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## CBSE in Association with Adobe Launches Creativity Challenge Celebrating 150<sup>th</sup> Birth Anniversary of Mahatma Gandhi Across Schools in India

**New Delhi, 1<sup>st</sup> Oct 2019:** Honouring the 150th birth anniversary of Mahatma Gandhi to be celebrated on 2nd October 2019 - Central Board of Secondary Education (CBSE), the national level board of education in India, has announced joining hands with Adobe to launch a Creativity Challenge across its affiliated 20,000 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.

"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 are excited to partner with Adobe for the forthcoming launch CBSE-Adobe Creativity Challenge in schools, 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", said **Dr. Anita Karwal, Chairperson, CBSE**.

**Shanmugh Natarajan, VP (Products), Adobe India** said, "India has one of the most vibrant educational ecosystems in the world. As digital becomes central to unlocking the creative potential and problem-solving capabilities of India's young students, there is a growing need for use of creative tools in the Indian classrooms. In line with our commitment to changing the world through digital experiences, Adobe India is deeply invested in enabling the adoption of these tools across schools, so students are developing digital skillsets and technical know-how that are key to succeeding in a world increasingly driven by technology. We are honoured to be partnering with CBSE to launch the Adobe Creativity Challenge and are confident that this initiative will go a long way in encouraging students across the length and breadth of India to showcase their creative skills".

As part of this announcement, [the Adobe Creativity Challenge portal](#) will open for participation from 1<sup>st</sup> November – inviting students from 6<sup>th</sup> Grade through to 12<sup>th</sup> Grade to leverage Adobe Creative Cloud to prepare and submit creative projects. The submissions will close on 20<sup>th</sup> November 2019. All nominations will be filed across nine themes related to sustainable development goals and life of Mahatma Gandhi. All participating schools and students can visit the contest portal for more information. In December 2019 - nine schools with top submissions, as selected by the contest jury, will be announced as winners and stand an opportunity to visit Adobe Headquarters in California, USA.

Adobe had earlier released the findings of its [research](#) that indicated the intersection of creativity and technology as key to the success of India's Gen Z students. The Adobe study, which surveyed 500 Gen Z students and 200 teachers in India, concluded that a staggering 95 percent of students and 91 percent of teachers see creativity as essential to Gen Z students' future careers. The study also found that 94 percent of students and 90 percent of teachers view technology tools playing a key role in Gen Z's long-term career preparedness.

### About CBSE

CBSE is committed to equity and excellence in education. For more information, visit <http://cbse.nic.in>



## About Adobe

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