

BRING READING CHALLENGE TO YOUR SCHOOL

THE READING AGENCY AND LIBRARIES PRESENT  
**ANIMAL AGENTS**



**Let your kids get caught up in an outstanding adventure!**

## READING CHALLENGE

The Reading Challenge is a massive reading promotion programme for children and young people in the UK. It is conceptualised by The Reading Agency in collaboration with the Arts Council England, British Council and the BBC and now runs in libraries and schools all over the world. In the Reading Challenge children are challenged to read a range of books and are encouraged to complete the challenge with an exciting range of incentives and activities. Since its launch in 1999, it has become UK's biggest promotion of children's reading. Around 750,000 children took part in last year's programme borrowing an amazing 18 million books from the libraries. The programme is now being rolled out in over 30 countries like Spain, Thailand, Malaysia, Portugal, Kazakhstan, Singapore, Oman, Romania, France, Greece, Vietnam, Columbia, Venezuela, Sri Lanka and India.

## WHY TAKE PART?

The programme is an effective way of encouraging children to read a wide variety of books curated specially for the Reading Challenge and the titles have been selected by a panel of authors invited on board by the Reading Agency UK. The challenge inspires children to read for fun, pleasure and personal achievement and to become confident and enthusiastic readers. It helps them explore new titles by different authors and provides ample opportunity to enrich English language skills.

The element of challenge gives them an incentive to read, and a sense of achievement on finishing them. Whether the child is just beginning to read, or is an avid reader already, the Reading Challenge books and creative activities will fire up their imagination. The role of the British Council library is very significant; staff and volunteers help children find new books, encourage them to talk about the books they've read, reward stickers each time they read two books.

The Reading Challenge is great fun for every child and it also gives children a real sense of personal achievement. What's more, research shows children who take part get a head start in the classroom:

- They are more enthusiastic and happier about reading
- They have a more enthusiastic attitude to studies and are more keen and ready to learn
- They have enhanced confidence and self-esteem by completing the Challenge and receiving their incentives, medals and certificates

## ANIMAL AGENTS

This year's theme for the Challenge is Animal Agents, illustrated by UK's best-selling children's illustrator Tony Ross. The Animal agents love solving mysteries and they need YOU to help them crack their biggest case yet!

Give your child the opportunity to be a part of this global reading movement and inculcate the priceless habit of reading for pleasure.

## HOW IT WORKS

Every child who joins the challenge has to read at least any **six** of the Animal Agents books within a span of six-weeks. The child will then participate in some activities based on the theme and complete the challenge. If they complete the challenge successfully, they will receive a certificate at the end of it and will be rewarded with a medal if they participate in all the workshops.

### Step 1

Your child registers for the challenge at the library and receives a **colourful membership card** and an exciting Reading Challenge **welcome kit**. The membership card will be valid only for a period of six weeks from the date of issuance. Fill up registration form on page 8. Your child will also receive his very own Animal Agent **bag, key chain, and sticker sheets**.

### Step 2

Select your choice of books from the library. There are books for children in the two age groups of 5 to 8 years and 9 to 13 years.

- Books for the younger age group; 5 to 8 years have a coloured 'Animal Agents' sticker on them while the books for the older age group; 9 to 13 years have a different coloured 'Animal Agents' sticker on them.
- Your child will issue one book at a time and start reading the book of his/her choice from the collection of Animal Agents books for the respective age group. Books will be issued for one week at a time and cannot be renewed. The idea is '**read a book in a week**'.
- If your child finishes reading a book in less than a week, he/she can collect another book. This way the child can read as many books as he/she likes with a span of six weeks.

### Step 3

Write a book review after reading each book and tell us why you liked or disliked the book. To write an effective review, write a brief summary of the book you've read, include your thoughts on the story and characters, talk about the main events in the story and whether you would recommend the book to your friend.

All review sheets, can be submitted by your child after completing the Reading Challenge. The reviews will then put up on our library notice boards to boost up the child.

### Step 4

Attend specially designed workshops and activities designated for your child's age group. The schedule of workshops will be communicated to you after you register for the challenge. Children will have to attend workshops as per the date and timings communicated by the British Council.

These activities have been conceptualized based on the theme of Animal Agents and aims to encourage the creativity and power of imagination of the child. The workshops for the children will be conducted by dynamic and professional resource persons and each of these workshops have been customized for the children of the respective age group to meet the needs of the young participants.

