

## CALORX OLIVE INTERNATIONAL SCHOOL

AHMEDABAD

### DIRECTOR'S MESSAGE



Dear COIS Parents,  
Trust all is well at your end.

#### Improvements

The improvements in COIS during the last one month are as follows :

- Parents Satisfaction. A Parents' Satisfaction Survey was conducted by COIS a month back. Parents were asked queries on various parameters of the School. The results have shown a quantum increase in the Parents' Satisfaction level. It is now at **79 percent Satisfaction**. We thank all parents for their positive feedback and hereby give you an assurance that we will increase this to even higher levels.
- Languages. Gujarati has been added as a language for the students to learn. We are now teaching five languages - English, Hindi, Gujarati, French and Spanish.

#### ACTIVE PARTICIPATION BY PARENTS IN SCHOOL EVENTS



Adverse Effects of TV. Since TV is easily accessible, it is important to understand the harmful effects of watching TV, on academic achievement and performance at School.

How does watching TV affect your child?

1. Researchers at Columbia University's College of Physicians and Surgeons determined **a child who watches TV has poor attention spans and learning difficulties**. A study published in The Archives of Pediatric and Adolescent Medicine found that **watching TV is associated with poor academic performance and slow educational progress**.
2. Various academic studies have demonstrated that **a child who watches TV has aggressive behaviour and a poor attitude in School**. A study by the University of Michigan found a direct link between TV and aggressive behaviour, which becomes so deep rooted that it persists even in adulthood.
3. TV viewing takes away time that the child needs to develop important skills like language skills, creativity, motor and social skills. The child's language skills, for example, do not improve by passively listening to the TV. It is developed by interacting with people.
4. TV viewing numbs the child's mind, as it prevents her from exercising initiative, being intellectually challenged or thinking analytically.
5. A child who watches TV has trouble paying attention to teachers, because she is accustomed to the fast-paced visual stimulation on TV. Since TV images change in rapid succession, she is unable to focus during classes. **A child who watches TV has shorter attention spans, thereby making learning difficult**.
6. When a child loses sleep because of TV, she become less alert during the day, and this results in poor performance in School.
7. A study conducted by the Millennium Cohort Study found that **a child who watches TV has a higher chance of behaviour problems, emotional problems and relationship problems**.
8. **TV exposes your child to negative influences and promotes negative behaviour**. TV shows and commercials usually portray violence, alcohol, drugs and promiscuous behavior in a positive manner. The mind of the child is like clay. It is highly impressionable and forms impressions on whatever it sees. These impressions determine how she sees the world and affects her grown-up behavior.
9. Research has shown that a child who is exposed to violence on TV behaves more aggressively. She is taught by TV that violence is the way to resolve conflict, as in TV the hero beats up a bad person to subdue him.
10. **A child who watches TV is usually overweight**. A child often snacks on junk food while watching TV. She is also adversely influenced by TV commercials, which promote consumption of unhealthy, junk food. Moreover, she is not running or playing or doing activities that burn calories and increase her metabolism. Obese children tend to become obese adults.

Hence, the writing on the wall is clear. TV is not a friend but a foe, for your child's mental and physical development. I request all parents to limit the child's viewing of TV and be very aware of what he or she is viewing.

We are bringing up our children only once in this lifetime. We must give our best shot !

Thank you.

With best wishes,

Working earnestly to groom your child into a well-rounded personality.

**Dr Colonel Atul Bhandari**  
**Director**  
**Calorx Olive International School**  
**Ahmedabad**