



CBSE/Sk. Ed./Training/2019

Dated: 01.10.2019

Circular No.:Acad-57/2019

To

The Heads of all Institutions
Affiliated to CBSE

Subject: CBSE – Adobe Creativity Challenge For Students Of Classes VI-XII

Greetings from CBSE!

Mahatma Gandhi, the Father of the Nation always stood by his values and principles which are the most sought after in today's world too. Honouring the 150th birth anniversary of Mahatma Gandhi to be celebrated on 2nd October, 2019 – **Central Board of Secondary Education** joins hands with Adobe to launch a Creativity Challenge across all affiliated schools. This challenge is aimed at commemorating Gandhian values and philosophy among school students, while providing an impetus to digital literacy and early creative skills development across India.

Gandhiji helped popularize the notion of "Be the change you want to see". His principles of non-violence, truth, and dignity of all people regardless of caste, class or community are encapsulated in the concept of Satyagraha. And if his experiments and creative search can be illuminated by the category of design, it could, undoubtedly, be allied with Gandhi's character. Thus, in the 21st century, the creative skills are the best way of safe guarding and following his notions.

As part of Digital India, we at CBSE have been on a mission to use technology as an enabler of our education system and many steps have been taken by our team in this direction. This year, as we celebrate the momentous occasion of the 150th birth anniversary of Mahatma Gandhi – we launch CBSE – Adobe Creativity Challenge, a special initiative that will honour the Father of our nation. This contest will also play a pivotal role in encouraging more and more students in India to develop creative skills that are crucial for their long-term growth.

There is no entry fee to participate in this challenge. This creativity challenge is open for submission from 1st November-2019 to 20th November-2019 - inviting students from classes 6th to 12th to leverage Adobe Creative Cloud tools to prepare and submit creative projects in nine themes depicting Gandhi in their perspective as per the Annexure. Each submission must be in the form of photographs/animation/video/illustration/webpage/graphics or a combination of the above. For more information, all participating schools can visit the Contest Portal <https://adobemarketing.co.in/CreativityChallenge> from 4th October, 2019 onwards.

The results will be announced in December-2019. Students of nine schools will be selected for awards and interaction with CEO, Adobe in India. The most innovative and creative students selected by the Jury stand an opportunity to visit Adobe HQ in California, USA.

All schools are encouraged to motivate their students to participate in this online creativity challenge. In case of any query please write to help@adobemarketing.co.in

Biswajit Saha

(Dr. Biswajit Saha)

Director (Training and Skill Education)

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ANNEXURE

Themes	Themes for Submission (any 1)	Eligibility Criteria (Grade)
Theme 1	<ul style="list-style-type: none">• Mahatama Gandhi – father of the nation (Historical relevance & key milestones of life)• Poster making on Gandhism and Humanity• Design a currency / stamp	6 th to 8 th
Theme 2	<ul style="list-style-type: none">• Gandhi and Modern India• Gandhi – The voice of India• Gandhian values: Sustainable Development Goals and application in 21st century	9 th & 10 th
Theme 3	<ul style="list-style-type: none">• Role of Mahatma Gandhi and inspiration from world leaders• Documentary on Gandhi's views on non-violence• Short Film on Gandhi's relevance in current India	11 th & 12 th



Copy to the respective Heads of Directorates, Organizations and Institutions as indicated below with a request to disseminate the information to all the schools under their jurisdiction.

1. The Commissioner, Kendriya Vidyalaya Sangathan, 18-Institutional Area, Shaheed Jeet Singh Marg, Delhi-110016.
2. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Sector-62, Institutional Area, Noida 201309.
3. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi-54.
4. The Director of Public Instructions (Schools), Union Territory Secretariat, Sec-9, Chandigarh-160017.
5. The Director of Education, Govt. of Sikkim, Gangtok, Sikkim –737101.
6. The Director of School Education, Govt. of Arunachal Pradesh, Itanagar –791111.
7. The Director of Education, Govt. of Andaman & Nicobar Islands, Port Blair – 744101.
8. The Director, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sec 3, Rohini.
9. The Additional Director General of Army Education, A–Wing, SenaBhawan, DHQ, PO, New Delhi-01.
10. The Secretary AWES, Integrated Headquarters of MoD (Army), FDRS Building No.202, Shankar Vihar (Near APS), Delhi Cantt-110010.
11. All Regional Directors/Regional Officers of CBSE with the request to send this circular to all the Heads of the affiliated schools of the Board in their respective regions for compliance.
12. All Director/Heads/ In-Charges, COEs of the Board with request to disseminate the information.
13. All Joint Secretary/Deputy Secretary/Assistant Secretary, CBSE.
14. Assistant Secretary, IT Unit with the request to put this circular on the CBSE Academic website.
15. The Public Relations Officer, CBSE.
16. PPS to Chairperson, CBSE.
17. SPS to Secretary, CBSE.
18. SPS to Controller of Examinations, CBSE.
19. SPS to Director (IT), CBSE.
20. SPS to Director (CTET).
21. SPS to Director (Edusat).
22. SPS to Director (Academics) CBSE.
23. SPS to Director (Professional Exam), CBSE.
24. SPS to Director (Training & Skill Education), CBSE.

Director (Training and Skill Education)