

# INTRODUCING THE TRULY EDUCATIONAL VALUE DOSSIER



## TRAVEL MEETS EDUCATION

Ensuring Highly Demonstrable Value  
Addition to your Students' Journey



1800-123-3645  
Toll Free







TRAVELLING TO KNOWLEDGE

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# WHAT IS EDTERRA



## EdTerra is where travel meets education.

We are India's leading outdoor travel education providers. Students from the top ranked schools travel with us on our school trips.

### Your educational edge!

EdTerra helps schools get that educational edge which can be seen, touched, felt, shared and talked about. While your students learn and grow, we supplement and certify their learning as they go through our meticulously designed tools, techniques and workshops as part of the educational journey.

### Give your students an immersive educational exposure.

#### Choose from 3 categories of our Truly Educational school trips:

**EdTerra Camps** – Outdoor adventure programs

**India Discovery Programs** – Reliving culture, history and diversity of India

**Going Global Programs** – Experiencing and understanding unique foreign lands; their history, culture, customs, value and belief systems.

Please visit our website  
**[www.edterra.com](http://www.edterra.com)**  
to know more about us



Why should you  
care about highly  
demonstrable  
educational value?





**A child goes through your robust schooling to become a learned and capable adult.**

While his inner knowledge and emotional maturity is unquestionable, the world demands certain tangible proof. You provide this in the form of certificates and report cards. These serve as students', parents' as well as the school's success metrics. Similarly, EdTerra believes that the rare and highly valuable educational trips must provide the students' with 'highly demonstrable' learning even though the true transformation has taken place in the students' minds and hearts.

**This would contribute to the student's well-rounded development and inevitably help the student all through life – tangibly, in college admissions, job applications and much more.**





Discover and choose from some of the most powerful and perhaps the only 'for travel' learning tools available in India and most parts of the world.





# What is this Truly Educational Value by EdTerra? Why do students need it on their School Trips?



The price of any school trip is easily determined, but seldom do we calculate the real 'opportunity cost' of the trip.

A school trip is a rare occasion in a student's life. It is also an opportunity with tremendous potential to inspire the student, help her learn from the chosen destination/s, as well as from one another. With this in mind, EdTerra Adventures has created a broad range of engaging educational tools to ensure that the potential of each invaluable journey is optimized for the student.

**Please read the following pages carefully. Discover and choose from some of the most powerful and perhaps the only 'for travel' learning tools available in India and most parts of the world.**



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# THE JOURNEY MENTOR ADVANTAGE



01 On-journey Educator

02 Child Psychology Trained

03 First-Aid Trained

04 Experience with School Groups



# EdTerra Journey Mentor™



EdTerra's Journey Mentor is first and foremost an Educator specifically recruited and trained to lead an EdTerra Journey.

These motivated and skilled individuals have their role, rules and procedures clearly set. Their responsibilities go far beyond those of any travel industry benchmarked generalist whose only job is to guide the tour.

## Some of the specialist functions performed by an EdTerra Journey Mentor:



Conducts introductions and knowledge sessions



Enables students to use the Knowledge Kit



Guides students through ports of arrival and departure (wherever applicable)



Enables students to benefit from the Young Authors Program



Provides cultural familiarisation with the foreign land



Ensures timely arrivals, departures, meals, ticketing and accommodation



Aids the lead teacher in her role as students' guardian on the tour



Provides journey updates to EdTerra HQ



Provides support to teachers to ensure student safety





# Young Authors Program™



A simple 3-step process for students and a layered, intense multi-team execution model for EdTerra, Young Authors Program lays the foundation for students to understand teamwork, leadership, communication skills and cultural awareness all together. It allows them to research, analyze and articulate their findings, thoughts and ideas in the shape of a high end publication that they author and shoot.

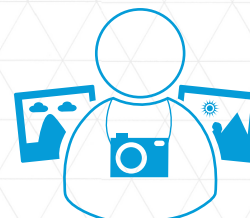
## STEP 01

Introduction to the destination through learning session/ workshop



## STEP 02

Introduction to and hands-on practice of collaborative research, effective writing and travel photography



## STEP 03

The student generated articles and travel photographs are transformed into world class publications



Young Photographers Program & Young Filmmakers Program are available as Value Added modules with select journeys. Please request your EdTerra Representative for more details.

