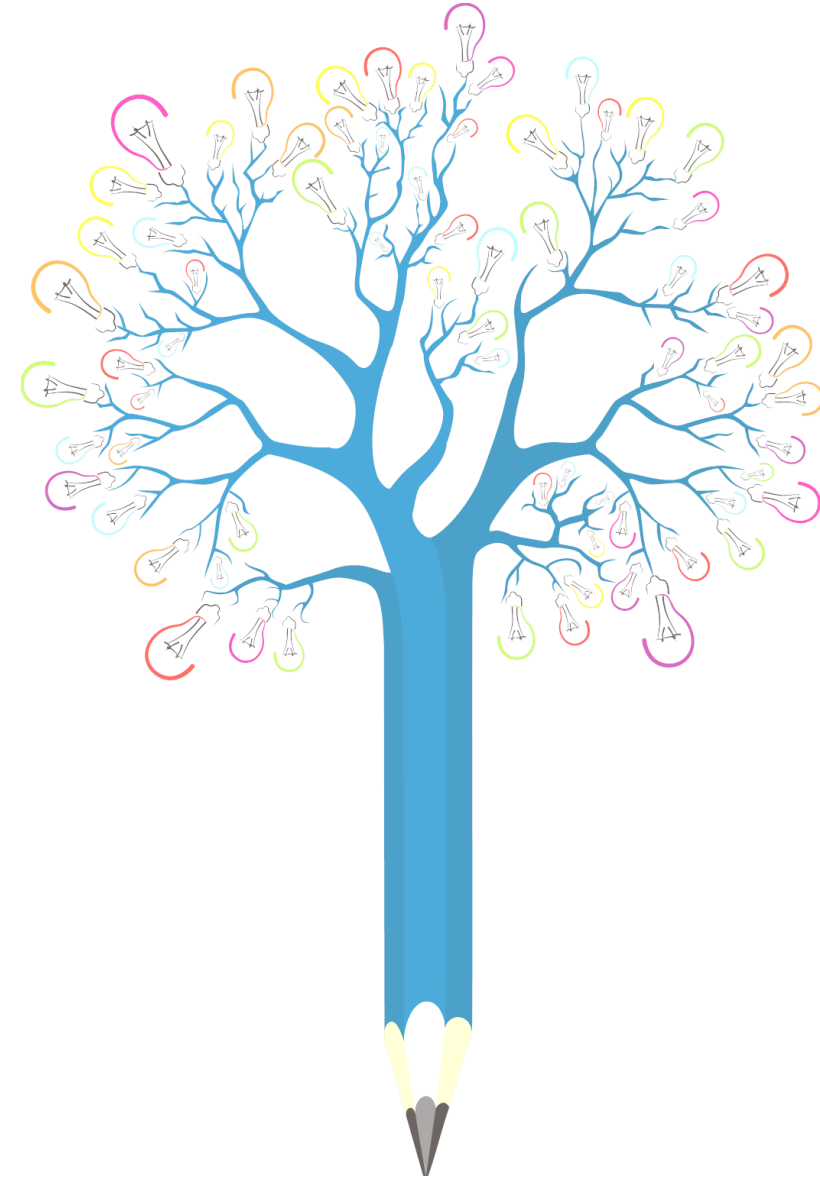


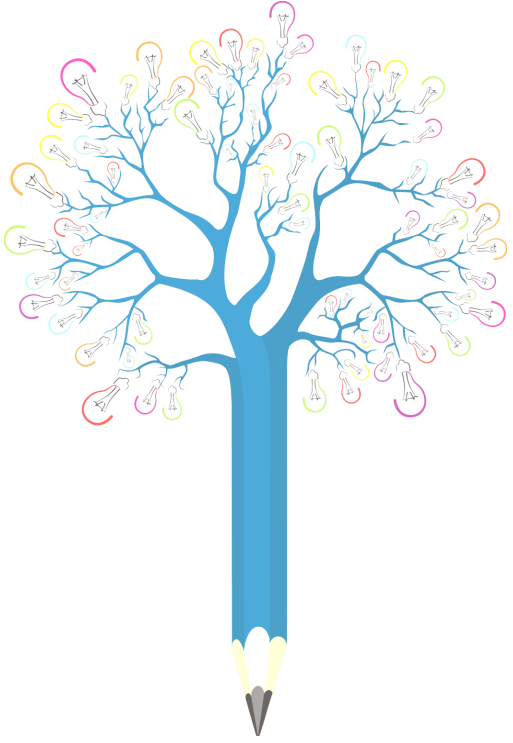


Hindustan Times Scholarship Programme

2018

Mumbai | Pune | Chandigarh





ABOUT THE INITIATIVE

The Concept

- The initiative aims to **recognize and reward** the brightest school students
- It does not just test the curriculum or 'Text Book' knowledge of students but selection is basis their **originality, creativity and intelligence**
- Scholarships of upto INR 50,000 each awarded to students between class 5 to class 10.
- The largest recognition program for School students with **Scholarships totalling 55 lacs**

