MEDIA KIT

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Resources for Journalists and Media Professionals

ABOUT BLUE BLOCKS MICRO RESEARCH INSTITUTE

One-Line Description

Blue Blocks Micro Research Institute conducts practitioner-led, longitudinal research on child development and innovation within a Montessori educational environment.

Short Description (50 words)

Blue Blocks Micro Research Institute is the research division of Blue Blocks Montessori School, Hyderabad. With 15 years of continuous observation data on 847 children, we conduct embedded educational research using our proprietary Micro Research methodology — small studies, compounded over time.

Full Description (150 words)

Blue Blocks Micro Research Institute is a practitioner-led research organization embedded within Blue Blocks Montessori School, Hyderabad, India. Since 2009, we have continuously observed 847 children across the full developmental continuum (ages 0-18), building one of the most comprehensive longitudinal datasets in Montessori education.

Our Micro Research methodology enables rapid, rigorous, embedded observation studies conducted by educators who are already part of children's daily environment — eliminating the observer effect that compromises traditional research. Findings return to practice immediately, creating evidence of impact, not just phenomena.

Our innovation program operates four specialized DIEP Labs where children ages 6-18 engage in design, biomimicry, drone technology, and space science. In January 2025, Blue Blocks students will launch their first CubeSat aboard ISRO's PSLV C62 — a milestone in student-led space research.

KEY FACTS

Metric	Value
Founded	2009
Location	Hyderabad, Telangana, India
Longitudinal panel	847 children
Observation period	15+ years continuous
Embedded Research Fellows	25
Age range	0-18 years (full continuum)
DIEP Labs	4 (Innovation, Biomimicry, Drone, Space)
Methodology	Micro Research (DOI-001)
Partnerships	IIT Hyderabad, ISRO

KEY MILESTONES

- 2009: Blue Blocks Montessori School founded; longitudinal observation begins
- 2024: Formal research institute established; IIT Hyderabad partnership
- 2025: Research website launch; DOI-001 methodology paper published
- January 2025: Student CubeSat launch aboard PSLV C62

LEADERSHIP

Pavan

Principal & Research Director

Pavan holds four AMI diplomas and has led Blue Blocks since 2009. He designed the Micro Research methodology based on 15 years of continuous observation practice. Co-author of 'Lining the Nest: Parenting Journey in the First 6 Years.'

Munira Hussain

Co-Founder & Pedagogical Director

Munira is an AMI-trained educator who oversees the pedagogical integrity of Blue Blocks' programs. Co-author of 'Lining the Nest' and co-facilitator of parent workshops reaching over 40,000 parents.

Dr. Sreemoyee Chakraborty

Lead Research Developer

Dr. Chakraborty developed the Participatory Micro Research methodology (DOI-001a), which formalizes how children under 18 can contribute as co-researchers in STEM studies.

STORY ANGLES

Potential story angles for media coverage:

The 15-Year Experiment

How one school has tracked the same children for over a decade, building research impossible for universities to replicate.

Children as Scientists

Blue Blocks' methodology for involving children as co-researchers, not just subjects — culminating in a student-built satellite.

The Observer Effect Problem

Why children behave differently when strangers watch them, and how embedded observation solves this fundamental research challenge.

Montessori Meets Modern Science

How a 100-year-old educational philosophy is being formalized into rigorous research methodology.

From Classroom to Orbit

The journey from Montessori sensorial materials to satellite engineering — how one school's innovation program produces real scientists.

DOWNLOADS

The following assets are available for media use:

Logos

- Blue Blocks Micro Research Institute logo (PNG, SVG)

- Blue Blocks Montessori School logo (PNG, SVG)

[Download link]

Photos

- DIEP Labs (Innovation Lab, Biomimicry Hive, Drone Lab, Space Lab)
- Children engaged in research activities (with consent)
- CubeSat project images
- Leadership headshots

[Download link — requires attribution]

Documents

- DOI-001: Micro Research Methodology Paper
- DOI-001a: Participatory Micro Research Paper
- Fact sheet (PDF)

[Download link]

USAGE GUIDELINES

- Logos may be used for editorial purposes with attribution
- Photos require attribution: 'Blue Blocks Micro Research Institute'
- Photos of children may only be used in context of Blue Blocks coverage
- Quotes from leadership should be verified before publication
- For exclusive interviews or site visits, contact us in advance

CONTACT

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For urgent inquiries:

[Phone number — to be added]

We aim to respond to media inquiries within 24 hours.