

## For Parents



Imagine think formulate expand

Let the joy of reading be a part  
of your child's world...



# Profile

### about us

We publish children's books and two exciting bi-monthly journals: Caterpillar [age group: below 9 years] and BanyanTree [age group: above 9 years].

Our mission is to get children to read and make reading a good habit for them, and support parents, teachers, and schools in the process.

We present "children-friendly" publications that have good information presented in an interesting manner.

When we look at our books/journals/Website, these are some of the questions we ask ourselves:

- Do children really read the subject they are about to read?
- How current, or useful, is the information?
- Is the book/journal useful for the child?
- Is it user-friendly?
- Who is this for? What is the reading level?
- Will it wean, or reduce, TV viewing time of children? TV is a passive activity, what with its glut of serials, unhealthy entertainment/talk shows, and violence..
- Does it nourish the child's mind?
- Is it child-friendly and safe?

Reading is an active, participatory activity.

We provide the best value for reading through our books and journals.

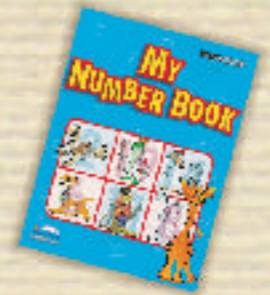
### Our reach

Our books reach a wide audience — children, parents, school, and educational institutions, across the country.

Our two children's journals have a print-run of 15,000 copies each per issue. The journals are sent to subscribers, schools, educational institutions, besides corporate/pharma houses and government offices.

Some of the reputed schools that we have on our subscribers' list are: Singhania School [J K Group], Ahmedabad International School, Jamnabai Narsee Monjee School, Poddar School, DAV School etc., etc.,

We also earmark 2,500 copies per issue for various promotional purposes and campaigns.



## Our products

We publish books for children of all ages. We publish children's literature, story books, colouring and drawing books, books on history, art, moral values, science, maths, sports, activity books, inspirational books etc.,

1. Nursery books
2. Primary books
3. Secondary books — in the areas of academic, non-academic and extra-curricular activities
4. Two exciting bi-monthly journals: Caterpillar and BanyanTree.



### Interactive quotient: How you can help at home

Have you ever asked your child to know what is there on product labels, newspapers, magazines and signboards? May be, may be not — no problem. Be patient and listen as your child thinks, or reads.

Let your child know you are proud of their reading, when they read our books and journals... They will learn more in the process.



To order our books, or subscribe to our journals, call us TODAY!

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### Make reading a part of a child's every day life

Studies suggest that when parents share conversations with children they are together.

Children learn words more easily when they hear them spoken often.

When you also introduce new and interesting words at every opportunity, it widens their horizons.

Our books and journals help you to:

- Read together every day
- Spend time talking about stories, pictures, and words
- Be the child's best supporter
- Keep informed about your child's progress in reading and other ways you can help
- Be a listener, reader, and also writer.

Remember, children learn habits from you and the people around them.

## Success starts with reading

When children become good readers in their early years, they are more likely to become better learners through their school years and beyond — more so, in their careers/professions.

Learning to read, in today's context, may be hard work for children. But, where there is a will to read, there is always a way!

Research suggests that it helps to give your child a good start in reading.

Reading leads to the development of important skills, including learning to:

- Use language in conversation, and listen and respond to stories read aloud
- Recognise/name the letters of the alphabet, early on; expand on information and knowledge as your child grows up
- Listen to sounds of spoken language
- Connect sounds to letters, so words become easy and habitual
- Use new words
- Understand what is read; and, comprehend better

While it is agreed that teachers set the stage for your child to learn to read with some critical early skills, as a parent you can help your child understand beyond the classroom reading and learning programme/s. You will also, in so doing, help your child become a good reader.

Make our books/journals a part of your child's growing years, TODAY!

## A story goes a long way

What our books and journals provide your child?

- Help them read and reread. When children reread books and journals, outside of a prescribed curriculum, it improves their comprehension, recall, and retaining skills.

- Children need practice in reading comfortably using books/journals that are simple in content and high on information, fun, and knowledge.

- When your child is reading aloud, you can figure out the words s/he has missed and help them read words correctly.

- Help you to ask your child about what s/he is reading, about new words, about what happened in a story, about the characters, places, and events that took place.

- Ask what new information your child has learned from a given book/journal.

- Encourage them to read on their own.

Introduce your child to our books and journals, TODAY!

It's a good habit they will love all through life!

## A quality reading programme

Studies on reading show that the most significant aspect of reading is how your child feels about reading.

Positive support from parents helps. Children need to know that parents care about reading.

However, forcing a child to read will yield no positive results. It's also not necessary for your child to read each day, especially if it's not reading for pleasure.

It is, therefore, good to have a reading time when the whole family reads. Even if the child is reluctant, s/he knows that the time is reserved for reading.

Allow your child to choose and read light material, if nothing else.

## Our mission

- To give clean, good information, knowledge, and fun to children of all ages
- To give them examples of the finest types of a growing childhood
- To inspire them with appreciation for art, culture, and values
- To cultivate imaginative skills
- To promote love of country, home, nature, truth, beauty, and sincerity
- To prepare them for life as it is
- To fuel their ambitions
- To keep pace with a fast-moving world in all its activities
- To give reading matter that stimulates their interests and helps them to mould their skills for useful and rewarding careers.

Our books and journals are created to help children and parents build healthy families.

Our mission is to present content, information, ideas, and services that make the job of parenting, outside of the school curriculum, and at home, a little easier.

We are confident that you will agree that our books and journals will keep getting better and better!

### Feedback

We welcome comments and/or feedback from discerning parents like you — this will help us publish the best books and journals your child will love!



For orders/subscriptions: Contact, Michael. Mobile: 092210 83213.

### PRIMETIME EDUCATION

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# our vision