



StudentEdge
A newspaper especially crafted for school-going children.

Brand Book

India's first curriculum-aligned
monthly children's newspaper

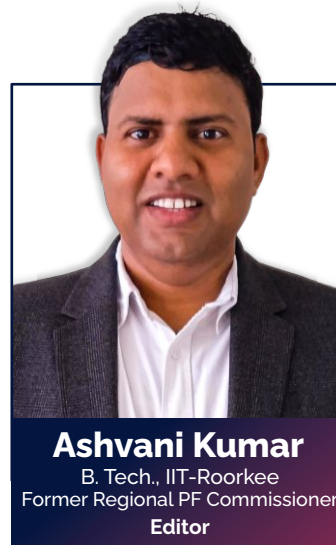


Introduction

Welcome to the Student Edge brand book. Over the next few pages, we aim to provide you with an introduction to our curriculum-aligned, Children's newspaper. The brand book discusses our vision, mission and goals. The book also highlights the values that we abide by. A synoptic view of the unique features of our newspaper is provided with clarity and simplicity. We wish to add value to the lives of the younger generation of readers. The team sincerely hopes that readers will find the document engaging and beneficial.



The Founders' Desk



The team at Student Edge takes delight in creating every edition of our curriculum-aligned children's newspaper. Looking back at our journey fills us with pride. Our newspaper began with curiosity. It began with humble debates about reading. We began with the passion to create something of value for young readers. We embarked upon the new journey with a simple yet profound vision. Our vision is to nurture today's readers into tomorrow's leaders. Our journey is one of continuous learning.

Our team of pedagogy experts and education enthusiasts fiercely debated over questions that apply to the science of reading. How can we develop a reading habit? How can we reduce the screen time of the young generation? How does screen time impact cognition and learning? How can students develop vocabulary and comprehension? How to curate news that is curriculum-aligned and relevant?

We were curious about these questions. The answers of our experts varied. There were differences of approach within our team. Debates helped us learn from each other. Despite differences, our team unanimously agreed on one thing. **A reading habit can shape the destinies of individuals.** History is replete with examples of leaders who have attributed their success to their reading habits.

Our team takes inspiration from the stories of Sudha Murthy, APJ Abdul Kalam, Shashi Tharoor, Elon Musk, Warren Buffett and others. **Our team firmly believes that reading is a liberating force, capable of unlocking the sea of potential in every child.**

But reading is a habit that has been on the decline because of social media and unlimited internet. To create a generation of readers with a strong reading habit, we had to strive hard. We put in work to make our content fun and engaging. We burn the midnight oil designing the newspaper in a student-friendly manner. We add tools to improve vocabulary of students, and we design worksheets that would stimulate higher order thinking.

Our team is optimistic that the screen time of students could be reduced. We strongly believe that children are inclined to read and engage when the content is fun and relevant. Therefore, we made it our mission to curate content that contributes to developing a reading habit. A reading habit enhances exposure. A reader is always equipped with tools for holistic personality development.

To further our mission, we launched Student Edge on Children's Day in 2020. We have since then released over 42 editions, and it has been a novel journey of discovery, learning and growth.

We like your spirit of readership and invite you to join our family of readers. Welcome to the **Student Edge family!**

Our Vision

Our vision is to nurture today's readers into tomorrow's leaders.

Our Mission

We work to curate content that contributes to developing a reading habit, enhancing exposure and ensuring holistic personality development.



Our Goals



To curate content that makes reading pleasurable.

To help young children develop a reading habit.



To provide wide and multi-faceted exposure to young minds by providing them with news that is aligned to their curriculum.

To create opportunities and avenues for enhancing student participation.



To nurture positive attitude and flexibility in students for a future-ready personality.

Our Context

Our team is convinced about the liberating power of a reading habit. The world over, readers are scaling momentous heights. A reader and now the owner of Microsoft, Bill Gates, when asked what advice he would give to young people, said, "Read a lot and discover a skill you enjoy... There's so much opportunity to do good in the world." Bill Gates is not the only one. The list of successful leaders who have alluded to the positive effects of a reading habit for their personality is long - APJ Abdul Kalam, Elon Musk, Warren Buffet, Ruskin Bond, Shashi Tharoor, Sudha Murthy, Jeff Bezos and many others...

Our team has also experienced that children like to read when provided with engaging and fun content. Student Edge newspaper is our attempt to create fun and engaging opportunities to develop a reading habit.



