



**Mumbai | Bengaluru | Pune | Rajkot | Indore |
Hyderabad | Vizag | Belgaum | Qatar**

Edu-tainment for 5 to 14 year olds



ABOUT US

- ▶ ScienceUtsav is an edutainment program for children of age 05 to 14 years.
- ▶ We have created an interactive learning platform for the participants through hands-on activities, science experiments, fun projects, science games, puzzles, science expeditions, role plays and other innovative pedagogy techniques.
- ▶ We believe that “Practicality is everything”!



ScienceUtsav's reach

10 Cities

170+ Schools

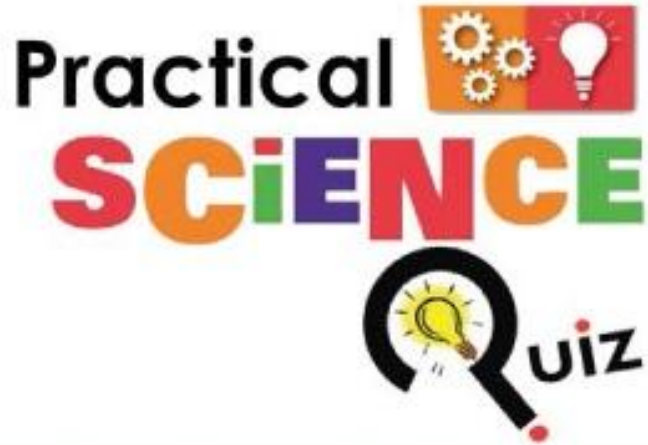
125,000+ Minds Enriched

And counting..

CLIENTELE



Practical Science Quiz 2017



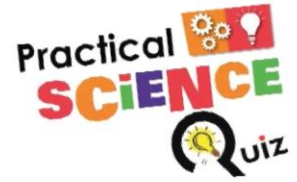
Organized by:





ABOUT PSQ™

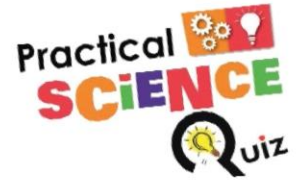
- ▶ **Practical Science Quiz (PSQ)™** is a science quotient and aptitude test for students from grade 02 to 09 across India to assess student's orientation towards **science and its application.**
- ▶ PSQ also helps schools and parents to assess, analyze and enhance the science knowledge and aptitude of the children with an **individual performance report.**
- ▶ Participants conduct hands-on activities, science experiments, fun projects, etc to come up with an answer in the unique practical round finale to qualify for a awesome prize!





VISION

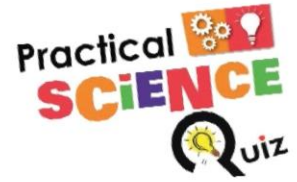
“ We BELIEVE that every child is special and with the right moulding and training is capable to grow into an exceptional **Human Being!**”





Synopsis

- ▶ **WHAT ?** A Practical science quiz competition
- ▶ **WHEN ?** November 2017 – February 2018
- ▶ **WHERE ?** Mumbai, Navi Mumbai, Thane, Bengaluru, Vizag, Belgaum
- ▶ **WHO?** Students from grade 2nd – 9th





OBJECTIVE

- ▶ To **Invoke curiosity** among the school children to understand Science outside the curriculum
- ▶ **Build Inquisitiveness**
- ▶ **Research Approach** to everything children do
- ▶ Make children practice “**Scientific Methods**”
- ▶ Encourage today’s children to learn and **understand science as a hobby**
- ▶ Develop interest in science so as to choose **science courses for future studies**

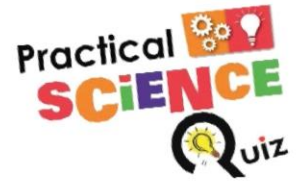


PSQ's reach (2017)

4 Cities

60+ Schools

1,000,000+ Audience



1

**SCHOOL &
STUDENT
REGISTRATION**

Schools initiate interest to get the students assessed & students fill registration forms

