



Tata Building India announcement

Print & Online

August 10, 2018

Executive Summary

Coverage Update: Tata Building India announcement

Overall Impact:

- The overall reportage across publications resulted in **9 clips**.
 - **6 Print and 3 Online Impressions**
- The news has been carried by publications, including The North East Times, Meghalaya Guardian, Himalayan Mirror. Online portals, including PuneKar News and Silicon India have also carried the news.



Article Date	Headline / Summary	Publication	Edition	Page No.	Journalist
Mainlines					
6 Aug 2018	Tata Group essay contest	Meghalaya Guardian	Guwahati	2	Bureau
6 Aug 2018	Tata Group essay contest	The North East Times	Guwahati	2	Bureau
4 Aug 2018	5 mn students to participate in India's largest essay competition	Morning India	Patna	4	Bureau
3 Aug 2018	5 million students to participate in India's largest school essay competition on nation building	Himalayan Mirror	Guwahati	2	Bureau
3 Aug 2018	5 million students to participate in India's largest school essay competition on nation building	Yug Marg	Chandigarh	9	Bureau
Regional					
3 Aug 2018	Tata's Essay Competition	AajKal (Bengali)	Kolkata	9	Bureau
Online					
3 Aug 2018	5 million students to participate in India's largest school essay competition on nation building	Punekar News	Online Web	NA	Bureau
3 Aug 2018	5 million students to participate in India's largest school essay competition on nation building	Silicon India	Online Web	NA	Bureau
3 Aug 2018	5 million students to participate in India's largest school essay competition on nation building	NRI News 24X7	Online Web	NA	Bureau



Mainlines

Published Date:	6 Aug 2018	Publication:	Meghalaya Guardian
Edition:	Guwahati	Page No:	2
Circulation:	25000		

**Tata Group
essay contest**

GUWAHATI, AUG 5: Seeking to empower over five million students from 10,000 schools across 200 plus cities, to express their ideas on nation building, the Tata group launched India's largest essay competition, themed on Lessons for Modern India from Mahatma Gandhi. The 12th edition of Tata Building India School Essay Competition coincides with the 150th birth anniversary of Mahatma Gandhi, and 150 glorious years of service to nation by the Tata group.

Motivating students to express their views on the topics of national importance, the competition provides a unique platform to young future leaders to unlock their imagination and showcase their writing prowess. Over the years, the themes of the competition ranged from contemporary topics, like Digital Technology for a Better India, Clean India, Global Warming and Climate Change, to name a few, eliciting a great traction.

Held in 13 languages including English, Hindi, Bengali, Gujarati, Tamil, Marathi, Kannada, Oriya, Telugu, Malayalam, Punjabi, Assamese, and Urdu, the exciting competition commenced from 1st August in Indore and will be rolled over in other languages in the first fortnight of August. The competition is a two-phase activity in participating schools. The first phase consists of screening inspirational films which stimulate the students to think about the nation. Followed by this, the topic of the essay is shared, and students are required to write an essay on the topic, based on the theme.

To ensure a level playing field for students, the competition is conducted across two categories - junior level for classes 6-8 and senior level for classes 9-12. The essays evaluated by school teachers at the school level, are also evaluated by an eminent jury at the city and the state/ national level on the parameters of relevance to the topic, structure, creativity and communication of the idea, and prizes are awarded for school, city, and national level winners.

Published Date:	6 Aug 2018	Publication:	The North East Times
Edition:	Guwahati	Page No:	2
Circulation:	11300		

Tata Group essay contest

GUWAHATI, AUG 5: Seeking to empower over five million students from 10,000 schools across 300 plus cities, to express their ideas on nation building, the Tata group launched India's largest essay competition, themed on Lessons for Modern India from Mahatma Gandhi. The 13th edition of Tata Building India School Essay Competition coincides with the 150th birth anniversary of Mahatma Gandhi, and 150 glorious years of service to nation by the Tata group.

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Published Date:	4 Aug 2018	Publication:	Morning India
Edition:	Patna	Page No:	4
Circulation:	8000		

5 mn students to participate in India's largest essay competition

MI NEWS SERVICE

RAMGARH: Seeking to empower over five million students from 10,000 schools across 300 plus cities, to express their ideas on nation building, the Tata group launched India's largest essay competition, themed on Lessons for Modern India from Mahatma Gandhi. The 13th edition of Tata Building India School Essay Competition coincides with the 150th birth anniversary of Mahatma Gandhi, and 150 glorious years of service to nation by the Tata group.

