

# READING CHALLENGE

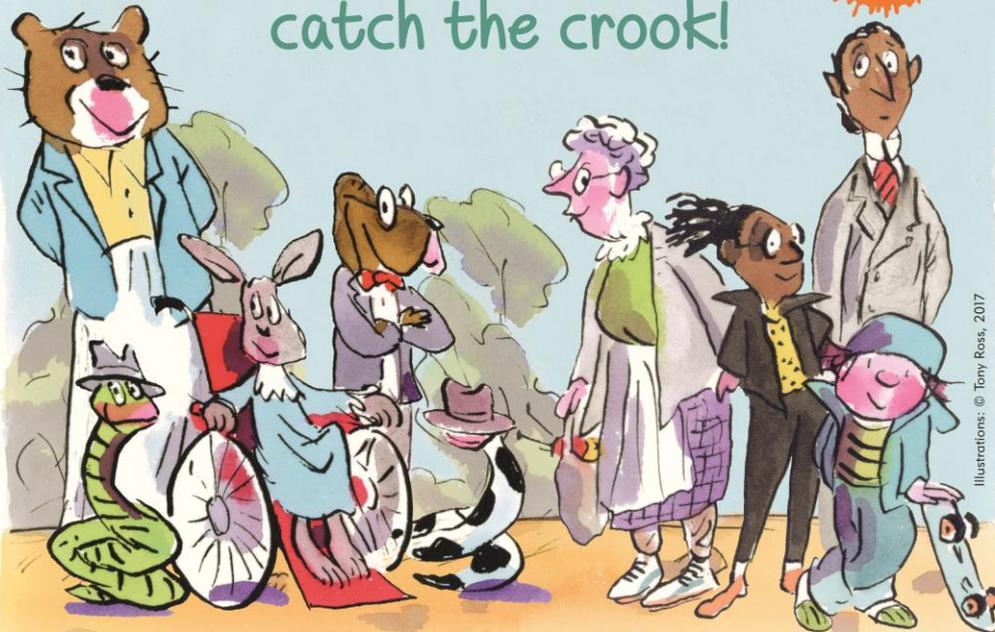
THE READING AGENCY AND THE BRITISH COUNCIL PRESENT

## ANIMAL AGENTS

READING CHALLENGE

Read the books,  
catch the crook!

JOIN AT  
THE  
BRITISH  
COUNCIL!



Illustrations: © Tony Ross, 2017

## 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 and British Council and now runs in libraries and schools all over the world. In the Reading Challenge children are challenged to read a range of high quality British children’s 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 8,00,000 children took part in last year’s programme borrowing over 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.



## ANIMAL AGENTS 2017

This year the Reading Challenge theme is Animal Agents, illustrated by the UK’s best-selling children’s illustrator Tony Ross. There’s something peculiar happening at the local library - and that’s where the Animal Agents come in!

From solving the case of the graffiti writing to the strange case of a missing lunch, children will join in the fun with the Animal Agents by reading along. As children read library books on the Summer Reading Challenge, they will receive a host of stickers, some with mysterious smells. By collecting these clues in their detective folder, young readers will help the Animal Agents find out what’s really been going on behind the scenes!

To take part in the Reading Challenge, all children need to do is sign up at the British Council library.



## 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 collector cards each time they read two books.

Research shows children who take part get a head start in the classroom:

- Improve their English and are more enthusiastic and happier about reading
- Have a more enthusiastic attitude to studies and are more keen and ready to learn
- Have enhanced confidence and self-esteem by completing the Challenge and receiving the certificates and/or medals.



## HOW IT WORKS

Every child who joins the challenge has to read at least any **six** of the **Animal Agent** books within a span of six-weeks. The duration of six weeks will start from your date of registration. Your child will then participate in some activities and workshops based on the theme and complete the challenge. If they complete the challenge successfully, they will receive a Certificate of Achievement 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 six week period starts from the day of registration for the Challenge**. Fill up the registration form on page 6. Form is also available at the British Council.

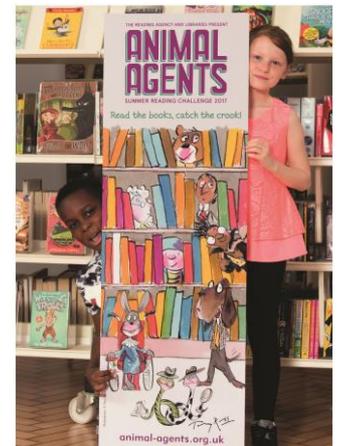
Your child will also receive his very own Animal Agents **collector folder**. Children can claim their **FREE** collector card each time they complete reading two books. The cards feature fabulous illustrations by Tony Ross. Watch out for the **SCRATCH 'N' SNIFF** smells on some of the cards. When you have collected all six cards, your challenge is complete. But continue reading and read as many books as you can.



### Step 2

Select your choice of books from the library after registration. There are books for children in the two age groups of **Younger (classes 1 to 4)** and **Older Group (classes 5 to 8 years)**.

- Books for the younger age group; 5 to 8 years have a **'Younger' 'Animal Agents'** sticker on them while the books for the older age group; 9 to 13 years have an **'Older' '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 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, six or more in total, will be submitted by your child after completing the Reading Challenge. The reviews will then be assessed by British Council and graded either B (satisfactory), B+ (good), A (excellent) or A+ (outstanding).





### 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. The workshops will be held well before 25 December 2017 as there will be winter vacations thereafter. 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. The date, time and venue will be communicated to the parents soon after the completion of Reading Challenge.

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 all the books to the satisfaction of the British Council. The review sheets will be assessed by the British Council and graded as either B (satisfactory), B+ (good), A (excellent) or A+ (outstanding).

**Prestigious Medal** – In addition to a Certificate, children will receive the prestigious Medal if they receive an A or A+ in their book reviews and attend and complete all the workshops.

**Commendation Letter** – Those who complete points 2, 3 and have performed well through the quality of the work done during the workshops will additionally receive a Letter of Commendation as a reward.



## ANIMAL AGENTS

### Fee and special promotions

Membership Category	Fee
Family	₹1500 per child for the six week programme
Individual, Online, Institutional	₹3000 per child for the six week programme



Individual and Online members can upgrade to Family at a discount of Rs200 and pay only Rs1500 for Reading Challenge



Non-members can register by first enrolling as a library member. For membership options and discounts, call 40074329/4341



First 50 registrations will receive an exclusive **Animal Agents Top Secret Activities Booklet. So hurry!**

#### Fee includes:

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

#### 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 could be made either by an **A/c Payee local cheque** or a DD, payable to **British Council Division**, in cash or by credit card (Master and Visa 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 the Customer Services at British Council, L & T Chambers, 1<sup>st</sup> Floor, 16 Camac Street, Kolkata 700017.
- 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.
- For further information about the programme and the registration process you may call 40074329/40074341. You may also write to [priyanka.catherinemondal@britishcouncil.org](mailto:priyanka.catherinemondal@britishcouncil.org) Registrations open on **27 October 2017**. Last date for registration is **5 December 2017**. Registration for the programme is on a first-come-first-served basis only.

## ANIMAL AGENTS LIBRARY REGISTRATION CARD

Name

Address

Post Code

Telephone

Parent's email

Age

Please tick

Boy

Girl

Your school

How did you find out about **ANIMAL AGENTS** ?

School

The library

Posters/adverts

Family/friends

Taken part before

Other

If other please give details:

\_\_\_\_\_

Library card number