

# KidEx Do-It-Yourself National Challenge 2020

## Activity description and self-learning manual

**Activity: Record a ~90 sec video delivering 10 lines from the given TEDx Talk | Social and emotional skills | 9-11 years**

### Skill development milestone

Closeness towards family start to vary across boys and girls. Most girls are very loving toward their families and nurturing to younger brothers and sisters and to pets. Boys may start to build stronger ties with friends and classmates, and group identification and peer pressure continues to grow at this age. For both boys and girls, conflicts with siblings may happen more often. They continue to get along well with parents, eager to please.

Friends are important, but with more arguments than before. Caring about what others think is more common. They are old enough to enjoy team sports, even though they are still learning more complex skills. Romantic interest in others might start to emerge around this time.

Generally, they are dependable and can be trusted with basic responsibilities. Though, will use physical complaints as a means of getting out of undesired tasks.

As their body develops, body image might start to become an issue. They may be more sensitive or get discouraged easily or become more self-conscious about their body. Ongoing body change can lead to problems like eating disorders and body image issues. Some may start to experiment with riskier things, such as substance abuse, smoking, or self-harm. With puberty around the corner, he may have more mood swings. They can have a short temper but have learned to adjust anger levels according to the appropriateness of the situation. They tend to display anger physically by hitting people/objects, throwing things, or slamming doors. Often critical of others, stubborn, and egotistical. Their overall disposition will still tend to be cheerful and fun oriented. They will often display an intense revulsion of the opposite gender.

The child has a strong sense of right and wrong. But emotional ups and downs of adolescence may disrupt sense of right or wrong from time to time. They may start to assert their identity and push back against parents' authority, leading to potential conflicts. They might start trying to emphasize their individuality by changing how they dress, what they listen to, watch or read, or how they look.

### Activity description

The child is required to deliver any 10 lines from the full monologue from the below TEDx Talk: [https://www.ted.com/talks/birke\\_baehr\\_what\\_s\\_wrong\\_with\\_our\\_food\\_system#t-90580](https://www.ted.com/talks/birke_baehr_what_s_wrong_with_our_food_system#t-90580).

This video monologue is a popular TEDx Talk video by an 11-year-old child, Birke Baehr who is speaking about a few aspects related to our food system and some of the things which it over-emphasizes versus what can be alternately proposed.

Let the child watch the video a few times and register the key messages.

Ask the child to deliver his/her chosen 10 sentences from the same monologue. The child should take inspiration from the video for enunciation, emphasis on words, expressions pauses etc. to make the delivery of the sentences most impactful.

Let the child do this as a practice session for a few days. Whenever you think the child is ready, record a 1.5-minute-long video of the child delivering the content. Submit the entry as per the guidelines.

You may share the images with family (1<sup>st</sup> circle), relatives & close friends (2<sup>nd</sup> circle) or acquaintances (3<sup>rd</sup> circle) as desired by you. Or post the videos on social media (public), if you wish, with the hash tag #KidExDIYChallenge or #KidExDIYNationalChallenge.

### Submission guidelines

1. You have to send child's video for the activity

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2. Keep the total file size less than 20 MB
  - a. Higher resolution camera creates large size video files
  - b. Android users can install & use Camera MX player to record smaller size video files
    - i. Camera MX player can be downloaded from [here](#)
  - c. Iphone users should change resolution setting by going to Settings -> Camera & selecting lowest resolution from "Record Video" option
3. You can upload the file at <https://www.kid-ex.com/diy-nc> (if total file size > 20 MB)
4. You can mail the file(s) to us at [info@kid-ex.com](mailto:info@kid-ex.com) (if total file size < 20 MB)
5. Please mention child's name, registered contact number & activity number in mail subject while submitting the file (Example: Veehan Saraf, 9654138862, Activity 1)
6. Kindly ensure you have registered for the event for us to assess the submission. If not registered, please visit <https://www.kid-ex.com/diy-reg> to register. New registrations allowed till 15<sup>th</sup> May.

### Self-learning manual

Common mistakes/challenges in this activity are:

1. Child is not in the right mindset while participating. They will learn and enjoy the process if they are in a happy mood.
2. Child's personality is shy/introvert and the child is not comfortable doing this activity.
3. The child is not aligned with the key messages in the video and disagrees with the messages.
4. The child has not internalized the messages and its delivery details.
5. The child lacks sufficient oral communication & expressive skills to deliver the message with right emotion & impact.
6. The child has forgotten the messages/sentences, and the parents start prompting to let the child lip-read.
7. The child's mind has hopped on to something else during the exercise.