# How is it beneficial?



Classic Coffee Table Book Format for Going Global Programs



Magazine Format for India Discovery Programs

## Highly Demonstrable Value Output

**All students get their own:**

Student Travel Chronicle

**Every EdTerra Student Publication comes with:**

- ✓ Message from the Principal
- ✓ Student articles
- ✓ Student documented photographs from the journey
- ✓ Student authors' biographies

## How this helps Student's Career?

Travel Book • Magazine • Experience

**Undergraduate Admissions**  
**Post-Graduate Admissions**  
**Applying for that first job**  
**Thinking of that first entrepreneurial venture**

- ✓ "Highlight in CV"
- ✓ "Topic of conversation in interview"
- ✓ "Interesting perspective in GD"
- ✓ "Experience of collaborative projects with a proof of successful result"





# Ensuring Student Engagement



## Certificate of Excellence



## Badges of Appreciation





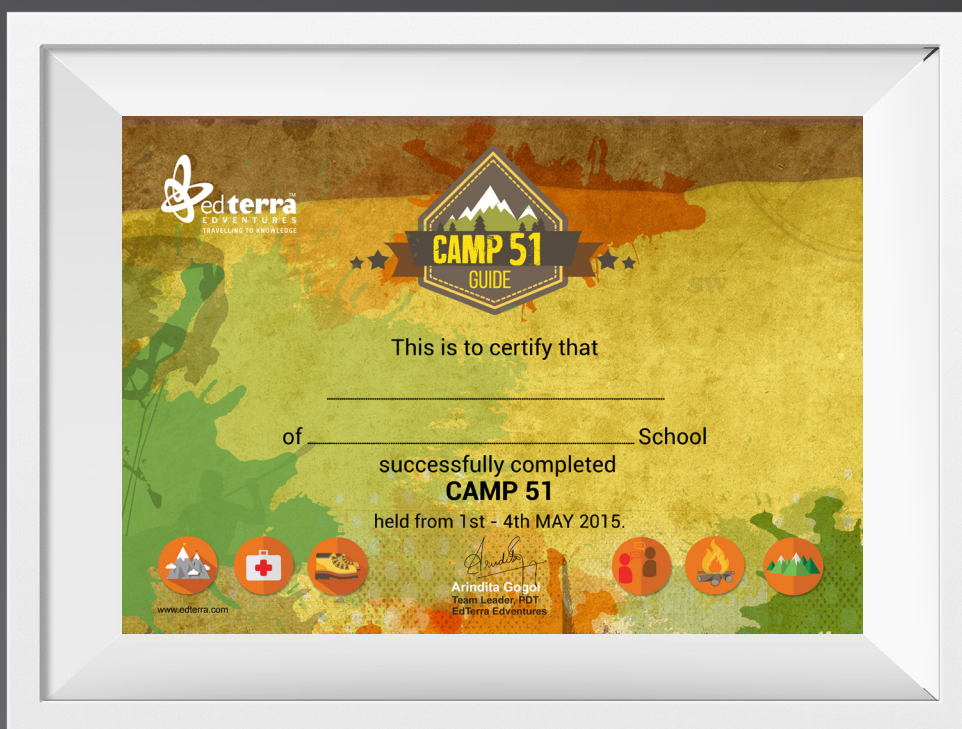
## Celebrating Individuality ↓

Each and every student on our journeys gets a certificate of participation and a badge that celebrates student individuality. They return from our journeys with something tangible, of immense educational value and something that is designed to stay with the student as a proof of his belonging to the Edventure.

## Inspiring performance through teamwork and participation ↓

Each and every student of your school, on an EdTerra journey, will stand a chance to prove herself, in a team and individually, to earn a Certificate of Excellence or a badge of honour depending on the structure of the program.

