activities (ECAs) for our students for over eight years. Their commitment to excellence in program delivery, staff training and their on going support has been appreciated. The breadth of their offerings consistently engages students across various age groups. We recommend IWICA to any school seeking a dedicated and experienced ECA provider.



Garden International School
Eastern Seaboard, Ban Chang

GARDEN INTERNATIONAL SCHOOL

*Ms.Saowanee Yaowanit (Fonch)
SLT Supports & ECA Coordinator*

It is my pleasure to provide this recommendation and feedback letter for the provider of the Chess Club and MatheMagic Club at Garden International School, Bangkok.

Throughout their time working with us, they have demonstrated great dedication and care in their teaching process. I had the opportunity to observe one of their Chess Club sessions and was impressed by the engaging teaching materials and interactive approach that kept the students focused and excited to learn.

In addition to their effective classroom management, their communication and coordination with our school have always been clear, prompt, and well-organized. All requested documents and arrangements have been handled efficiently and professionally.

We truly appreciate their contribution to our ECA programme and the positive learning experiences they have provided for our students.

Partners



BOMSGROVE INTERNATIONAL SCHOOL

Ms. Sinipa (Bow) Khantham

We're so happy to share our feedback and appreciation for your wonderful work as an instructor for our young learners in the Junior Inventors, Chess, and Mathemagic programs. Your team makes every session fun, creative, and engaging! Our 4–6-year-old learners have gained so many new experiences and skills through your lessons. Each class is well-planned, full of energy, and always enjoyable for the children. As a school, we're really pleased to continue this great partnership with IWICA. Thank you for the time, effort, and passion you put into every session – we'd gladly recommend your programs to anyone looking for a fun and inspiring learning experience!



REGENT'S INTERNATIONAL SCHOOL

Ms. Zoë Rigden

Primary ELD Teacher EY and Primary ECA Coordinator

Regent's International School, Bangkok has enjoyed a strong and productive partnership with IWICA for over twelve years. During this time, they have consistently supported our school in delivering a wide range of high-quality ECAs for our Early Years and Primary students, including Mathemagic, Chess, and Junior Inventor / Robotech. These activities have remained popular year after year, with many students choosing to re-enroll due to the engaging content, hands-on learning experiences, and the professionalism of the IWICA instructors. We greatly value their continued collaboration and the enrichment opportunities they provide to our students.



TRAILL INTERNATIONAL SCHOOL

Alexander Martin-Pitt

Primary Science Coordinator, Primary ECA Coordinator

The Mathemagic ECA programme has encouraged our students to be more creative and develop unique problem solving methods. At Traill our students have enjoyed Mathemagic ECA with 2–3 students who have enrolling every term since they were in KinderGarten.



BASIS INTERNATIONAL SCHOOL - BANGKOK

Panwaratch Paphitchayarat (Toffy)

Administration Manager

BASIS International School Bangkok is pleased to recommend IWICA, our trusted partner in delivering outstanding extracurricular programs such as Chess, Muay Thai, Junior Inventor, and MatheMagic. IWICA consistently demonstrates professionalism, reliability, and dedication to student growth. Their engaging instructors and well-organized team have made a positive impact on our school community, fostering both academic and personal development.

Partners



RUEMRUDEE INTERNATIONAL SCHOOL

*Collin Tanzey, Coordinator
EDP Extended Day Program*

The vendor offers a wide variety of high-quality EDP courses and has consistently demonstrated responsiveness and timeliness in all communications. The teachers they hire are competent, kind, and punctual, ensuring a positive learning environment for students. Children and parents alike have expressed satisfaction with IWICA's EDP courses. IWICA has proven to be, and will continue to be, a valuable EDP partner for RIS. We wish them continued success.



ASTER INTERNATIONAL SCHOOL

*Miss Courtney Self
Deputy Head Teacher and Head of Secondary*

I would like to express my sincere support for the IWICA Educational Activities Group Bangkok, who has worked closely with our school to deliver an exceptional range of extra-curricular programs. Their professionalism, reliability, and commitment to high-quality enrichment are outstanding, and at Aster International School Bangkok, we are proud to have IWICA as a key partner. They demonstrate excellent communication and organization, ensuring each session runs smoothly with engaging, well-prepared resources. The team builds positive relationships across all year groups, fostering an inclusive environment where every child feels valued. Their impressive activities—from Muay Thai, chess, and robotics to creative arts—develop both practical and life skills for students aged 4 to 18. We are consistently impressed by their quality and impact, and we highly recommend IWICA as a professional and inspiring enrichment partner.



SINGAPORE INTERNATIONAL SCHOOL - CHIANGMAI

*Ms. Achiraya Kidann (Alice)
Secretary of SMT and EAS/ECAs Coordinator*

Both the Junior Inventor and MatheMagic Programs have been a valuable and highly engaging addition to our ECA offerings. Feedback from students and parents has been overwhelmingly positive, with children particularly enjoying the hands-on, interactive lessons that transform complex STEM and mathematics concepts into fun, accessible activities. We have been especially impressed with the quality of instruction; the instructors are well-prepared, experienced, and passionate, creating a supportive and stimulating learning environment that fosters curiosity, critical thinking, and problem-solving—core values we promote at SISB Chiangmai. These programs are highly effective in developing students' confidence and practical skills, and we recommend both wholeheartedly, confident that they would be a significant asset to any school's ECA program.

Testimonials

Regular Classes

"Thank you so much, Naisha had a good time with you guys. "

**- Vikas Galani
Parent**

"It was really fun! Chaitanya enjoyed it a lot. Next time we'll enroll him in a holiday camp for sure, and he will continue chess regularly."

**- Upasana
Parent**

"Kaira had a great time learning and was very happy with both classes. She wants to continue but will probably return once school starts. Please also update me on any upcoming competitions."

**-Khyati Shah
Parent**

Summer Camp

"Thanks a lot they enjoyed their week in summer camp"

**- Gabriel Le Borgne
Parent**

"Amane and Saku enjoyed your Songkran camp yesterday! Especially Amane, who really loved it. I'm planning for him to join your regular class after the holiday. They were delighted to receive their certificates today!"

**-Ikuyo Enya
Parent**

"Arham wants to join, he like to come he's so happy"

**- Mohammed Azhar
Parent**

"Shane enjoyed the camp! His favorite activities were 3D Design, Chess, and Robotics Coding. He joked that his brain malfunctioned after the math class – hahaha!"

**-Nithiwadee Anantatho
Parent**

"Definitely, Max will be happy to come back again. See you soon!"

**- Nicolas Golovko
Parent**

"Takeru and Amahiro really enjoyed your classes and, surprisingly, improved their thinking and mathematical skills. We look forward to the next camp!"

**- Kota Kanai
Parent**



IWICA
Helping Kids Grow One at a Time

CONTACT US!

Connect with us to explore programs and partnerships

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LINE



WHATSAPP



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