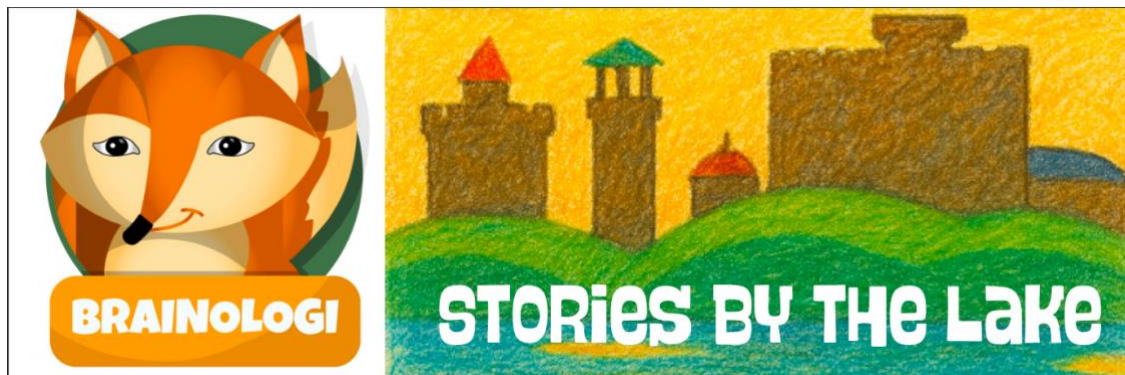




ABOUT STORIES BY THE LAKE

Stories by the Lake is Brainologi's annual festival for young readers and families, and the only dedicated children's literary festival of its kind in Mumbai's central suburbs. The first edition welcomed 1,000+ attendees, bringing together children, parents, educators, authors and illustrators for a vibrant celebration of books and ideas. Building on its success, Season 2 will be bigger and more expansive, with a wider range of authors, workshops and literary experiences.

For children, Stories By The Lake offers an opportunity to meet the people behind the books they read, discover new ideas, engage with stories beyond the classroom and see their own creativity celebrated alongside that of other young readers and creators. The *Impossible Book Cover Challenge* extends this experience further, giving students a platform to think independently, interpret creatively and have their work recognised and displayed at the festival.

We invite schools to encourage their students and families to participate in the challenge and experience Stories by the Lake — a space where young readers don't just read stories, but become part of the world of books and ideas.

THE IMPOSSIBLE BOOK COVER CHALLENGE

The Girl Who Stole Tuesday

Can you design a cover for a book that doesn't exist?

Stories by the Lake invites students of Grades 4, 5 and 6 to take on an unusual creative challenge. Not a drawing competition. Not quite a writing competition. Something in between: a book cover for a book that doesn't exist.

THE CHALLENGE

All you have is a title:

THE GIRL WHO STOLE TUESDAY

No story. No characters. No plot. Your job is to imagine the story — and create its book cover.

BUT THERE IS A CATCH...

You cannot illustrate the obvious meaning of the title.

No girl literally stealing a Tuesday. No Tuesday being torn off a calendar. No one running away with the word "Tuesday".

Instead, we want you to look beyond the literal meaning of the words.

What could it really mean to *steal a Tuesday*?

Could Tuesday be a memory, a feeling, a secret, a moment — or something that cannot actually be held?



Think about the title in unexpected ways. Tuesday could be a noun — a person's name, a place, a thing, or even a day. Or a verb — something you do, create, repeat, perform or make happen.

There is no single right answer. The more unexpected your interpretation, the more interesting your cover can be.

We are looking for the idea that makes someone look at the cover and think: "Wait. What is going on here?"

YOUR MISSION

Create a book cover for *The Girl Who Stole Tuesday* — one that looks like it could belong on the shelf of a real bookshop.

01 | FRONT COVER

The front cover must feature the title *The Girl Who Stole Tuesday*, your original hand-drawn artwork, and the name of participating student as the author.

02 | SPINE

Just like a real book, your cover should have a spine carrying the title.

03 | BACK COVER

Write a short explanation of your artwork in 100 words. What does your cover mean? Why did you interpret the title this way? Your explanation should help us understand the thinking behind your cover — without telling us the entire story you have imagined.

THE ARTWORK RULE

This is an imagination + hand-drawing challenge. The artwork must be entirely hand-drawn by the participating students.

Students may use traditional art materials such as pencil, colour pencils, crayons, oil pastels, watercolours, poster colours, ink and other traditional drawing and painting materials.

Digital artwork, printed images, AI-generated artwork, tracing or copied illustrations are not permitted.

The title may be hand-lettered or written by the students as part of the cover design.

WHO CAN PARTICIPATE?

- Individual entries only. Each entry must be created by a student from Grades 4, 5 or 6.
- There is no limit on the number of entries a school can submit.
- Each student may submit only one entry.

THE JUDGE

The challenge will be judged by Abhijeet Kini, an award-winning Mumbai-based illustrator, animator and independent comics publisher, known for his acclaimed comic series and IPs including *Angry Maushi*, *Bombay Rhymes* and *Fanboys*. A regular illustrator for Tinkle since 2004, he has illustrated for leading magazines and newspapers for over two decades and illustrates the *Butterfingers* series for Penguin India. Abhijeet has also conducted creative workshops across age groups on ideation, creative writing, drawing and comic-making, and is a visiting faculty at leading colleges.