2

**FEES
COLLECTION**

Fees of Rs.250 is collected from the participants

3

**CONDUCT
ASSESSMENTS**

Assessments are conducted with the help of school faculty

4

**RESULT
DECLARATION
& AWARDS**

Individual results with strengths and weaknesses & awards distribution

5

**SECOND ROUND
REGISTRATION**

Eligible students register for the second round

6

CONDUCT TEST

Registered students appear for second round

7

GRAND FINALE

On stage quiz with hands on experiments and exciting application based activities



THE PROCESS IS EASY



INSTRUCTIONS

REGISTER

School will fill out the Registration form and email to ScienceUtsav by 10th Oct 2017



LEVEL 1

School conducts the test in the school premises by 30th Nov 2017



LEVEL 2

Eligible Kids will fill out the Registration form for Level 2 which will be held at a central venue by 20th Jan 2018



PSQ

Grand Finale - Inter-School Practical Science Quiz will be conducted



RESULT

Winners will be announced on ScienceUtsav's Website by 5th January 2018

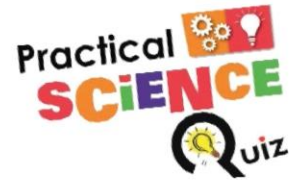


AWARDS

PSQ provides an opportunity for schools to win prizes upto INR 75000, Science Kits and more..

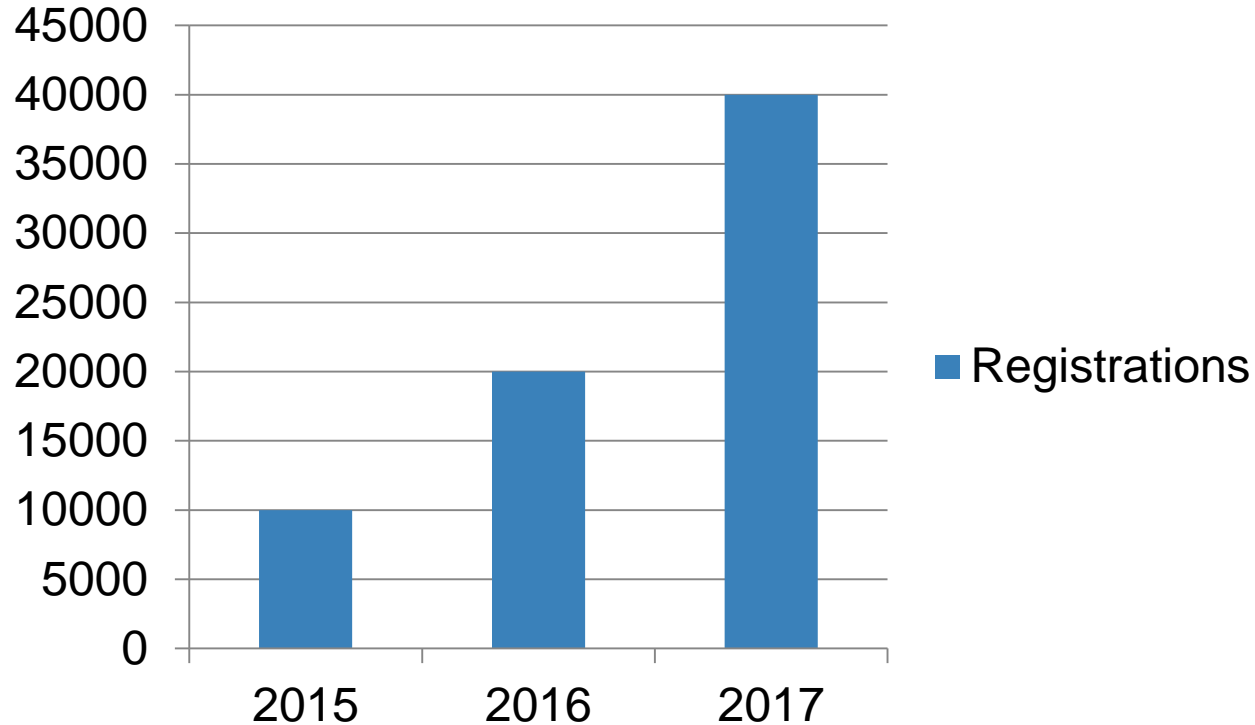
	Rank	Accolades
Winner – Gradewise (24)	1 st	Fixed deposit – Rs.50000
Runner Up – Gradewise (24)	2 nd	Fixed deposit – Rs.25000
Best Performing School	1 st	Rs.50000 + Trophy
Best School – Runner Up	2 nd	Rs.25000 + Trophy

