

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.