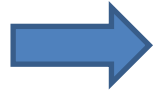


The Concept



Students are asked to write an essay on an interesting topic

Dec



450 Best entries are selected by a special panel

Jan



Selected students are interviewed by the HT Editorial team

Jan



135 students are selected to win the scholarship

Feb

These conversations were unlike any interview I have known. Among other things we swapped jokes, debated about whether Messi is the greatest modern-day footballer, shared our concerns about terrorism, compared the books of Hunger Games series with the films, and shared notes on our Prime Minister. What pleased us most was that, on the whole the students seemed to enjoy these conversations as much as we did.

*Editor
Hindustan Times, Mumbai*

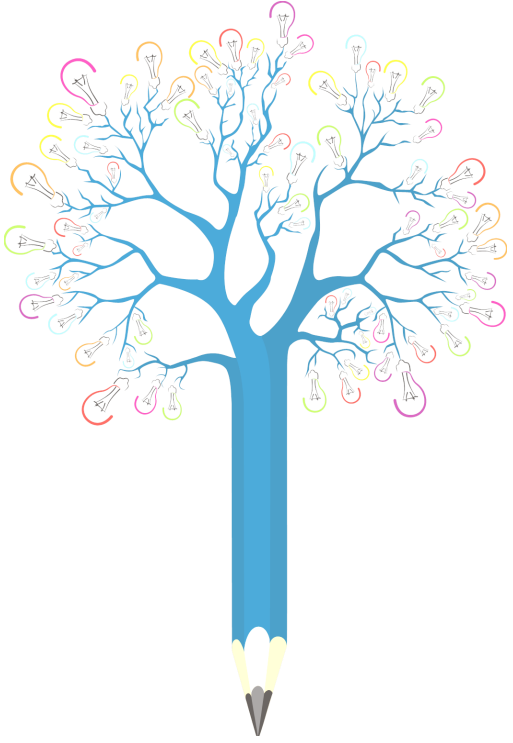
390 + Schools

1.3 Lacs + applications

~1500 students from distinguished schools attended the felicitation ceremony

Panel discussion with special guests





WHAT'S NEW THIS YEAR?

What's new this year?

