

Hindustan Times  
**CODE-A-THON**  
India's First Coding Olympiad  
Inspiring the Next  
Generation to Code for a  
**BETTER TOMORROW**



Technology today has become a way of life, making coding an extremely important skill to possess in order to thrive in this competitive era.

HT Media, amidst the challenging year of 2020 conducted one of the largest and first ever coding Olympiads in India with an exceptional participation from 61,000 students, from 6,000 schools across India. HT Codeathon was a platform for students to register and learn coding through a combination of various resources such as webinars, quizzes, and videos, all available to them on [htcodeathon.com](http://htcodeathon.com). The Codeathon kicked off in September 2020 and concluded in December 2020

**Delhi Government, Cuemath & IBM joined hands to drive change through technology, education & governance**



Under HT Codeathon initiative, more than 13000 students across 1000 schools of Delhi Govt are being trained to code. They are building games and developing websites using Python, CSS and HTML. 28 out of 100 finalists are from Delhi Govt Schools. This has inspired the students to explore more into the world of coding,"

**MANISH SISODIA** , Deputy Chief Minister, Delhi



IBM STEM for Girls is key initiative to focus young students towards technical education and drive digital literacy. Our collaboration with Hindustan Times is a testimonial to our commitment and the program has given our students a definite edge and enabled them to unlock their creative potential,"

**MANOJ BALACHANDRAN** , Head - CSR, IBM India & South Asia



Our endeavour is to help bring Math and Coding at the forefront of public policy and thought. We at Cuemath strongly believe in the power of Math and Coding as essential skills and our aim through association with HT Codeathon is to help nurture the right environment and mindset around algorithmic thinking and logic among children,"



**MANAN KHURMA**, CEO & Co Founder, Cuemath



### THE CODE-A-THON JOURNEY FOR PARTICIPANTS:



#### School Outreach

Via Emailers / WhatsApp / School Apps with teachers, principals for Codeathon details



#### Students & Parents Webinars

Via Webinars with experts on learning modules with entry level sessions



#### Online Preparation Modules

20-hour online learning module with one time registration fee  
Class 6th & 7th : HTML & Scratch  
Class 8th & 9th : Python



#### Online Qualifiers

Class 6th & 7th : Created a website using Scratch & Embed it in a Web Page  
Class 8th & 9th : Complex Problem solving using Python and created a game



#### Codethon Finale

100 coders in each category in Del & Mum will compete in finale. Winners will be awarded and featured on HT platforms.

**200K Students**  
**1,000 Schools**

**100K Students**  
**300 Schools**

**55000 registrations**  
through school network & partner association

**400 Young Coders**

**12 Codethon Champions**

### ENGAGEMENT INITIATIVES FOR PARTICIPANTS:

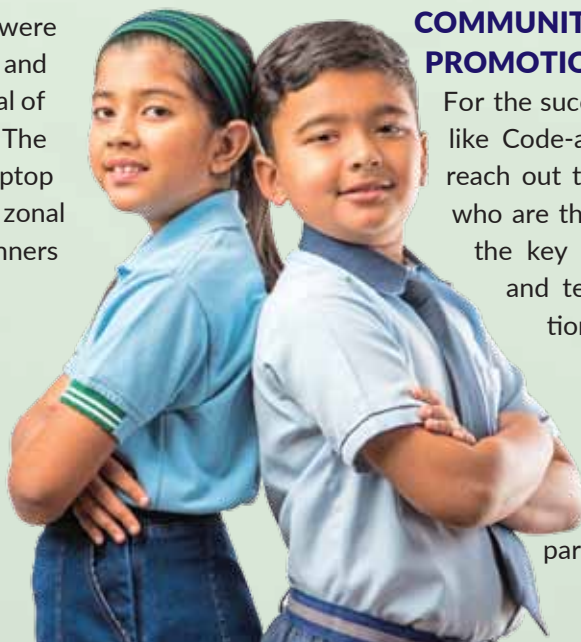
Two finale competitions were conducted for the registered students - Website Development with HTML and Game Development with Python. The two competitions were conducted exclusive to North and South Zones of India with a total of 400 finalists and 12 winners. The winners were awarded a laptop each, with each of 4 individual zonal and competition type winners bagging a smart watch as well.