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tion. Held in 13 languages including English, Hindi, Bengali, Gujarati, Tamil, Marathi, Kannada, Oriya, Telugu, Malayalam, Punjabi, Assamese, and Urdu, the exciting competition commenced from August 1 in Indore and will be rolled over in other languages in the first fortnight of August. The competition is a two-phase activi-

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To ensure a level playing field for students, the competition is conducted across two

categories - junior level for classes VI - VIII and senior level for classes IX - XII. The essays evaluated by school teachers at the school level, are also evaluated by an eminent jury at the city and the state/ national level on the parameters of relevance to the topic, structure, creativity and communication of the idea, and prizes are awarded for school, city, and national level winners. The national winners of this pan-India competition get once-in-a-lifetime opportunity to meet a national dignitary like the President of India and visit the Rashtrapati Bhavan in New Delhi.

Started in 2006, Tata Building India has emerged as one of the key annual initiatives undertaken by the Tata group of companies to motivate and nurture young minds across India towards thinking about nation building. Tata ClassEdge, a technology-enabled holistic instructional solution, conducts the English language essay competition in its partner schools, as well.

Published Date:	3 Aug 2018	Publication:	Himalayn Mirror
Edition:	Guwahati	Page No:	2
Circulation:	7000		

5 million students to participate in India's largest school essay competition on nation building

Guwahati, Aug 2 : Seeking to empower over five million students from 10,000 schools across 300 plus cities, to express their ideas on nation building, the Tata group launched India's largest essay competition, themed on Lessons for Modern India from Mahatma Gandhi. The 13th edition of Tata Building India School Essay Competition coincides with the 150th birth anniversary of Mahatma Gandhi, and 150 glorious years of service to nation by the Tata group.

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Published Date:	3 Aug 2018	Publication:	Yug Marg
Edition:	Chandigarh	Page No:	9
Circulation:	45200		

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Regional



Published Date:	3 Aug 2018	Publication:	AajKal (Bengali)
Edition:	Kolkata	Page No:	9
Circulation:	187816		

টাটার রচনা প্রতিযোগিতা

■ দেশের ৩০০ শহরের ১০ হাজার স্কুলের ৫০ লক্ষ পড়ুয়া যোগ দিচ্ছে দেশের সবচেয়ে বড় রচনা প্রতিযোগিতায়। আয়োজনে টাটা গ্রুপ। মহাত্মা গান্ধীর ১৫০তম জন্মদিন এবং সংস্থার ১৫০ বছরের পথ চলাকে স্মরণে নেখে এই প্রতিযোগিতার আয়োজন। বাংলা-সহ ১৩টি ভাষায় হচ্ছে এই প্রতিযোগিতা। বিষয়ের মধ্যে থাকছে উন্নত ভারতের জন্য প্রযুক্তির ব্যবহার, স্বচ্ছ ভারত, বিশ্ব উন্নয়ন প্রভৃতি। প্রথম পর্বের প্রতিযোগিতা শুরু হয়েছে ১ আগস্ট ইন্দোরে। সেরা প্রতিযোগী সুযোগ পাবে রাষ্ট্রপতির মতো বিশিষ্ট ব্যক্তিদের সঙ্গে মিলিত হওয়ার।

Online

Publication:	Punekar News	Edition:	Online Coverage
Published Date	3 Aug 2018		

5 million students to participate in India's largest school essay competition on nation building

<http://www.punekarnews.in/?p=26278>

Seeking to empower over five million students from 10,000 schools across 300 plus cities, to express their ideas on nation building, the Tata group today launched Indias largest essay competition, themed on Lessons for Modern India from Mahatma Gandhi. The 13th edition of Tata Building India School Essay Competition coincides with the 150th birth anniversary of Mahatma Gandhi, and 150 glorious years of service to nation by the Tata group.

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Started in 2006, Tata Building India has emerged as one of the key annual initiatives undertaken by the Tata group of companies to motivate and nurture young minds across India towards thinking about nation building. Tata ClassEdge, a technology-enabled holistic instructional solution, conducts the English language essay competition in its partner schools, as well.

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Publication:	Silicon India	Edition:	Online Coverage
Published Date	3 Aug 2018		

5 million students to participate in India's largest school essay competition on nation building

<https://www.siliconindia.com/news/general/5-million-students-to-participate-in-Indias-largest-school-essay-competition-on-nation-building-nid-205101-cid-1.html>

Seeking to empower over five million students from 10,000 schools across 300 plus cities, to express their ideas on nation-building, the Tata group launched Indias largest essay competition, themed on Lessons for Modern India from Mahatma Gandhi. The 13th edition of Tata Building India School Essay Competition coincides with the 150th birth anniversary of Mahatma Gandhi, and 150 glorious years of service to the nation by the Tata group.

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Publication:	NRI News 24X7	Edition:	Online Coverage
Published Date	3 Aug 2018		

5 million students to participate in India's largest school essay competition on nation building

<http://nrinews24x7.com/5-million-students-to-participate-in-indias-largest-school-essay-competition-on-nation-building/>

Tata Building India School Essay Competition 2018 to empower young minds from over 10,000 schools across 300 cities to express their ideas and insights

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