



TECHTRONICS EDUCATION - CASE STUDY

Techtronics provides a complete learning solution, integrated deeply into the school curriculum. Specific science and mathematics concepts are identified - which are then re-enforced in a fun filled way - students experience these concepts through the models they create. The solution is flexible enough for teachers and educators to expand and customize it to their classrooms, and to the specific learning needs of their students. The models and construction is highly scalable. These activities are developed by qualified and experienced educators. The activities cover the range of our portfolio; from early learning to high school and beyond. Try them out, and discover how LEGO education sets are effective tools for hands-on teaching.

The activities can be automated by the use of the LEGO® MINDSTORM® Education materials and easy to use platform for introducing multi-disciplinary science of Robotics in an easy to understand way to students as young as 8 years. Using these solutions, students live and experience the concepts of science, programming and mathematics. The concepts are introduced in a simple and seamless manner and students can pick up the solution and be productive with it in a matter of hours. Teachers and educators will see the power of this solution in the flexibility and customization that this solution offers.

These activities are synchronised with the school curriculum to augment and reinforce the theoretical concepts learnt in the classroom. Robotics helps to develop essential skills such as Team work, Creating problem solving and concentration, helping in an all round growth of students. It has been established through research that Students involved in Robotics develop higher IQ and fare better in exams.”

Techtronics is organizing several national and international robotics competitions, such as Indian Robot Olympiad, World Robot Olympiad and First Lego League India for the development and encouragement of science, technology, engineering and maths amongst students.



KEY OBJECTIVES

- Enhance corporate image of TECHTRONICS
- Create awareness of TECHTRONICS
- Lineage
- Business segments
- Core customers
- Capabilities
- Competitive strengths
- Create a recall/preference for TECHTRONICS among customers

CHALLENGES

- The Robotics education was extremely new subject in India
- Few journalists with right knowledge levels
- Low awareness of TECHTRONICS credentials among potential customers

STRATEGY

- Aggressively established TECHTRONICS relationships with key business media influencers
- Sought opportunities to pitch TECHTRONICS strengths and perspective on industry trends
- Organizing activity based programmes Seminars and workshops. Media lobbying in the respective cities
- Pro-active PR efforts for competitions like FLL (First Lego League) and India Robo Olympiad.
- Leveraged thought leadership to drive discussions/coverage on the education industry

RESULTS

- Raised the desired awareness about TECHTRONICS
- Achieved quality and quantity proactive media placements
- Communicated key messages to concerned publics
- Created a TECHTRONICS favorable core media group



MEDIA CLIPS

STUDENT INVENTOR

Techtronics Education is an organisation which is proactively carrying out activities in schools to generate interest in robotics. Organisers of the annual event, Indian Robot Olympiad, Techtronics has introduced a scalable robotics/activity-based learning solution, which helps students to learn and understand the concepts of science, technology, engineering and mathematics.

Over 40 students from various schools participated in the first (northern) chapter of the First Lego League competition. The combined team of St John's School, Chandigarh, and St. Columba School Delhi bagged the maximum points for Robotic Design and Technician in the competition. Young Scholar School (Barnala, Punjab) won the prize for project design, coordination and team work. Winners of this event will qualify for the world championship in Atlanta in April 2010. FLL is an international programme for nine to 16 year-old children and is spread over 50 countries with 14000 teams and 130000 children participating in the event in 2009.



St Columba's students excel in Lego League contest

MORE THAN 40 students from various schools participated in the northern chapter of the First Lego League (FLL) India competition on Friday. Teams from St John's School, Chandigarh, and St Columba's School, Delhi, bagged the maximum points for robotic design and technician in the competition.

Young Scholar School, Barnala, Punjab, won the prize for the project design, coordination and team-work. Winners of this event will qualify for the world championship in Atlanta in April 2010.

The FLL India competition, a model-making contest organised by Lego, is a two-day event. The second leg will be held in Bangalore on January 30. Thirty teams comprising children in the nine to 16 years age group will participate.

