



1.25 Cr worth of Scholarships. Dainik Bhaskar Group Launches 'Bhaskar Genius 2012'

12th January, 2012: With 'BHASKAR GENUIS SCHOLARSHIPS' Dainik Bhaskar group continues on its initiative to make socio-economic impact in its markets. Education is one such trigger. "Bhaskar Genius Scholarship Examination 2012 is India's largest scholarship programme. It is based upon identifying deserving students and providing them aid for their education.

In its 3rd year of operation, "Bhaskar Genius 2012" will give an opportunity to meritorious students from class IV to class XII to compete for the scholarships worth Rs 1.25 crore. The scholarship exam is open for the students of Madhya Pradesh, Chhattisgarh, Gujarat, Rajasthan, Chandigarh, Punjab, Haryana, Himachal Pradesh, Jharkhand and Maharashtra.

Last year the 'Bhaskar Genius' was a huge success with more than 50,000 students participating. 156 students were awarded the scholarship.

Elaborating on this initiative, Jayant Mishra, Head- DB Activation said, "We at Dainik Bhaskar Group, work towards enabling socio-economic change in the society. Bhaskar Genius is one such attempt towards the same. By providing scholarships to student we enable them to fulfil their dreams thereby supporting their parents and being independent." He adds 'This year we expect a huge increase in participation with additional state'

This year, it is planned that in addition to the 3 winners per state, 150 consolation prizes will also be given, taking the number of awards to more than 1000. The candidates will have to appear in an exam, where objective type questions will be asked in general knowledge, science, Maths, English and Hindi. Additionally for class 11th and 12th questions from their education streams will also be asked. The question paper will be bilingual. It will be in English and the language of the state, so in Gujarat the paper will be in Gujarati and English, whereas in Maharashtra questions will be asked both in English and Marathi.

E&Y the respected audit firm will do the process validation of 'Bhaskar Genius 2012', the process layout of the scholarship process has been developed by them and they will also audit the whole process.. Manipal University is the Presenting sponsor.

The details of scholarship exam will be available at www.bhaskargenius.org and on-line registrations will be open from 14th Jan 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)