WHAT WILL THE JUDGE LOOK FOR?

ORIGINALITY — Is the idea unexpected and fresh?

CREATIVE INTERPRETATION — Has the student gone beyond the obvious meaning of the title?

VISUAL STORYTELLING — Does the cover make us curious about the book?

THE THINKING BEHIND THE ARTWORK — Does the explanation reveal an interesting connection between the title and the artwork?



BOOK-COVER APPEAL — Does it feel like a cover you would want to pick up?

Artistic skill alone will not determine the winner. We are interested in the idea, imagination and thinking behind the artwork.

AND THEN... THE GALLERY

The most intriguing book covers will be selected for display at Stories by the Lake – Season 2 as a special Book Cover Art Gallery.

THE AWARDS

BEST BOOK COVER

For a cover that brings together an original idea, compelling visual interpretation and the feel of a real book cover. The final winners will be announced and celebrated at the Stories by the Lake festival on 29 November 2026.

PRIZES

- Three winners will be selected from each grade category (Grades 4, 5 and 6), from entries received across Mumbai.
- Every participating student will receive a Certificate of Participation.

THE BOOKSMITHS' CUP

This year, we're adding a special award for the school that inspires the strongest overall body of work in *The Impossible Book Cover Challenge*.

The Booksmiths' Cup will be awarded to the school whose shortlisted entries achieve the highest average score across the judging criteria. The award will recognize not just an individual winning entry, but the overall creativity, originality and quality of thinking demonstrated by the school's participating students.

BOOK COVER FORMAT

Each student must use the official book-cover format provided by Stories by the Lake.

- The front cover is for the students' artwork, title and author name(participants name).
- The back cover is for the students' explanation.
- The spine should carry the book title.

A sample completed book cover is included below to help students understand the format.

BOOK COVER SIZE

The entire book cover — including the back cover, spine and front cover — must be created on one single sheet of paper.

The sheet of paper used for the complete cover must fall within the following size range:

- **Minimum:** 30 cm (Length) × 21 cm (Breadth)
- **Maximum:** 42 cm (Length) × 30 cm (Breadth)

Participants may choose any sheet size within this range, depending on the space they need for their artwork.

The sheet should then be divided into a back cover, spine and front cover, as shown in the sample provided.



SUBMISSION PROCESS

Entries must be submitted directly through the official Google Form before the submission deadline. Each student must submit:

- Name of participating student
- Grade and school name
- A clear photograph or scan of the completed book cover

The original physical artwork of shortlisted students will be required for display at the *Stories by the Lake* Book Cover Art Gallery.

Artwork submission deadline: First Round (Digitally): 03.11.2026

Submission form: <https://forms.gle/PY4FZ8HAsnhM3Nm59>

Selected Original Physical Artwork Submission in Mumbai on or before 16.11.2026 (Address will be provided)

IMPORTANT RULES

1. Individual entries only. Each entry must be created by a student from Grades 4, 5 or 6.
2. There is no limit on the number of entries a school can submit.
3. Each student may submit only one entry.
4. The artwork must be entirely hand-drawn and created by the participating students.
5. Digital artwork, AI-generated artwork, printed images, tracing and copied illustrations are not permitted.
6. The cover must not literally or obviously illustrate the title.
7. All artwork and written content must be the students' own original work.
8. The completed cover must follow the official template and dimensions provided.
9. By submitting an entry, the school/parent permits *Stories by the Lake* to display shortlisted artwork at the festival and use photographs of the artwork for festival-related communication and promotion.
10. There is no participation fee. Participation is completely free of charge.

ONE TITLE. INFINITE STORIES.

THE GIRL WHO STOLE TUESDAY

Stories By The Lake

29 November 2026 | Hiranandani Gardens, Powai, Mumbai
An initiative by Brainologi



For any queries reach out at: assist@brainologi.com

AT A GLANCE

STORIES BY THE LAKE — SEASON 2	
What is it?	Brainologi's annual children's literature festival bringing together children, families, educators, renowned authors and illustrators through books, stories, workshops and literary experiences.
When & Where?	29 November 2026 · Prudential Deck (Outside Freshpik), Hiranandani Gardens, Powai, Mumbai
THE IMPOSSIBLE BOOK COVER CHALLENGE	
What is it?	A creative challenge to design a book cover for a book that doesn't exist: <i>The Girl Who Stole Tuesday</i> .
The Challenge	Look beyond the literal meaning of the title and imagine an unexpected story.
Who can participate?	Grades 4, 5 & 6
Who can enter?	Schools across Mumbai
Submission Deadline	03.11.2026 (Details above)
Recognition	3 winners per grade · Shortlisted covers displayed at festival · The Booksmiths' Cup for the winning school. Final winners will be announced at the festival on 29 th November, 2026
Participation	Free · Certificate for every participant

Sample Book Cover Format