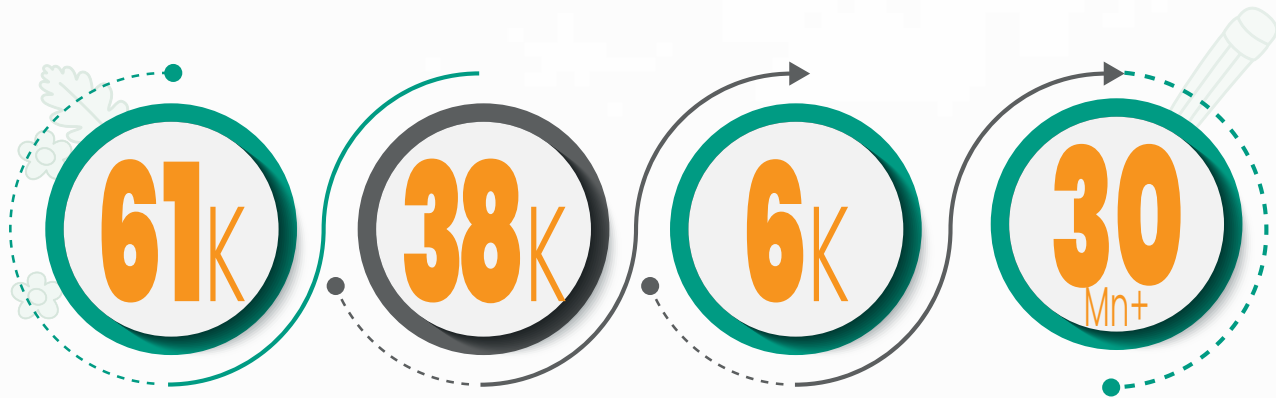
- A webinar was conducted for all the 400 finalists where senior scientists from CERN and ISRO inspired the children.
- Product-led workshops

engaging all the winners are under way with the goal being technical development of the platform HT Schools.

### COMMUNITY OUTREACH & PROMOTIONS:

For the success of a large scale program like Code-a-thon, it was imperative to reach out to two communities: parents who are the decision makers; students, the key influencers and participants and teachers/ educational institutions who act as enablers. The goal of the outreach program was to appraise both segments regarding the unique proposition of HT Codeathon and encourage participation.





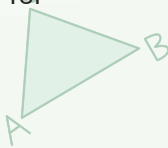
Program Registrations

Engaged users on the platform

Participating Schools

Digital Promotions Reach

- Extensive 360-degree coverage marked the launch of Codeathon. A special portal, Coding for Cause, was also developed for IBM, along with integrations between Cuemath and HT Schools.
- The leaning content i.e. coding quiz, challenge dashboard also acted as interactive tools for brand integrations.



### MEDIA OUTREACH

#### EXTENSIVE PRINT & DIGITAL OUTREACH:



Over **50K** square cm. Print Coverage in Hindustan Times, Hindustan & Mint

#### ORGANIC AMPLIFICATION THROUGH NATIVE ARTICLES:

Leading to **65,000** organic search results for the keyword: **HT Code-a-thon**

**14Mn Impressions** Website Pre-rolls  
Integration in **80 videos** Leaderboard branding Sponsor Subsection

**30+** native articles on hindustantimes.com, livemint.com, livehindustan.com, httech.com





**VIDEO COVERAGE:**



**100k**

Organic video views

**RADIO AMPLIFICATION :**



**14,400+**

Radio secondage & Branded interviews



HT Codeathon Grand Finale: Announcing the champs of India's largest coding Olympiad  
4,198 views • Streamed live on Dec 23, 2020

**PARTNER WITH US FOR INNOVATIVE BRAND SOLUTIONS. REACH OUT TO:**

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