



CBSE/Sk. Ed./Training/2019

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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 150<sup>th</sup> birth anniversary of Mahatma Gandhi to be celebrated on 2<sup>nd</sup> 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 21<sup>st</sup> 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 150<sup>th</sup> 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 1<sup>st</sup> November-2019 to 20<sup>th</sup> November-2019 - inviting students from classes 6<sup>th</sup> to 12<sup>th</sup> 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 4<sup>th</sup> 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](mailto:help@adobemarketing.co.in)

*Biswajit Saha*

(Dr. Biswajit Saha)

Director (Training and Skill Education)



**ANNEXURE**

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