Role of Children's Newspaper

The practice of reading a children's newspaper is well instituted in developed countries. The scientifically studied and research backed benefits of regularly reading newspaper include:

Reading Habit Development

- ✓ Inculcates a reading habit from an early age.
- ✓ Builds positive reading attitudes and pleasure in reading in later life.¹
- ✓ Improves attention span.

Language Development

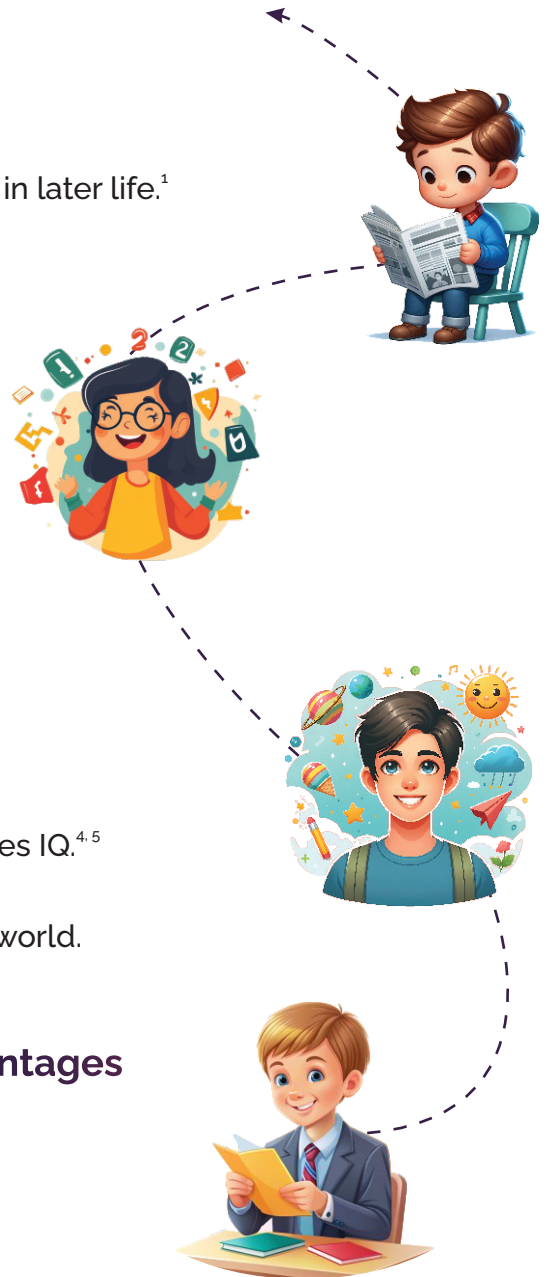
- ✓ Improves grammar.
- ✓ Builds vocabulary.
- ✓ Improves general knowledge.
- ✓ Improves reading comprehension.
- ✓ Results in academic success.³

Personality Development and Wide Exposure

- ✓ Provides real-time, relevant and engaging content.
- ✓ Offers a wide variety of articles to choose from.²
- ✓ Provides exposure, boosts confidence levels and increases IQ.^{4, 5}
- ✓ Saves children from misinformation.
- ✓ Makes them aware about what is happening around the world.

Career Preparedness and Tiding Over Disadvantages

- ✓ Makes children competitions ready.
- ✓ Helps students in selecting a career.
- ✓ Compensates for parental education level.⁶
- ✓ Reduces the effects of low socio-economic status.⁷



1. If children do not enjoy reading when they are young, then they are unlikely to do so when they get older (McKenna, Ellsworth and Kear, 1995). The authors conclude that in order to reap the benefits that reading for pleasure can bring, schools need to implement a reading promotion programme that will make reading an experience that is actively sought out by children.

2. Schraw and others (1998) found a positive relationship between choice and affective aspects of reading, such as motivation.

3. Cummins (2003) argued that when learners' reading skills improve, so will their listening, speaking and writing skills. Reading is a part of any course of study and is a strong predictor of academic success (Bernhardt, 2011; Mansor, Rasul, Rauf, & Koh, 2013). Learners with good reading comprehension strategies are more likely to perform better on school subjects than poor and less-skilled readers (Birch, 2006; Elabsy, 2013; Koda, 2005).