### Certificate of Participation



### Team Badges







# EdTerra Knowledge Kit™



## Be Inspired Series

This is a series of booklets with information and exercises that enable the student to derive important and noteworthy inspirational aspects from a person or place belonging to their destination.



## Discovery Digest(s)

Discovery Digests are comprehensive information guides and workbooks which are created to complement the intensity of learning opportunity in a program.



Please request your EdTerra Representative to sample our Truly Educational material



## Discovery Sheets

Engaging and stimulating as a live puzzle, this series of carefully designed location specific Activity Sheets make historic locations truly come alive for students.



## Stories from History

At EdTerra, we combined illustration styles of international standard comics with technology and powerful storytelling techniques. This enabled us to create the most engaging 3-D visual narratives covering the most significant historical lessons relevant to your students' journeys. The history chapters from the Mughal Empire or the Delhi Sultunate have never been this engaging.







**WORLD VIEW**  
MAPPING

# World View Mapping™



Cultural Sensitisation with an accepting, mature attitude is the core of our Truly Educational Promise. This is how we map it!

Taking students  
from:

"I think...  
I heard that...  
I believe..."





## STEP 02

### CULTURAL & EDUCATIONAL EXPOSURE THROUGH EDTERRA'S

## STEP 01

### ESTABLISHING THE BASELINE

We map the collective and individual student perception and notions about the destination, its culture, people and places!



## STEP 03

### MEASURING THE MODULATION

Post journey, we again map the collective and individual post-intervention perception of students about the destination, its culture, people and places, and analyse the modulation.

To:

"I know that...  
I understand now...  
I further conclude..."





# How is it beneficial?



## Highly Demonstrable Value Output

### The School Head receives:

The Student Worldview Report

### Every Student Worldview Report includes:

- ✓ Action Points on specific attitudinal situations
- ✓ Analysis of individual student perception transformation
- ✓ Analysis of school group's perception transformation
- ✓ Analysis of participating teacher/s worldview transformation (On request)

### How can the school use this report?

Serves as an indicator of school's contribution in creating their students' progressive worldview

## How this helps Student's Career?

- Developing a worldview
- Expanding the worldview
- Correcting a worldview

**Undergraduate Admissions**  
**Graduate/ Post-Graduate Admissions**  
**Applying for that first job**  
**Thinking of that first entrepreneurial venture**  
**Working in a multi-cultural workplace**



"Open-minded candidates who can think on a global scale and are sensitive to cultures other than their own are preferred across institutions all over the world."



# Thank You

## FROM SCHOOLS, WITH LOVE



"EdTerra Edventures is a company that is well aware of educational goals and needs of children. We recognize the contribution of their staff and their professionalism coupled with their spirit of service."

**Dr. Jyoti Bose**  
Principal, Springdales School (Dhaura Kuan)



"Very meticulously planned. Excellent activities. Very courteous, emphatic and always ready to walk the extra mile."

**Ms. Roopa Raghavan**  
Teacher, Sanskriti School



"I was thoroughly impressed by the professional approach of EdTerra, and was assured of my daughter's safety while she travelled with them to USA. A big thank you to the school and EdTerra Edventures for organizing such a successful educational journey."

**Mr. B.S. Chowdhary**  
Parent, Bal Bharti School



"EdTerra Edventures conducted a pre-journey interactive workshop called Launch Pad that enabled our students to better appreciate and participate in the exploratory activities that they undertook at the NASA space camp."

**Brother L.D. Lobo**  
Principal, St. Columba's School



"Also appreciable is their Young Authors Program which enables the students to hone their writing skills and click photographs for their own publications in the form of a photo-book or a magazine. The EdTerra team is full of zeal and enthusiasm and is a big support to the students in their journey of knowledge."

**Mrs. Anjali Aggarwal**  
Principal, St. Mark's Sr. Sec. School, Meera Bagh



"Most student tour companies offer the same basket of tours of Europe and USA. EdTerra was the only company to offer us a tour to China with the possibility of learning something about Chinese martial arts and culture... The Trip was an unqualified success... I recommend this tour for students and teachers."

