



CBSE & Adobe India Announce Winners of Creativity Challenge Celebrating 150th Birth Anniversary of Mahatma Gandhi

Commemorating Gandhian values across 20,000 plus schools in India, the contest aimed at spurring creative expression and skills development among students

New Delhi, 20th Jan 2020: Central Board of Secondary Education (CBSE) and Adobe India today announced the winners of [Creativity Challenge](#), after concluding its final round of judgement in the National Capital Region (NCR) today. Launched in October 2019 honoring the 150th birth anniversary of Mahatma Gandhi, the Creativity Challenge is the first-of-its-kind contest designed towards encouraging students from across 20,000 CBSE affiliated schools to showcase their creative expression, digital skills, and personal vision depicting how Gandhian values can help the world today prosper.

Springdales School (Pusa Road, New Delhi), Jawahar Navodaya Vidyalaya (Ahmednagar, Maharashtra) and East Point School (Vasundhara Enclave, New Delhi) emerged as winners among 4,500 plus schools across India that submitted project entries using various Adobe Creative Cloud tools. They were honoured for their creative work in a felicitation ceremony in the presence of Shantanu Narayen, Chairman, President and CEO of Adobe. While the winning teams in the three defined grade categories will be given an all-expenses-paid trip to Adobe's global headquarters in California, USA, the top nine schools will win an annual subscription to Adobe Creative Cloud to further their creative potential for long term growth.

Ms. Anita Karwal, Chairperson, CBSE said, "In the current digital era, CBSE believes that technology and creative skills are key to long-term development of all students in India. In line with this, we continue to launch critical steps and programs for enabling the digital and creative acumen of young minds across our nation. Our partnership with Adobe for Creativity Challenge in schools was a milestone initiative that boosted creativity in India's classrooms, while celebrating the ethos of Mahatma Gandhi's philosophy and learnings during this momentous year of his 150th birth anniversary".

Shanmugh Natarajan, VP - Products, Adobe India said, "Honouring the 150th birth anniversary of Mahatma Gandhi, we at Adobe are proud to have partnered with CBSE to launch The Creativity Challenge to bring to life our vision of enabling 'Creativity For All'. It is heartening to see the overwhelming participation received by the contest from schools across all corners of India – encouraging young minds to the opportunity to experience how the powerful collaboration of imagination and innovation can help them maximise their potential, and truly thrive in the long run".

The CBSE - Adobe Creativity Challenge saw the participation of students from 6th Grade through to 12th Grade, where they leveraged Adobe Creative Cloud tools to prepare and submit creative projects across nine themes related to sustainable development goals and life of Mahatma Gandhi. The winning team was selected by an elaborate panel of judges representing India's educational, business and creative landscape - including Dr. Anil Sahasrabudhe, Chairman of AICTE, R. Ramanan, Additional Joint Secretary & Mission Director at NITI Aayog, Kamal Bali, MD & President of Volvo Group, Ravinder Pal Singh, CIO of Vistara, and Nandita Abraham, President of Pearl Academy, among others.

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