### Step 5

On successful completion of the Reading Challenge, your child will be rewarded with medals or/and certificates from The Reading Agency and British Council at a special ceremony organised at the British Council Library.

Under the stipulations of the Reading Challenge, Certificates of Achievement and Medals will be awarded to children who complete the challenge successfully. Children will be awarded in four categories:

**Letter of Participation** – Children will receive this if they are unable to complete the challenge. Either they have not been able to finish reading the minimum six books in six weeks or have not submitted the review sheet for each book they have read.

**Certificate of Achievement** – Children will be rewarded with a Certificate from Reading Agency UK and British Council if they finish reading the six books within the timeline set for them and submit review sheets for the books.

**Prestigious Medal** – In addition to a Certificate, children will receive the prestigious Medal from Reading Agency UK and British Council.

### Step 6

You will be cordially invited to attend the special certificate distribution ceremony organised by the British Council upon completion of the Reading Challenge. The certificates and medals will be issued by the Reading Agency and British Council.

The date, time and venue of the ceremony will be communicated to you soon after the completion of Reading Challenge. The ceremony will be attended by all participants and their parents.

## Fee & Special Promotions:

Category	Fees
Special Rate for Schools per child	INR 1500/-

### The fee includes:

- A Reading Challenge membership card for the programme
- Books to borrow from an exclusive selection of books on **Animal Agents**
- Training materials and facilitator's costs
- Refreshments and hospitality
- Welcome kit, Incentives and stationery
- Certificates and Medals from Reading Agency and British Council on successful completion

### How to Register

- The non-refundable fee is payable in advance during registration of your child for the complete programme which is inclusive of borrowing of books and participation in **all** the activities.
- Payments are accepted by **cash only**
- If obliged to cancel an event, shift the venue or change the timings, British Council reserves the right to do so without further liability. Children will have to adhere by the advertised workshop
  - To register your child you need to fill up the enclosed Registration form and submit it along with the fees. Please submit the completed forms to British Council Library, A503-506, 5th Floor Amrapali Lakeview Tower Road, Near Vastrapur Lake Vastrapur Ahmedabad.
- Seats are very limited. If seats are full by the time we receive your registration form, we will contact you to ask you if you would like to be put on the waiting list. If a place becomes available, we will contact you again and offer your child the vacancy.



**BOOKS IN STORE FOR YOU**



The British Council creates international opportunities for the people of the UK and other countries and builds 6 trust between them worldwide

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## REGISTRATION FORM

**Participant (Name in full)**

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**Name of the School**

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**Email address**

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**Telephone**

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**Mobile**

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**Class**

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**Age**

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**Fee payable (please tick)**

<input type="checkbox"/> <b>INR1500 (Schools)</b>
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<input type="checkbox"/> <b>INR1500 (Schools)</b>
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**Group (please tick)**

<input type="checkbox"/> <b>Younger (5 to 8 years)</b>
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<input type="checkbox"/> <b>Older (9 to 13 years)</b>
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### DECLARATION

1. I hereby give consent to my child to take part in the Reading Challenge and related activities organized by the British Council as per the enclosed guidelines
2. I agree that he/she will be under the authority of, and responsible to, the British Council organising team.
3. I confirm that all details are correct to the best of my knowledge and I am able to give parental consent for my child to visit the British Council and participate in the various events of the Reading Challenge.

**Signature (Parents)**

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**Date**

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### GENERAL INFORMATION

Certificates and medals from The Reading Agency UK and British Council will be given on successful completion of the Reading Challenge

Participants will have to read the books within the stipulated period for the challenge and then join the workshops and activities to complete the Reading Challenge

**For queries, please contact:**

**Ms Mansi Pherwani** on [mansi.pherwani@britishcouncil.org](mailto:mansi.pherwani@britishcouncil.org) or call 079 2647 4808

**Mr Dattatreya Kulkarni** on [dattatreya.kulkarni@britishcouncil.org](mailto:dattatreya.kulkarni@britishcouncil.org) or call 079 2647 4802

### DATA PROTECTION

The British Council is committed to ensuring that any information gathered in relation to this event meets the specific responsibilities as set out in the Data Protection Act 1998. We store the above information on your child for a maximum of 12 months and then securely destroy it.