4. There is a growing body of evidence which illustrates the importance of reading for pleasure for both educational purposes as well as personal development (cited in Clark and Rumbold, 2006).

5. Jehangir PHEROZE Bharucha. (2017). An Analysis of Newspaper Reading Patterns Among the Youth.

6. Evans and others (2010) found that having books in the home has as big an impact on a child's attainment as parental education level.

7. Reading enjoyment has been reported as more important for children's educational success than their family's socio-economic status (OECD, 2002).

Our Values



Students' holistic development is at the heart of our value system. We hold dear and hope to engender the values of autonomy, altruism, and trustworthiness in students.

We believe in doing good and preventing harm. Our student-friendly content enhances exposure of students to news that nurtures their growth. We also work to reduce negative news-related stress.



We put a premium on rigorous editorial standards. Editorial independence is at the core of our value system, which is why we **DO NOT SHOW ADVERTISEMENTS.**

We hold contextual reporting in high regard. All our content is contextually explained for better understanding of students.

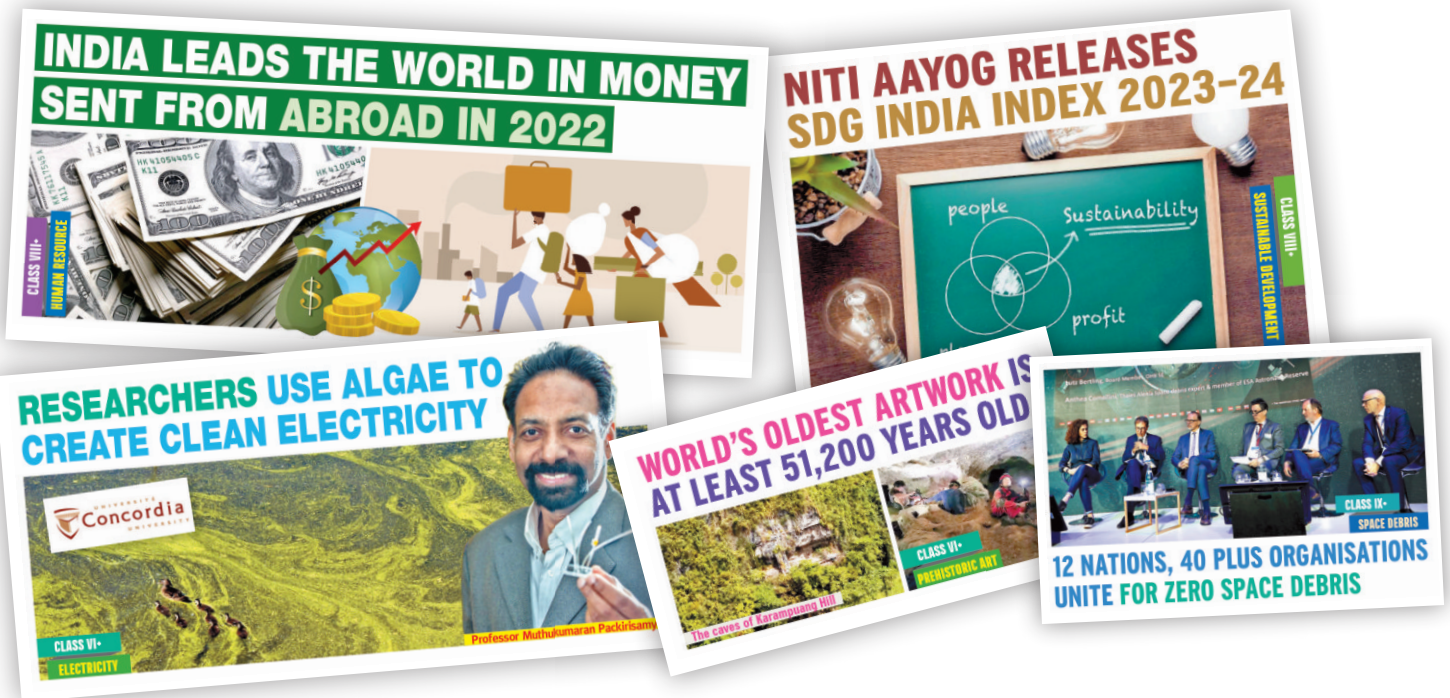


We set store by dignity and respect. Our content is curated and edited to ensure that it is not slanderous or demeaning to any segment of our society.