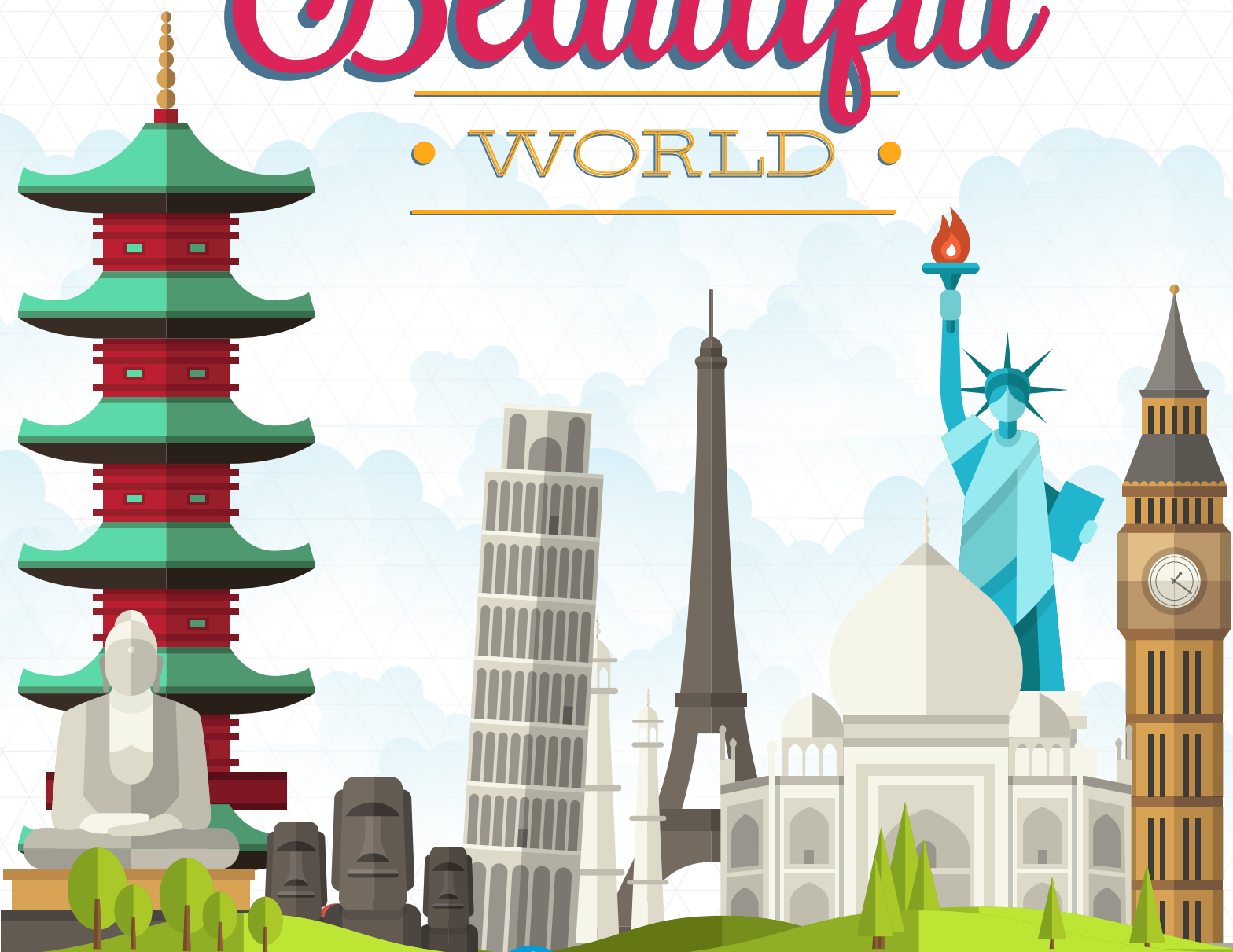
**Mrs D. B. Datta**  
Vice Principal, Welham Girls' School





I WANT TO TRAVEL AND LEARN FROM

# THIS *Beautiful* WORLD



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