

Pidilite announces Fevicol Science Project Challenge 2015

~ Participation now open for schools ~

~ POGO Mad fame, Rob to be the brand ambassador ~

~ Winners to be awarded a grand trip to London Science Museum ~

National, May 18, 2015:

Dream, Imagine, Observe and Create

Pidilite Ind, one of the leading companies in consumer and specialty chemicals, under the aegis of its Arts, Stationery and Fabrics division, announced the Fevicol Science Project Challenge 2015. Fevicol Science Project is an annual nationwide competition that identifies the talent from across the schools in the country. It encourages budding young talented children and gives them a great kick start to pursue their interest further. The participation is now open and students from standards 5 to 10 across the schools from India can send their entries. The competition is divided in Junior, 5th-7th standard and Senior, 8th-10th standard categories. Schools interested in registering can visit pidilitecreativeminds.com.

Fevicol Science project Challenge is a quest to nurture the next generation of scientists and thinkers. This contest encourages students to think about topics that are related to their everyday life, futuristic concepts and make 3-D models of their interpretations of the subject/topic. The 3-D modeling is to promote the "Learning by doing" attitude so that the young minds understand the theory as well as the actual working of the concepts. Therefore, this contest provides the students an opportunity to challenge their own creativity and convert class room learning into workable concepts and models. In four years, Fevicol Science Project Challenge has become one of the biggest events for school students in the world as last edition saw participation from 7 lacs students across more than 1950 schools. Winning teams along with science teachers were awarded Singapore trip as the grand prize along with gratification at school level.

Mr. Rahul Sinha, President - Sales & Marketing - Arts, Stationery and Fabrics division, Pidilite Industries Limited, said "Projects and models make a subject like Science fun and creative, and Fevicol has been associated with such projects for a long time now. Fevicol Science Project Challenge was launched in

year 2011, as an honest endeavour to promote young scientists to think and innovate. Through Science project challenge we want students to Dream, Imagine, Observe and Create. We hope that maximum students participate and showcase their talent. We wish all the kids a rich and fun-filled learning experience.”

This year the challenge will begin in June 2015. The theme for Fevicol Science Project Challenge 2015 is ‘young minds creating better tomorrow’. The contest will enable students to think on issues relevant to our everyday life and create solutions that will help in creating a better tomorrow.

The first round will require students to make a 3-D model on the topic chosen in the team of 3, which will be exhibited. On the exhibition day, all the 3-D models will be displayed by the students and they will need to explain the concept to the science teacher and principal who will then choose two winners, one each from standard 5 to 7 and standard 8 to 10 from the school. Schools will then upload the pictures of the winning projects on the company website along with a brief on chosen topic, principles and working of the 3D model. Further, these projects will be reviewed by expert panel that chose 5 projects each from junior and senior categories.

These chosen teams will be invited to Mumbai for a Grand Finale where they will be given impromptu topics to create the project over the next 3 days. The projects are judged by eminent judges appointed by Pidilite Industries Ltd. The Winning teams will be awarded a grand trip to London to visit science museum. The winning team member will be accompanied by parent. Winning Teams will also be given trophies.

Fevicol declares science project

Mumbai: Pidilite Industries Ltd, one of the leading companies in consumer and specialty chemicals, under the aegis of its Arts, Stationery and Fabrics division, announced the launch of Fevicol Science Project Challenge 2015 with an overarching theme of 'Young Minds Creating Better Tomorrow'. The challenge, for the first time, will also now be open for individual participants along with team participation. India's favourite kid's icon Rob will be the brand ambassador for the challenge. He will mentor the finalists and will also conduct a workshop for top 100 winners in individual category.