This document is easy to read

Flesch Reading Ease	64.5
Flesch-Kincaid Grade	6.9
Coleman-Liau	10.0
Automated Readability Index	6.9

Reading Ease



Curriculum-aligned Content

POWER WORDS	
Theatre (n.)	A building or outdoor area where plays and other dramatic performances happen

POWER WORDS	
Inherit (v.)	To receive money, property, or possessions from someone after the person has died
Lantern (n.)	A light that is enclosed in a container with a handle for carrying or hanging

POWER WORDS	
Influential (adj.)	Having great power over someone or something
Rechristen (v.)	To give a new name
Screenwriter (n.)	A person who writes the story and dialogue for a film

Vocabulary Development



Weekly Discussions

and comprehension development

Worksheet : HT078


In ancient times, kings often claimed to be the sons of gods. Why do you think they did this?

Worksheet : ME038


On a scale of 1-10, rate your current level of self-confidence. What can you do to improve it by one point?

•Rating: _____

•Improvement Strategy:

Interesting Worksheets

SAIVAM



Tamil, Hindi
Age: 8+



Available on
YouTube



“**S**aivam” is a film about a large family living in a village. The film shows the whole family coming together for a special festival. Something unexpected happens when they visit a temple. The priest advises the family to sacrifice their pet rooster named Paappa to get rid of all the problems of the family members. However, the young granddaughter Tanvi does not believe that God wants them to kill an animal.

All of a sudden, Paappa goes missing. This leads the family on a journey to find him. This journey allows the family to have many fun and touching moments that make them think about their traditions and beliefs. Watch the film to discover if the family can find the rooster and to know what curse is in store for the family if they cannot offer the rooster to God.

The word “saivam” means vegetarianism in Tamil. The film beautifully teaches us why it is better to be vegetarian. It also warns us not to believe in superstitions. Moreover, “Saivam” is also about how important family and kindness are. In the end, it is a sweet story with many laughs and lessons. It is a perfect watch for anyone who loves films that warm the heart.

THE MAGIC OF THE LOST TEMPLE

Author: **Sudha Murty**

English | Age: 8+

Available on www.amazon.in



“**T**he Magic of the Lost Temple” is a wonderful storybook. It is about a city girl named Nooni who visits her grandparents in a village during her summer break. In the village, Nooni finds a whole new world filled with fun, friends and adventure.

She finds an old, mysterious temple that everyone has forgotten about. With her new friends, she goes on an exciting adventure to uncover the secrets of this lost temple. The story feels like a treasure hunt, which takes Nooni and her friends through old tales, interesting puzzles and lots of fun.

What makes this book special is how it shows village life in India. It is full of descriptions of nature, festivals and daily activities that make you feel like you're right there with Nooni. The book is easy to read and understand, with short chapters that keep you excited about what will happen next.

It teaches important values like friendship, courage and curiosity. It's a book that will make you smile, think and maybe even want to go on your own adventure. It is perfect for young readers who love stories that mix real life with a bit of magic.

Books and Movies

recommendations for enhancing learning



REVERENCE FOR OLD AGE

Once upon a time in India, a young man was getting married in a village. The barat (wedding procession) was ready to go to the bride's village. Back then, marriage functions usually lasted for days, and people enjoyed them a lot. This time, the young men of the village decided that they would not take any

for old age. It illustrates the benefits of respecting our elders and appreciating the wisdom, experience and exposure that come with time. It reminds us that a grandparent's wrinkles tell stories of their past adventures. When they talk softly to us, they share

make them feel proud and respected.

- **Be patient:** Sometimes, older people take longer to do things or may repeat stories. Showing patience and understanding is a way of showing

Life Skills and Lifestyle

for emotional intelligence and well-being

BACKGROUND INFORMATION

Légion d'Honneur

It is the highest French award, established in 1802 by Napoleon Bonaparte. It recognises outstanding contributions to France or humanity in various fields, including politics, arts, science and military. It is graded into five degrees of increasing distinction: Chevalier (Knight), Officier (Officer), Commandeur (Commander), Grand officier (Grand Officer) and Grand-croix (Grand Cross).

BACKGROUND INFORMATION

Zero gravity

A condition where a person cannot feel the effect of gravity, for example, in space. Gravity is the natural force that makes things fall to the ground when you drop them from a height. A person in zero gravity feels weightless and floats without falling.