Key coaching tip for this exercise is to let the child realize the importance of the exercise. May be speak with the child about healthy eating practices and key challenges one might face in later years of life in absence of a healthy eating lifestyle.

Play the video a few times: [https://www.ted.com/talks/birke\\_baehr\\_what\\_s\\_wrong\\_with\\_our\\_food\\_system#t-90580](https://www.ted.com/talks/birke_baehr_what_s_wrong_with_our_food_system#t-90580) to help the child keep internalizing the messages & register the details while not acknowledging that he/she wants to do this exercise.

**Script:** Hello! My name is Birke Baehr, and I'm 11 years old. I came here today to talk about what's wrong with our food system. First of all, I would like to say that I'm really amazed at how easily kids are led to believe all the marketing and advertising on TV, at public schools and pretty much everywhere else you look. It seems to me like corporations are always trying to get kids, like me, to get their parents to buy stuff that really isn't good for us or the planet. Little kids, especially, are attracted by colorful packaging and plastic toys. I must admit, I used to be one of them. I also used to think that all of our food came from these happy, little farms where pigs rolled in mud and cows grazed on grass all day.

What I discovered was this is not true. I began to look into this stuff on the Internet, in books and in documentary films, in my travels with my family. I discovered the dark side of the industrialized food system. First, there's genetically engineered seeds and organisms. That is when a seed is manipulated in a laboratory to do something not intended by nature -- like taking the DNA of a fish and putting it into the DNA of a tomato. Yuck. Don't get me wrong, I like fish and tomatoes, but this is just creepy. (Laughter) The seeds are then planted, then grown. The food they produce have been proven to cause cancer and other problems in lab animals, and people have been eating food produced this way since the 1990s. And most folks don't even know they exist. Did you know rats that ate genetically engineered corn had developed signs of liver and kidney toxicity? These include kidney inflammation and lesions and increased kidney weight. Yet almost all the corn we eat has been altered genetically in some way. And let me tell you, corn is in everything. And don't even get me started on the Confined Animal Feeding Operations called CAFOS.

Conventional farmers use chemical fertilizers made from fossil fuels that they mix with the dirt to make plants grow. They do this because they've stripped the soil from all nutrients from growing the same crop over and over again. Next, more harmful chemicals are sprayed on fruits and vegetables, like pesticides and herbicides, to kill weeds and bugs. When it rains, these chemicals seep into

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*the ground, or run off into our waterways, poisoning our water too. Then they irradiate our food, trying to make it last longer, so it can travel thousands of miles from where it's grown to the supermarkets.*

*So I ask myself, how can I change? How can I change these things? This is what I found out. I discovered that there's a movement for a better way. Now a while back, I wanted to be an NFL football player. I decided that I'd rather be an organic farmer instead. (Applause) Thank you. And that way I can have a greater impact on the world. This man, Joel Salatin, they call him a lunatic farmer because he grows against the system. Since I'm home-schooled, I went to go hear him speak one day. This man, this "lunatic farmer," doesn't use any pesticides, herbicides, or genetically modified seeds. And so for that, he's called crazy by the system.*

*I want you to know that we can all make a difference by making different choices, by buying our food directly from local farmers, or our neighbors who we know in real life. Some people say organic or local food is more expensive, but is it really? With all these things I've been learning about the food system, it seems to me that we can either pay the farmer, or we can pay the hospital. (Applause) Now I know definitely which one I would choose. I want you to know that there are farms out there -- like Bill Keener in Sequatchie Cove Farm in Tennessee -- whose cows do eat grass and whose pigs do roll in the mud, just like I thought. Sometimes I go to Bill's farm and volunteer, so I can see up close and personal where the meat I eat comes from. I want you to know that I believe kids will eat fresh vegetables and good food if they know more about it and where it really comes from. I want you to know that there are farmers' markets in every community popping up. I want you to know that me, my brother and sister actually like eating baked kale chips. I try to share this everywhere I go.*

*Not too long ago, my uncle said that he offered my six-year-old cousin cereal. He asked him if he wanted organic Toasted O's or the sugarcoated flakes -- you know, the one with the big striped cartoon character on the front. My little cousin told his dad that he would rather have the organic Toasted O's cereal because Birke said he shouldn't eat sparkly cereal. And that, my friends, is how we can make a difference one kid at a time.*

*So next time you're at the grocery store, think local, choose organic, know your farmer and know your food. Thank you.*

No harm in doing the same monologue's delivery yourself. Or sharing your favorite lines from this monologue. It will be helpful for the child to appreciate that how your delivery of the monologue is different from that of the video and no two people's delivery of same act is ever the same. Help the child note that his/her version of the monologue will be slightly different from the video and that is completely fine.