Three city program



50 scholarships of Rs 50,000 each

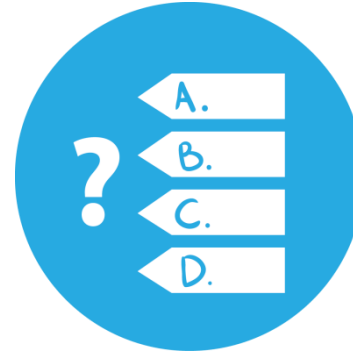


50 scholarships of Rs 25,000 each



50 scholarships of Rs 25,000 each

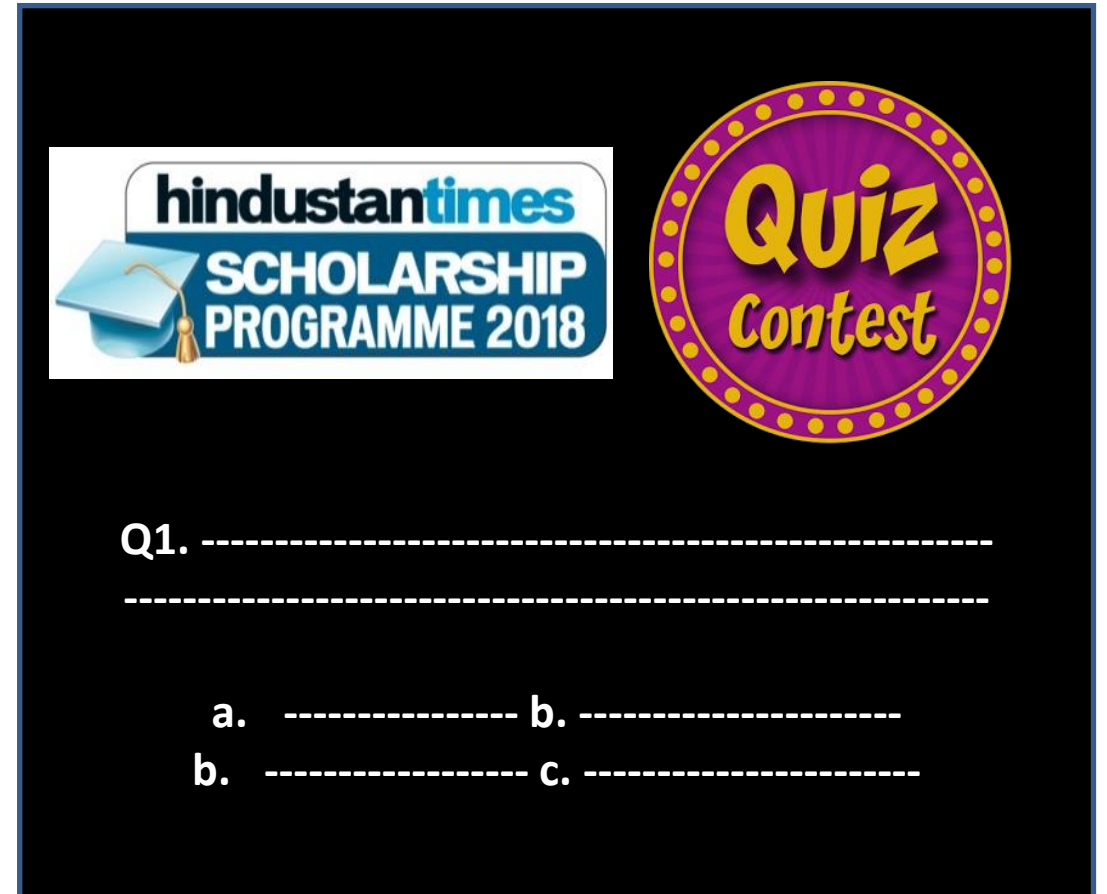
HT Scholarship Quiz contest

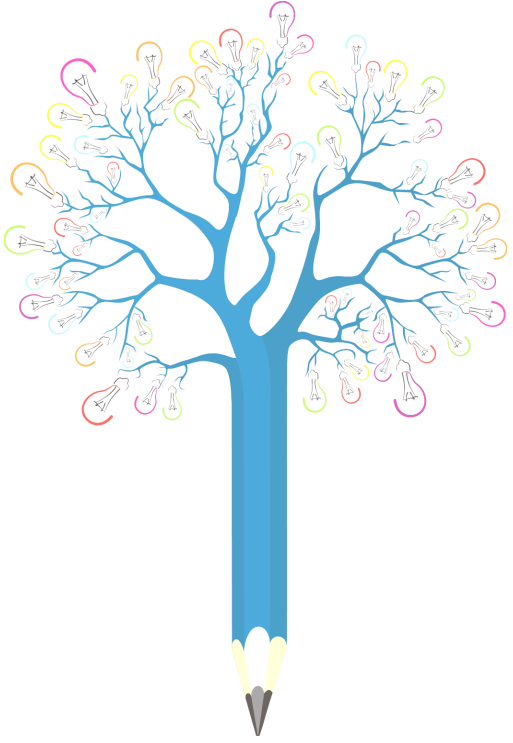


- ✓ Additional print & digital engagement with students
- ✓ 4 week long
- ✓ One question each day
- ✓ Designated & prominent spot in the paper
- ✓ Participation through Whatsapp

HT Scholarship Quiz contest

- **8*12*** fixed spot in newspaper
- **Daily** for four weeks
- **Promotion**
 - Print campaign
 - Digital – question corner on website and social media
 - Radio – Spots driving participation
 - All nomination forms
- **Connecting back to final Scholarship program**
 - Participation in the quiz contest by answering at least 5 questions will be a mandatory condition to take part in the Final Scholarship program





