



DARDIS CHILD DEVELOPMENT  
CENTRE PTE LTD  
**JESWAN GUPTA**  
Director



# MAKING A DIFFERENCE IN THE LIVES OF THE CHILDREN

Dardis, a name given by his three children after a couple of brainstorming sessions, stuck through to become a childcare designed to make a difference in the lives of the children. It is clear early on, that children, is the reason why Mr Jeswan Gupta, together with his wife Ms Sulochana Gupta, a teacher, pursued to establish child development centres across Singapore.

Dardis Child Development Pte Ltd opened in August 1995 in Jalan Bukit Merah welcoming children 18 months and above; two months after Flamingo Childcare managed by his wife.

Not the least on the sidelines, Mr Jeswan Gupta, whom his wife credits as the one who can fine-tune even the littlest details and more proficient in management skills embarked on a journey with his eye set for overseas expansion. In 2004, the first

overseas centre, Dinky Di Child Care, started operations in Perth, Australia. Soaring into greater heights can also mean more obstacles to overcome, especially in a new environment where workers' welfare is very much regulated. Unlike Singapore, which has a limited space, Australia boast of bigger areas, whether

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indoor or outdoor, where children are afforded more space for playgroups and activities.

Mr Jeswan Gupta and his team, at first, were concerned if parents are receptive

of a centre offering structural learning instead of a play-based centric approach. Nevertheless, in striking a balance of a structured learning and a play-based approach gained a step forward in reaching out to more parents and children.

Another centre, built from the ground up is Capricorn Learning Centre, opening in 2015. All its centres adopt Australia's style of teaching called "Intentional teaching," by The Early Years Learning Framework (EYLF), wherein educators are deliberate, purposeful and thoughtful in their decisions and actions.

Adapting to change and rising to the occasion is the strong suits of Mr Jeswan Gupta, best exemplified by how the centres lend a hand to PMETs parents who have lost their jobs in times of crises such as the Asian Contagion in 1997, SARS and the recent global economic downturn.

New changes only translate into new opportunities for Mr Jeswan Gupta, "We provide individualized child care that caters to the needs of the community; every centre style is different with its own personal touch". Dardis and its centres outside Singapore are all set out to continue to make a difference in the lives of the children in the years to come.



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