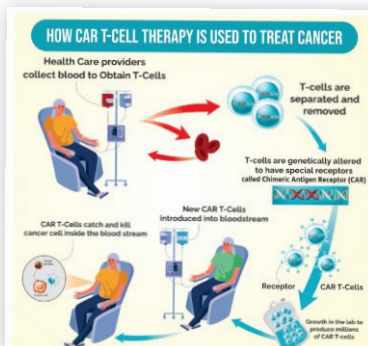
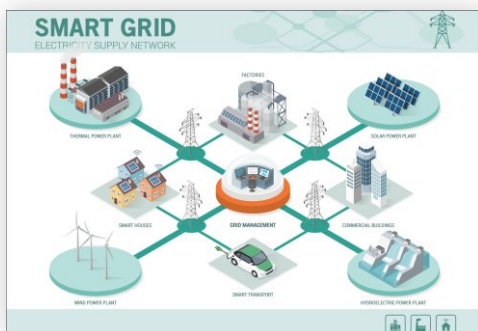
BACKGROUND INFORMATION

International Film Festival of India

The International Film Festival of India is one of Asia's most important film festivals. It was held for the first time in 1952. It is organised yearly in Goa by the Government of India and the State Government of Goa. A film festival is a big event where lots of different movies are shown and celebrated. People who love movies, like directors, actors and fans, come together to watch and talk about new and exciting films.

Satyajit Ray Lifetime Achievement Award

In 1999, IFFI started an award called the IFFI Lifetime Achievement Award. In 2021, it was **rechristened** as the IFFI Satyajit Ray Lifetime Achievement Award. This change was in honour of famous Indian director and screenwriter Satyajit Ray. He is seen as one of the greatest and most **influential** movie directors in world cinema. He is mostly known for his emotional and thoughtful movies that started a new wave of cinema in India. He won many national and international awards, including Bharat Ratna, India's highest civilian award.



News context

Background information and representative images

JQA INTERNATIONAL ENVIRONMENTAL CHILDREN'S DRAWING CONTEST



- Organised by: Japan Quality Assurance Organisation
- Eligibility: Children aged 7-15
- Theme: Passing on Our Precious Earth to The Future
- Application requirements:
 - Paper size: 257mm x 364mm or smaller.
 - Drawing tools: Free-hand drawing with any type of paint, pastel, etc.

- Print out the Application Form and glue it to the back of your drawing, then please send us your drawings to the address below.
- JQA International Environmental Children's Drawing Contest Office, POB 264, Kyobashi Yubinkyoku, Tokyo, 104-8691, Japan
- Prize: 53 winners will receive special memorabilia. All entrants will receive a participation prize (dispatched in late December).
- Last Date: **31st May 2024**
- More details and registration: <https://tinyurl.com/yv4s2z4t>

2024 INTERNATIONAL ESSAY CONTEST



- Organised By: Global Peace Foundation, Japan
- Eligibility: Children (ages up to 14) Youth (ages 15-25)
- Topic/Theme:
 - "My Experience of Overcoming Conflict"

- Conflicts occur for a variety of reasons, including differences in opinions and values. Have you ever had an experience of overcoming a conflict that you were involved in? What did you learn from that experience? How do you want to make use of what you learned, for

- your own life and for society?
- Guidelines:
 - Essays must be 700 words or less in English or French, or 1600 characters or less in Japanese.
 - Essays must be typed, with your name and essay title included at the top of the first page.
- Prizes and Awards:
 - 1st Prize(1 prize): 100,000 Yen (approx. Rs 55,000), Certificate and gift
 - 2nd Prize(3 prizes): 50,000 Yen (approx. Rs 27,500), Certificate and gift
 - 3rd Prize(5 prizes): Certificate and gift
 - Honourable Mention(25 prizes): Certificate and gift
- Last Date: **June 15, 2024**
- More details and Registration: <https://tinyurl.com/s8f36b6a>

BIEA 2024 STEM (SCIENCE) COMPETITION

- Organised by: British International Education Association (BIEA)
- Eligibility: Students aged 6 to 18
- Theme: "Challenge ourselves to think deeply about fashion waste!" [Use creative foresight to help come up with ideas to ensure that humans of the future can live in harmony with the planet]
- Last Date: **31st March 2024**
- More details and Registration: <http://tinyurl.com/ny7h64jn>

Avenues to Participate

OPEN PAGE

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Happy Wetlands Day
February 2nd
"Wetlands are the Sanctuaries of nature, providing refuge for countless species."

