



CBSE/Dir(SE&T)/ADOBE-CC/2019

5th Nov. 2019

NOTIFICATION

CBSE – Adobe Creativity Challenge for Students of Classes VI-XII

This is with reference to CBSE Circular No.-57/2019 dated-01.10.2019 on the above cited subject whereby it was informed that CBSE in collaboration with Adobe has launched a Creativity Challenge for students of classes VI-XII in all its 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.

Hon'ble Union Minister for Human Resource Development, Dr. Ramesh Pokhriyal 'Nishank' has launched this challenge on 1st Nov. 2019 and the submission window for this creativity challenge is now open.

CBSE and Adobe invites 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 enclosed. Students can submit projects in the form of photographs/ animations/ videos/ illustrations/ Web Pages/ Graphics or a combination of the above. Final submissions have to come through Principal/ HOI's email ID only.

For more information on CBSE-Adobe Creativity Challenge, all participating schools/students can:

- Go to Contest Portal <https://adobemarketing.co.in/CreativityChallenge>
- Refer attached annexure for Frequently Asked Questions and submission details
- Write to help@adobemarketing.co.in for any questions/queries

Last date for submission of projects is 20th November 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. The results will be announced in December-2019

All schools are encouraged to motivate their students to participate in this online creativity challenge.

(Dr. Biswajit Saha)

Director (Training and Skill Education)

Encl: Submission Guidelines & FAQs



Honoring the 150th birth anniversary of Mahatma Gandhi Central Board of Secondary Education (CBSE) and Adobe India are proud to launch 'The Creativity Challenge'. This challenge is aimed at commemorating Gandhian values and philosophy among students of all CBSE affiliated schools to provide an impetus to digital literacy and development of creative skills to enhance learning outcomes for students of grade 6th to 12th.

The details for participation for submission of projects are as below:

A. Themes & Eligibility Criteria

- Each school can submit a maximum of 06 projects with a limit of 02 in each category
- Adobe creative tools to be used for developing projects, refer to the website for more details.
- Each category has defined themes (03 choices) as per the grade/ eligibility criteria
- Each project must provide introduction/ synopsis in 150 words or less
- All projects must align with Gandhian values and philosophy

Category	Theme	Eligibility Criteria
1	<ul style="list-style-type: none"> Gandhi - Father of the Nation Gandhism & Humanity Design a currency or stamp inspired by Gandhi 	Grade 6th to 8th
2	<ul style="list-style-type: none"> Gandhi & Modern India Gandhi - The Voice of India Gandhian Values: Sustainable Development Goals (SDG) & their Application 	Grade 9th & 10th
3	<ul style="list-style-type: none"> Gandhi & World Leaders Gandhi & Non-Violence Gandhi's relevance in current India 	Grade 11th & 12th

B. Evaluation Criteria

Criteria	Marks Allocated (Out of 100)
Alignment with Gandhian principles and as per themes in the grade/ eligibility criterion	40
Adobe tools used and expression of creativity	25
Research and originality of the project	20
Content, presentation and flow of project	15



C. Terms and Conditions

- The Creativity Challenge is only for CBSE affiliated schools
- All entries for submission by schools must be approved by the Head of the Institution/ Principal
- Submission entries will only be accepted through the official e-mail id of the Principal/ Director/ School/ Head of the institution; rest will be disqualified automatically
- Each school can submit a maximum of 06 projects with a limit of 02 in each category
- Over submissions in categories, duplication of projects, incorrect category – theme – grade/ eligibility criterion will be automatically disqualified
- Each project can be the work of an individual or a team of maximum 05 students from the same school and grade/ eligibility criterion
- Please provide the accurate and up-to-date contact information of the school and participating student/s during the submission in the following format:
 - School Name, Address & Contact Details
 - Category & Theme For Submission
 - Student Name & Grade
- For each project submission, students will have to provide a brief introduction/ explanation in 150 words or less on project concept and its application in Gandhian values and philosophy
- Each submission has to be mailed individually with the above -mentioned details
- The jury has all the rights reserved. In case of any conflict, the decision of the Jury shall be final
- Send in your queries at help@adobemarketing.co.in, avoid personal calls to CBSE & Adobe

Submission email Id:

All submissions to be sent in the above-described format by the Head of the Institution/ Principal to submit@adobemarketing.co.in



Frequently Asked Questions

1. What is CBSE-Adobe 'The Creativity Challenge'?

Adobe, in partnership with Central Board of Secondary Education (CBSE), offers 'The Creativity Challenge' – a contest to commemorate Gandhi Ji's values and philosophy among students. The objective of this contest is to help students use the power of digital tools to showcase their creative skills and pay homage to Mahatma Gandhi.

2. Who can participate?

This contest is open only for CBSE affiliated schools. Students from classes 6th to 12th can participate in the challenge.

3. Is there any participation fee?

There is no fee to participate in the contest.

4. How many students can participate in 'The Creativity Challenge'?

A maximum of 5 students in each group can participate as a team to submit a project as per



the eligibility criteria.

5. Can an individual student participate?

Yes, individual students can also participate in the contest.

6. Is it a must to use Adobe creative tools?

Yes, use of Adobe creative tools is a must for a project to be accepted – specific tools/products are mentioned on the website.

7. How many submissions per school are permitted?

Each school can submit a maximum of 6 projects, 02 in each category.

8. What kind of project submissions will be accepted?

Project submissions must be in the form of photographs/ animation/ video/ digital illustration/ webpage/ graphics or a combination of all.

9. What should be the duration of the projects (video/animation)?

The duration of the video/ animation project should not exceed 2 minutes.

10. How and when do I submit my project?

The submission window will open 1 November 2019 onwards and closes by 20th November 2019. The projects should be submitted by the head of the institution/principals of the school through their registered email address – please reach out to your head of the institution/ principal for submission.

11. Can a student submit an individual project and can also be a part of a group submission?

No, a student can only submit 1 project either individually or as a part of the group.

12. What are the themes and eligibility criteria?

Students may choose from the below-mentioned themes:

Category	Theme	Eligibility Criteria
1	<ul style="list-style-type: none">Gandhi - Father of the NationGandhism & HumanityDesign a currency or stamp inspired by Gandhi	Grade 6th to 8th



Category	Theme	Eligibility Criteria
2	<ul style="list-style-type: none">Gandhi & Modern IndiaGandhi - The Voice of IndiaGandhian Values: Sustainable Development Goals (SDG) & their Application	Grade 9th & 10th
3	<ul style="list-style-type: none">Gandhi & World LeadersGandhi & Non-ViolenceGandhi's relevance in current India	Grade 11th & 12th

13. Can a school submit more than 6 projects or more than 2 projects for each Theme?

Please adhere to the terms and conditions and submission guidelines available with principals. Any duplicates entries will be disqualified and will not be considered for evaluation.

14. Can a Grade 6th Student collaborate with Grade 10th Student to submit a project?

No. Kindly adhere to the eligibility criteria.

15. How to submit large projects (file size more than 20 MB)?

Upload your project to popular cloud storage services like Dropbox, Adobe Creative Cloud, Google Drive, We Transfer, etc. and share the link with principals to make the final submission.

16. When will the results be announced?

Results will be declared in December 2019.

17. What if I have any other questions or queries?

For any other questions or queries please write to help@adobemarketing.co.in.