



## Dainik Bhaskar Group's record making ' Junior Editor' contest announced Season 2



Dainik Bhaskar Group announced the launch of JUNIOR EDITOR II; aimed at building readership among younger population it is a highly creative and engaging activity. This edition named as 'JUNIOR EDITOR II- THE NEXT GENERATION 2050 (JE II)' is implemented under 'Bhaskar Champs Club' taking the core brand engagement thought along with innovation to a new high. This follows JUNIOR EDITOR-I, 2011 which was a grand success being recognized by 'Guinness World Record', 'Limca World Record' and 'India Book of Record' for 'Largest Writing Competition' 'Largest Countrywide Newspaper making competition for children' and 'Largest no. of manually prepared newspaper by kids' record respectively.

Bhaskar Champs Club (BCC) is engaged in providing students a platform to enrich knowledge and creativity in order to bring focus to their talent in national and international arena.

JE II is the fifth initiative of Bhaskar Champs Club ( BCC) after highly engaging activities innovations like Bhaskar Champs Scrapbook, Junior Picasso- A national level painting competition, Junior Editor 2011 and recently concluded Brain Hunt 2012- The quest for wonder kidz!.

In 'Junior Editor', the participants are expected to manually create a 12 page newspaper using the pre-designed blank newspaper provided to them on their registering for the contest. The newspaper template is available in 3 language combination; 'Hindi & English', 'Gujarati & English' and 'Marathi & English'.

This year's at JE II, reality and imagination come face to face. The activities like caricature of debate in parliament, obituary of a tiger and sparrow, time travel to correct the past, designing advertisement for a soap which can wash-off corruption and other social-ills from society. Another major highlight of this year's 12-page JE-II activity kit is the 3 pages dedicated to future. Participants are required to visualize scenario of alarming level of inflation, extinction of valuable natural resources, classified ads for a robot and spacecraft on hire and matrimonial ad to highlight the unstable sex ratio/gender inequality in year 2050.



Mr. Vinay Maheshwari, Vice-President, Sales and Market Development, Dainik Bhaskar Group said; 'We wish to sensitize the younger audience and their families on various socio-economic issues and also draw their attention to concerns like, the importance of elders in our families, prevalent malpractices of child labor and value of a vote to build a strong and democratic India.

Mr. Maheshwari concludes by saying, "JE II will enable students a better understanding of the role and nuances of journalism and news reporting impacting day-to-day life. This has been the core idea for JE-II. We are confident that like most of our activities even this will generate huge response and participation.



# Dainik Bhaskar GROUP



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