CAMPAIGN SPECIFICS

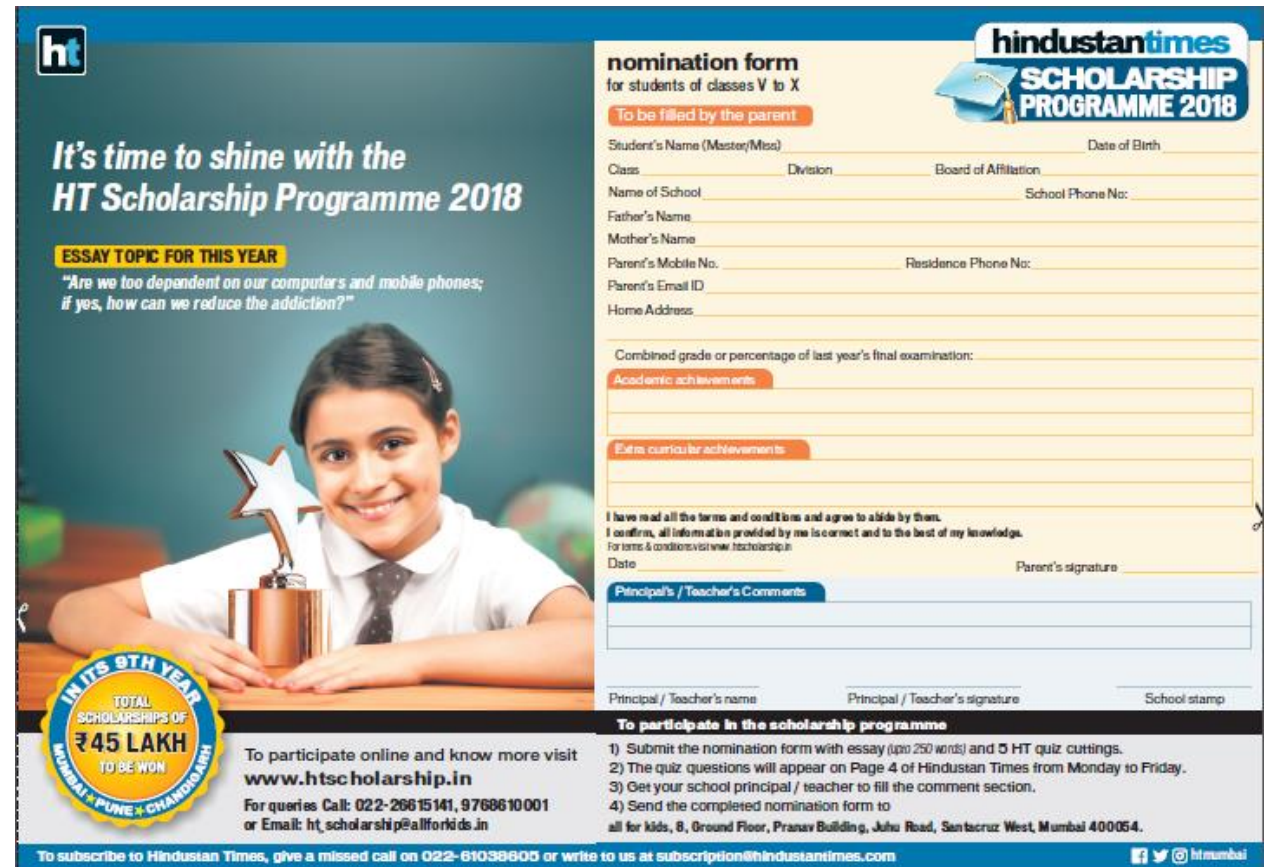
Editorial content

- 5 part full page series in Dec
 - Essays written by last year's winners
- HT Scholarship Quiz contest
 - Size - 8*12*
 - Everyday for 4 weeks
- Full page Post coverage of event



Print campaign

- Jacket announcing the winners
- 8 week long print campaign
 - Covering the quiz contest & the main scholarship initiative
 - Full page ads - 2
 - Half Page - 6
 - Quarter page ads – 12



ht

It's time to shine with the HT Scholarship Programme 2018

ESSAY TOPIC FOR THIS YEAR
"Are we too dependent on our computers and mobile phones; if yes, how can we reduce the addiction?"