(All Winners get Rank Certificates and All Participants of Level 2 get participation certificates)



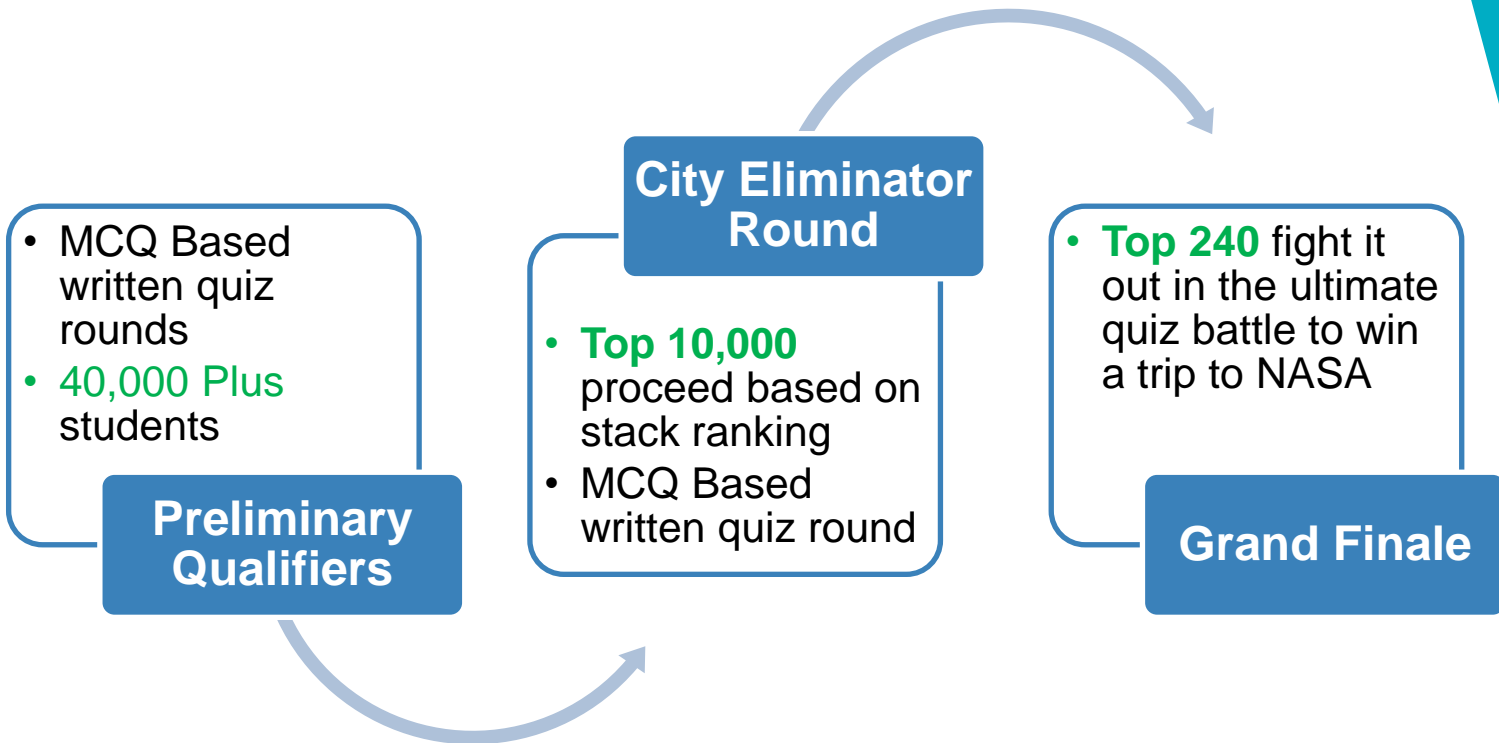
PSQ Graph Chart

Registrations





FORMAT





TIMELINE

**Preliminary
Qualifiers**

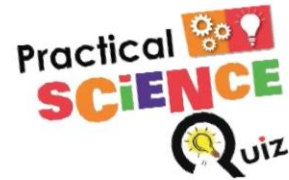
**November 1st -
December 23rd
2017**

**20th January
2018**

**City Eliminator
Round**

Grand Finale

**17th February
2018**



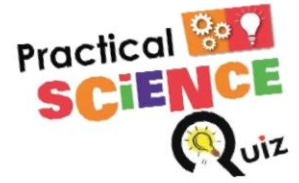
PSQ 2016-17





PARTICIPATING SCHOOLS 2017

- ▶ Bhavans A. H. Wadia High School
- ▶ Rajhans Vidyalaya
- ▶ St. Dominic Savio High School
- ▶ Swami Vivekanand International School
- ▶ Dr. Sarvepalli Radhakrishnan Vidyalaya
- ▶ Sharda Gyanpeeth International School
- ▶ Pawar Public School
- ▶ Ram Ratna International School
- ▶ Jasudben ML School
- ▶ Hiranandani Foundation School
- ▶ Orchid International School
- ▶ DAV Public School
- ▶ New Horizon Scholars School
- ▶ New Horizon Public school
- ▶ St. Gregorios High School
- ▶ Arya Vidya Mandir





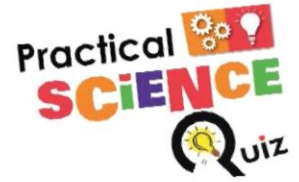
BENEFITS TO STUDENTS

- ▶ Assessment of niche skills like Observation, Science quotient, Memory, Ability to apply knowledge and analyze data, Logical reasoning, General knowledge and Rational judgment
- ▶ Awards and Recognition
- ▶ Students get exposure outside syllabus
- ▶ Division-wise / Standard-wise / School-wise analytical reports