Encourage the child to practice the same at his/her own pace and if desired by the child, in private. Whenever the child is ready to give a public performance, encourage the child to deliver the same and record the video whenever the child wants you to do the same. Encourage the child for his/her performance. Even if you want to give feedback to the child to try something differently, call it out as a part where he/she give 2-3 different delivery of the sentence rather than say it is different from the other person & he/she should re-try.

Once the child has perfected this, encourage the child to record the video with his/her final performance.

Key benefits of this exercise are:

1. Introducing oneself is the most common ice breaker to initiate a conversation with any new person. Learning the same would be helpful for the child as the child gets introduced to new kids & adults at home, school, birthday parties etc.
2. Beyond just introducing oneself, the child should be comfortable to initiate a conversation with a new person and ask for the help / information the child is seeking.
3. The child should be able to present his views & opinions on any topic to a large unknown audience, thereby improving the stage presence and public speaking skills.
4. Helps a semi-extrovert child to progress towards more extrovert traits.
5. The child learns to think on the feet & interact in a dynamic social setting.
6. The child can associate different emotions & expressions to thoughts & express them well improving communication effectiveness.

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7. The child's confidence improves.
8. The child develops opinions on topics and can think through the pros & cons of the same enabling the child to make an informed choice on a topic.

### Entry evaluation guidelines

The maximum point for this activity is 20. Every entry would be rated as either:

1. Master (M): 100% score
  - a. The child can deliver 10 content sentences from monologue with appropriate pauses and expressions within 90 seconds
2. Intermediate (I): 80% score
  - a. The child can deliver 10 content sentences from monologue with appropriate pauses and expressions but in more than 90 seconds
  - b. The child can deliver 10 content sentences from monologue and with appropriate pauses but with limited expressions within 90 seconds
  - c. The child can deliver 8 content sentences from monologue and with appropriate pauses and expressions within 90 seconds
3. Beginner (B): 50% score
  - a. The child can deliver 10 content sentences from monologue and with appropriate pauses but with limited expressions and in more than 90 seconds
  - b. The child can deliver 8 content sentences from monologue and with appropriate pauses but with limited expressions within 90 seconds
  - c. The child can deliver 6 content sentences from monologue and with appropriate pauses and expressions within 90 seconds
4. Not applicable (NA): 0% score
  - a. All other submission cases.
  - b. No submission.

For any queries, you may Whatsapp us at +91-7303755886 or email us at [info@kid-ex.com](mailto:info@kid-ex.com).

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## About KidEx

KidEx is a company founded by Kapish Saraf & Amritanshu Kumar (IIT Kharagpur & IIM Calcutta alumnus). KidEx aims to create a platform to enable holistic & comprehensive development of every child by partnering with their parents in a logistically convenient manner for the parents. KidEx offers multiple extra-curricular activity classes for kids in physical & digital form (basis screen time guidelines) to enable child's holistic development. Live classes include: Chess, Arts, Mandarin, Spanish, French, German, Guitar, Movie-Making. Upcoming classes include: Academics, Robotics, Coding, Dramatics, multiple Dance & Music, Social Etiquette etc. KidEx will offer all learning solutions to parents under one umbrella. KidEx would soon launch a suite of digital products aimed at making child-raising easier & more fun for parents.

## About KidEx Do-It-Yourself National Challenge

The event is an effort to spread awareness regarding need for all rounded development of the child. This is also, designed keeping in mind the current external scenarios where lockdown/no lockdown, social distancing practices would continue & schools/colleges might be shut for a few months which would require parents to find non-screen time learning opportunities for the child while demanding lesser time for parents allowing them some breathing space for themselves.

The event is open to all Indian citizens in India or abroad across age groups of 3 to 17 years. Basis the submitted entries, for every age, a leader board would be created & declared.

## Prizes & certificates

We will conduct two versions of the event for all interested parents. Parents can decide whether they want their child to participate in the paid version or the free version of the event. Entry charge for paid version of the event is INR 500 for every child.

Paid version participants would be eligible for:

1. Prizes for winners across all age category
  - a. Number of winners linked to number of paid version participants
  - b. 50% of registration fees to be distributed as prize to winners
2. Winner & participation certificates
3. Assessment score for every submitted entry & leader board position summary

Free version participants would be eligible for:

1. Assessment score for every submitted entry

Even participants interested in paid version would be required to pay the amount after 7<sup>th</sup> May allowing them opportunity to participate first & then, decide.