HTC, New Delhi



Students take part in the northern chapter of the First Lego League India competition on Friday

St John's students shine in making robotic designs

HT Live Correspondent
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CHANDIGARH: The team of St John's High School, Chandigarh, and St Columba School, Delhi, bagged maximum points for robotic design and technician in the first northern chapter of First Lego League competition.

First Lego League (FLL), a model-making contest organised by Lego, concluded in Delhi and Bangalore on Tuesday. A total of 30 teams participated in the event. Young Scholar

School, Barnala, Punjab, won the prize for project design, coordination and team work.

Winners of this event will qualify for the world championship in Atlanta in April 2010.

"I think Techtronics education is doing a great job as one can see lot of excitement and curiosity in children for this competition. They are more keen about robotics. It is a tough competition and should be held on regular basis," said Jabeen Shaikh, vice-principal, Young Scholar School.

The contest called for teams to research and present their own creative applications of solutions to improve people's lives. Weeks of research and design culminated in the FLL India, where more than 300 children demonstrated their problem-solving skills, creative thinking, team work and competitive play.

The event was organised by Techtronics Education, a company engaged in providing robotics-based hands-on learning solutions for children.

First Lego league competition held

Chandigarh: More than 40 students from various school participated in the first Northern chapter of the Lego league competition. Combined team of St John's School and St Columbus School, Delhi bagged the maximum points for robotic design and technician in the competition.

सेंट जॉस के बच्चे स्मार्ट मॉडल प्रतियोगिता में चमके : सेंट जॉस स्कूल चंडीगढ़ एवं सेंट कोलम्बस स्कूल दिल्ली की संयुक्त टीम ने टेक्नॉनिक्स एजुकेशन द्वारा आयोजित फर्स्ट लीगो लीग रोबोट डिजाइन एवं टैक्नीशियन प्रतियोगिता में सर्वाधिक अंक प्राप्त कर आगामी अप्रैल माह में अटलांटा में होने वाली विश्व चैंपियनशिप में भाग लेने का रास्ता खोल लिया है। नयी दिल्ली में संपन्न इस प्रतियोगिता में विभिन्न स्कूलों के 40 से अधिक बच्चों ने भाग लिया।

city lights / entertainment

Back to the future

SMART ACT
Students exhibited smart transportation models at the national FLL robotics contest

FIRST LEGO League (FLL) India, a robotics competition organised by Techtronics Education, was held on January 30 at the SAP Labs campus in Whitefield. 18 teams comprising of children in the age group of nine to 16 years participated in the event. Participants included children from schools such as National Public School, Oxford High School, Sudarshan, Vidya Mandir, Cambridge School, Kumarans, Crystal House, Spastics Society of Karnataka and the government school from Devarabesanaahalli. Team SAPbots comprising of students of Oxford School and Kumarans School emerged winners for their monorail project while Team Invincible from Gurgaon were the runners-up.

This year's challenge Smart Move — required children to focus on a very contextual and important issue facing the world today — safe and efficient transportation. The contest called for teams to research and present their own creative applica-

tions of solutions to improve people's lives. After eight weeks of research and design, more than 200 children and mentors demonstrated their problem-solving skills, creative thinking, teamwork, competitive play, sportsmanship, and sense of community.

"FLL gives children a hands-on, real world experience allowing them to use their imaginations and creativity combined with science and technology to solve real world problems," said Gerhard Bjerrum-Andersen, FLL program manager, LEGO Education.

FLL is an international program for school children, created in a partnership between FIRST and The LEGO Group in 1998. FLL is spread over 50 countries with 14,000 teams and 130,000 children participating in the event in 2009.

Express Features

Kids un-jam B'lore

Schoolchildren propose innovative solutions to ease congestion on Bangalore roads, including using of robots

ROBOTICS IN EDUCATION
A team of students from St John's School, Chandigarh, and St Columba School, Delhi, bagged the maximum points for Robotic Design and Technician in the competition. Young Scholar School (Barnala, Punjab) won the prize for project design, coordination and team work. Winners of this event will qualify for the world championship in Atlanta in April 2010.

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