IN ITS 9TH YEAR
TOTAL SCHOLARSHIPS OF **₹45 LAKH** TO BE WON
MUMBAI • PUNE • CHANDIGARH

To participate online and know more visit www.htscholarship.in
For queries Call: 022-26615141, 9768610001
or Email: ht_scholarship@allforkids.in

To participate in the scholarship programme

- 1) Submit the nomination form with essay (upto 250 words) and 5 HT quiz cuttings.
- 2) The quiz questions will appear on Page 4 of Hindustan Times from Monday to Friday.
- 3) Get your school principal / teacher to fill the comment section.
- 4) Send the completed nomination form to all for kids, 8, Ground Floor, Pranav Building, Juhu Road, Santacruz West, Mumbai 400054.

To subscribe to Hindustan Times, give a missed call on 022-61038600 or write to us at subscription@hindustantimes.com

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SCHOLARSHIP PROGRAMME 2018

nomination form
for students of classes V to X

To be filled by the parent

Student's Name (Master/Miss) _____ Date of Birth _____
Class _____ Division _____ Board of Affiliation _____
Name of School _____ School Phone No: _____
Father's Name _____
Mother's Name _____
Parent's Mobile No. _____ Residence Phone No: _____
Parent's Email ID _____
Home Address: _____

Combined grade or percentage of last year's final examination: _____

Academic achievements

Extra curricular achievements

I have read all the terms and conditions and agree to abide by them.
I confirm, all information provided by me is correct and to the best of my knowledge.
For terms & conditions visit www.htscholarship.in

Date _____ Parent's signature _____

Principal's / Teacher's Comments

Principal / Teacher's name _____ Principal / Teacher's signature _____ School stamp _____

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SCHOLARSHIP PROGRAMME 2018



Print campaign

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Digital

- **Website for online entries & other details**
 - www.htscholarship.in
- **Social media**
 - Launch with video of past winners
 - 8 weeks long plan driving participations

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SCHOLARSHIP PROGRAMME 2018

Login T&C Contacts [Fill Online Form](#) [Download Form](#)

Dazzle us with your essay on 'Are we too dependent on our computers and mobile phones; if yes, how can we reduce the addiction?' and win a scholarship!*

PROGRAM OVERVIEW

Program Overview

The Hindustan Times Scholarship programme is a unique endeavour. It seeks to recognise and reward the brightest young minds. And it seeks to do so in a manner that transcends the conventional means of rewarding a child by assessing her academic performance. This programme, one of the several initiatives by HT in the field of education was launched in 2011 in Mumbai. Over the years, more than 4 lakh students have participated in the program from 250+ schools.

When we rolled out the inaugural programme in 2011 in Mumbai, we had not anticipated the overwhelming response we were to receive. We got more than 27,000 applications. Last year, we got the highest participation from Mumbai with 84000 applications from more than 200 schools. We also launched the programme in Pune and Chandigarh last year and received an overwhelming participation from 40,000 students.

What sets apart this initiative from other programmes is the selection process. In addition to the academics, a student's creativity, originality and extracurricular interests are also taken into account. The initiative as a whole helps students to come forward and realise their hidden talent.

Many celebrities like Shabana Azmi, Rajkumar Hirani, Huma Qureshi, Imran Khan, Ayushman Khurrana, Kriti Sanon and Sushant Singh Rajput have shown their support and been a part of this unique initiative.

This year we are back again to reward 120 students with scholarships worth Rs. 45 lakhs. It isn't just the money, of course. The award means a great deal for each of the deserving children; it makes a big difference to their lives.

PROGRAM OVERVIEW
HOW TO PARTICIPATE
NOMINATION FORM
HT SCHOLARSHIP QUIZ
HTSP 2017-18
SCHOLARSHIP GALLERY
SUBSCRIBE TO HT

[f Share](#) [t Share](#)

Radio

- **300+ 30 second spots**
 - spread across Fever and Radio Nasha.
- **Morning show integrations with RJ**
 - RJ will ask the daily Quiz question
 - RJ interaction with some of the final winners



RESULTS ACHIEVED

Participation:

- Over 1.34 lakh nominations from 3 cities – the highest in the 8 years of the programme.

Onground:

- Mumbai Awards Function - 780 attendees; 60 winners
- Pune Awards Function- 450 attendees; 25 winners
- Chandigarh Awards Function – 600 attendees; 50 winners



Pune event on 27th Nov
Chief guest – Marathi actor, Suyash Tilak
25 winners were given trophies and certificates

Mumbai event on 11th Nov
Chief guests – Rohit Shetty & Swara Bhaskar
60 winners were given trophies and certificates

Chandigarh event date - 14th Dec
Chief guests – Shubhankar Sharma
50 winners were given trophies and certificates