RAKSHITHA N
Class: VI, Akshiti International Academy, Hosur, Tamil Nadu

ANUSHKA SINGH
Class: VI, Pinar International School, Bengaluru, Karnataka

ANUSHKA ROY
Class: IV, DPS Kalyanpur, Khariput, Uttar Pradesh

"YOU WROTE IT. WE LIKED IT!"

RUDRANSHI CHIRAGUNYA
Class: V, St. Paul's School, Coimbatore, Madhya Pradesh

RIYA MAHESHWARI
Class: VII, St. Joseph's Convent, Agni, Uttar Pradesh

SHACHI MEHRA
Class: VII, KVAFS Sullur, Tamil Nadu

TRAPUR DAVANI
Class: V, St. Thomas School, O'D, Dehradun, Uttarakhand

ANANYA S. MALLIYA
Class: VIII, St. Thomas High School, Bengaluru, Karnataka

Greedy is a curse

AVANSH AGARWAL
Class: IV, Cambridge Class High School, Jaipur, Rajasthan

MANAK
Class: VIII, Maria Auxiliadora Sr. Sec. School, Kachhwa, Uttarakhand

PRANAV SINGH
Class: V, DPH Public School, Lucknow, Uttar Pradesh

MAYUR
Class: VI, St. Thomas High School, Hyderabad, Bengaluru, Karnataka

Happy Wetlands Day
February 2nd
"Wetlands are the Sanctuaries of nature, providing refuge for countless species."

Sheet : LS080
I always think from my friend's perspective also whenever there is some dispute among us. In this way our bond grows everytime more stronger.

Opportunities to Express

Why Join Our Family?

Young minds should join the Student Edge family because the complexity of Student Edge matches students' pace. Reading our newspaper accords you both satisfaction and achievement.

**Join us
because our
newspaper
strives hard to:**

1. Stimulate cognitively
2. Encourage creativity
3. Cultivate imagination
4. Develop scientific thinking
5. Nurture moral principles
6. Open doors to more opportunities

JOIN OUR COMMUNITY OF READERS
to become tomorrow's leaders.



How can schools use

Student Edge?

Schools can use the Student Edge newspaper to provide an added advantage to their students. Student Edge has a comprehensive array of content. Teachers and librarians may use the newspaper in the following ways:

AS PART OF THE SCHOOL CURRICULUM

Student Edge can be used in classes 6-12 to ameliorate the quality of curricular material.

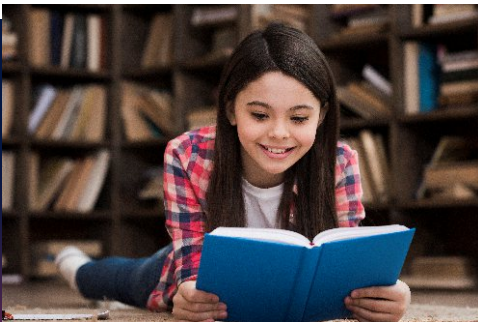
Books, due to the publication process, struggle to keep up with newspapers in keeping students abreast of latest developments. That's where Student Edge steps in.

For example, a teacher of environmental sciences, may use the article presented on the right to keep students abreast of the latest research on deforestation. Similarly, the content of the newspaper can be utilised by the subject teachers to add value to their class.

The ideal way to use Student Edge, therefore, is to integrate the newspaper into the classroom paradigm.



AS A READING SUPPLEMENT FOR BUDDING READERS



Student Edge is written in a student-friendly manner. The language is calibrated to suit the needs of young readers.

A fine balance of novel words and simple syntax ensures relevance. Simple syntax enhances readability. Novel words expand student vocabulary. Hence, it is the perfect reading resource for young readers.

When readers have friendly content at their fingertips, they develop a reading habit. A reading habit helps develop students' language, writing skills and general knowledge.

AS A FACILITATOR OF ZERO PERIOD ACTIVITIES

Schools now put a premium on activities that help students develop a holistic personality. Hence, zero periods or activity periods are integrated into the timetable.

Students use the time to explore their interests and engage in various creative activities. Student Edge can be used as a facilitator and driver of such interests.

For example, taking cues from the newspaper, a zero period debate may be organised on the topic of consumerism.