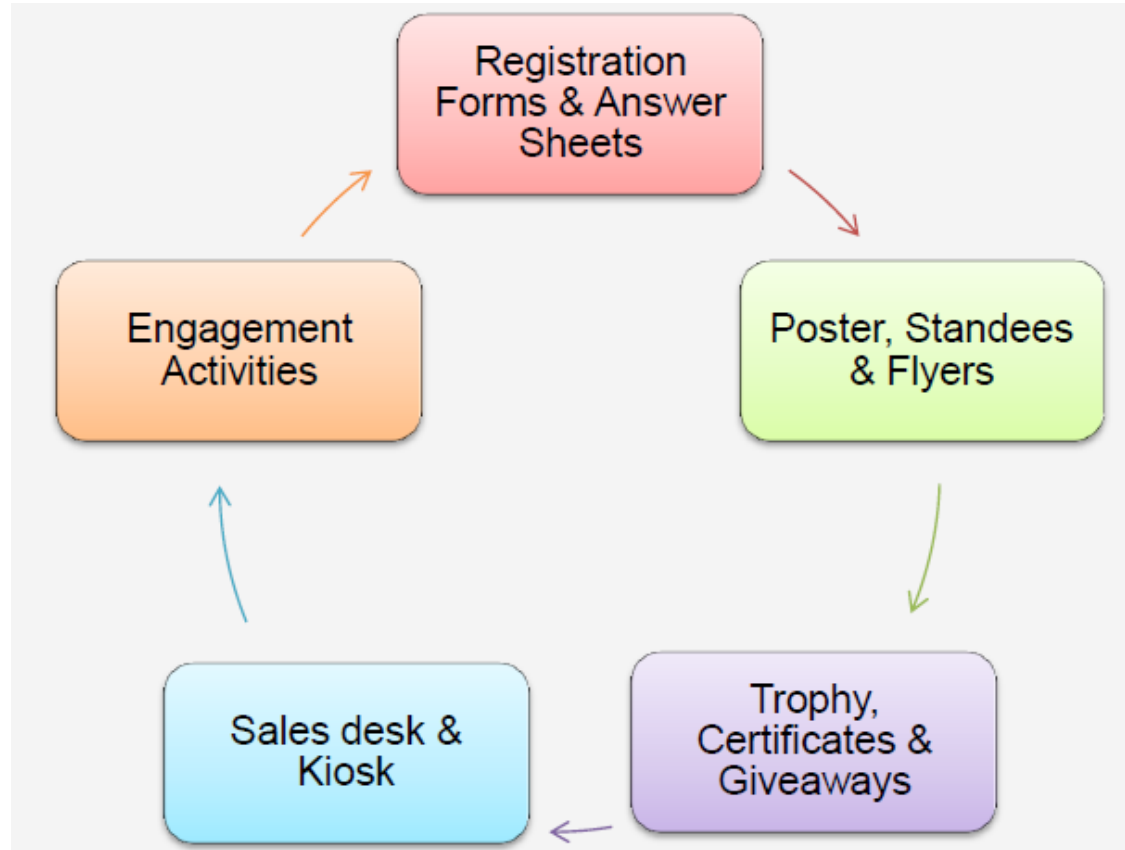
BENEFITS TO SPONSORS

- ▶ 40,000+ participants
- ▶ 100,000+ audience
- ▶ 1,00,000+ impressions on social media
- ▶ 100+ on ground events
- ▶ Digital/Email/SMS campaigns





ON-GROUND VISIBILITY





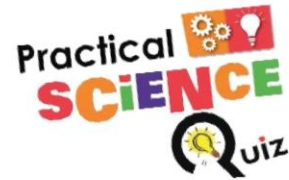
PSQ SPONSORSHIP 2017

Medium	Reach	Title		Associate		Partner		
On Ground Activation								
Preliminary Elimination Round @ School	200+ Schools 40,000+ Participation 5 Lacs + Audience							
1 Registration Forms & Answer Sheets		✓		✓		✓		
2. Trophy, Certificates & Giveaways		✓		✓		✓		Provided By Sponsor
3 Poster, Standees		✓		✓		✓		Provided By Sponsor
4 Flyers & Collaterals		✓		✓		✗		Provided By Sponsor
5 Audience Interaction & Activity		✓		✓		✗		Provided By Sponsor
6 Sales Desk / Kiosk		✓		✗		✗		Provided By Sponsor
7. Engagement Activities		✓		✗		✗		Provided By Sponsor
City Eliminator Round	4 Zonal Events 10,000 + Participation 25,000+ Audience							
1 Registration Forms & Answer Sheets		✓		✓		✓		
2. Trophy, Certificates & Giveaways		✓		✓		✓		Provided By Sponsor
3 Poster, Standees & Flyers		✓	4	✓	2	✓	1	Provided By Sponsor
4 Sales Desk / Kiosk		✓		✓		✗		Provided By Sponsor
5. Engagement Activities + Audience Engagement		✓		✗		✗		Provided By Sponsor





PSQ SPONSORSHIP 2017



TYPE	SLOTS	AMOUNT
Title	1	20 Lacs
Associate	4	10 Lacs
Partner	8	5 Lacs
	CUSTOM	
Sampling	Minimum 1 Lac	INR 5/ Sample
Awards and Recognition		Minimum 5 Lac



THANKS!

Any questions?



www.scienceutsav.com



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Practical
SCIENCE
Quiz