

Dainik Bhaskar Group Launches 'The Brain Hunt 2012': Thinks Unlike!

Imagination is more important than knowledge- Albert Einstein



Dainik Bhaskar Group, India's Largest Newspaper Group, believes in offering its readers 'smart engagement' that aim to fill the void of originality & innovation. This is exemplified by the activities under Bhaskar Champs Club (BCC); a club that provide students a platform to enrich their knowledge, practical wisdom, creativity and in this process showcase their talents. The club instituted for school students; to develop reading habits in 'Gen-Next' and boost future readership. The Bhaskar Champs Club now stands tall with more than 1 Lac members across India.



2012 showcases another smart and mind- engaging activity 'The Brain Hunt 2012'.

'Bhaskar Champs Club', 'Brain Hunt 2012- The quest for wonder kidz' is the 4th initiative in a row. Starting in 2010 with successful Scrapbook Activity-2010, was followed with Junior Picasso-2011 (National Level Painting Competition). 2011 also was the year where 'Junior Editor-2011' of 'Bhaskar Champs Club' was recognized by 'The India Book of Record' as the Largest Newspaper making Competition with more than 68000 students participants across the nation.



'Scrap Book 2010' had 9 winners in 3 classification class 1-4, 5-8 and 9-12, who were awarded by Aamir Khan at Mumbai. 'Junior Picasso' with theme of 4 seasons led to creation of a Desk Top Calendar from the winning 24 entries in the 3 classification, the same was released by Ms Ambika Soni at Delhi. Junior editor with 68,000 participates from 592 schools culminated with an evening for the winners with an Army Chief Gen V. K Singh

Mr. Vinay Maheshwari ;Vice-President- Sales & Market Development, Dainik Bhaskar, said "Brain Hunt-2012 is our initiative to hunt for visionary brains. It is a true roller-coaster ride with 16 mind boggling activities presented in a wonderfully crafted activity workbook available pan-India from 11th January 2012.



















Themes and activities in the workbook will test true strength of student's capability of creativity and innovation. For example- whereas one of the activity ask the participants to really think and innovatoively rationalize in answering 'What if there had been a 4th Monkey of Gandhi Ji?', the other extreme takes them to land of imagination to land of fantasy mixed with science fiction while thinking of a T20 match between Indian cricket team and Aliens?

The past initiatives of club have garnered an overwhelming participation of more than 1 Lac children. High on the success of our previous initiatives and confident of the engagement levels at 'The Brain Hunt 2012' the aim is to get a benchmarking milestone of 2.5 Lac unique participation.

Mr. Maheshwari concludes by saying, "Brain Hunt 2012 will enable students to 'Imagine a Whole New World', 'Experiment with the facts', 'Visualize the unseen' and Think Unlike!!!, around which the whole idea has evolved".

The activity starts in Jan 2012 and will be completed by March 2012.

About Dainik Bhaskar Group

Dainik Bhaskar Group: 'India's Largest Newspaper Group' has a strong presence in newspapers, radio, event marketing, printing, short code, Digital, services and Mobile application. Its flagship Hindi daily newspapers are; Dainik Bhaskar, Gujarati daily; Divya Bhaskar, Marathi daily; Divya Marathi and English Daily; DNA, it covers 13 States with 64 editions reaching across 19.2 Million readers every day.

Additionally, it publishes 3 other newspaper titles Business Bhaskar (Hindi financial and Business newspaper), DB Gold, DB Star. In magazine sphere it publishes 'Aha! Zindagi' (a magazine devoted to positivity in life), 'Bal Bhaskar' (Hindi) and Young Bhaskar(English) for young readers and Lakshay (A personal career grooming magazine). The other media businesses includes MY FM; FM Radio station network across 17 cities, 54567 (Short Code) and IMCL (Digital services)