AS A LIBRARY RESOURCE

A student newspaper like Student Edge is a must-have library resource. The breadth of topics covered ensures that it has something for the interest of all students.

Student Edge is a lucid reading material. Hence, it does not overwhelm students with jargon. Librarians may recommend the newspapers to students who struggle to keep up with the breadth and difficulty of conventional newspapers.



AI MAY AFFECT 40% OF JOBS WORLDWIDE: IMF



AS AN ASSEMBLY THEME

Coverage of topical importance may be used as a theme in the assembly.

For example, discussions around the impact of AI on jobs would be relevant to all students if presented in the assembly.

AS A NOTICE BOARD RESOURCE

Schools use notice boards as repositories of information that may be relevant to the children.

The Student Edge competitions and scholarships page is a relevant resource that schools may display on notice boards. It shall nudge students to participate in competitions and apply for relevant scholarships.



AS A FACILITATOR OF CLUB ACTIVITIES AT SCHOOL

Reading club: Book recommendations provided by Student Edge can be used to drive discussions in the reading club.

Debating clubs: Articles on topical studies could be utilised as debating topics and resources.

Movie clubs: Movie buffs may organise fortnightly sessions on Student Edge movie recommendations to broaden the horizons of their thoughts.

And many more: The content of the newspaper may be utilised by a variety of student clubs such as creative writing clubs, quiz clubs, etc. There's something for everyone. Only your imagination is the limit.



Testimonials

Gratitude to Student Edge

Dear Student Edge,
I am writing to express my sincere gratitude for publishing information about the Queen's Commonwealth Essay Competition. I was inspired to participate & won the Bronze Award in the Junior category. I wrote my essay on Topic - "You have been stranded on a planet where everyone is 18 or Under. Journal your experience."
Thank you for providing me with a platform to share my voice. I am honored to be among the winners of this prestigious competition.
Sincerely,
Anaya.



ANAYA RAGHAV

Class: VII, KV Gole Market, New Delhi



Scan the QR



to watch video

Aaryav Shah

Student | Reader | KBC Winner

“I would like to thank Student Edge. Actually, I have read this in their newspaper.”

“ **Sh. Gyanveer Singh**

IFS (Indian Foreign Services)

Student Edge is really an interesting children's newspaper. It will surely help students for future exams.

”

“ **Dr. Raju Kumar Gupta**

Professor, IIT Kanpur

Advanced science and technology is sometimes very difficult to explain. I was amazed to see the simple language in which scientific news is presented.

”

“ **Ms. Ruchira Bhatnagar**

Principal, Indraprastha World School, Paschim Vihar

We have been using Student Edge newspaper in our school for the last one year. I find it useful since it is student-centric and gives knowledge about each subject. It helps students make learning more joyful through its colourful presentation and lots of activities. Student Edge covers all the aspects of knowledge, be it current affairs, developments in science, mathematics, quizzes or workshops for the students. I recommend all schools to subscribe to the newspaper to enhance the knowledge of their students.

”

“ **Ms. Nivedita Khulbe**

Librarian, New Era Public School, Dwarka

The paper has informative and diverse content for the students. It is covered with various fun activities to make sure students' knowledge and keeps them well-informed.

”

“ **Ms. Anita Kathuria**

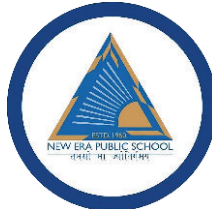
Mother of Rishika Kathuria, Class VII

My daughter has been reading Student Edge newspaper for the last four years. This user-friendly newspaper has contributed to her personality development. It is well designed and has a wide range of topics from the depths of history to the mysteries of science. I strongly recommend it to every student.

”

Our Collaborations

with Schools



& many more...

Scan Me



to download a free sample copy

Contact Us



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MINISTRY OF EDUCATION
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WORLD BOOK FAIR
25 February - 05 March 2023
PRAAGATI MALL, NEW DELHI

BookTalk
Book Releases, Book Discussions
Meet the Authors

Authors' CORNER

NATIONAL BOOK TRUST, INDIA
Ministry of Education, Government of India

Partnership of the Nation

शौचालय
TOILET

StudentEdge
MAKING INDIA
A NATION OF READERS &
TECH LEADERS
SUNDAY 5 MARCH
1.30 - 3.00 PM



StudentEdge

A newspaper especially crafted for school-going children.