CBSE/DIR/SE/IBM/2022　　　　　　　　　　　　　　　　　20.08.2022
Circular: Acad.90 /2022

The Heads of Schools affiliated to CBSE

Subject: Orientation on IBM's AI Start-up School Programme for students to scale AI innovations

Dear Principals

Artificial Intelligence has become a highly popular elective subject which has been a well-received by schools and students throughout the country since its introduction by CBSE in 2020.

Among other activities, IBM and its partners have helped empower over 1.5 Lakh students and teachers on AI through workshops, trainings and certification courses on "IBM SkillsBuild for Students".

The AI powered innovations developed by students from across schools have been highly appreciated. It now becomes more important to further nurture the students to take their innovations to the next level.

Thus, CBSE in collaboration with IBM, is happy to announce the launch of the **AI Start-up School Programme**. This programme will provide an exciting opportunity for students to build AI solutions addressing real problems of India as part of CBSE's AI Enabled SEWA program with IBM.

AI Start-up School Programme aims to enable the brightest young minds of India to solve the most complex problems of the country as well as of the World. This programme will empower the next generation of AI innovators and entrepreneurs by providing them with mentoring and global exposure to transform their ideas into ventures that address the world's most pressing challenges.

Participation:

1. As the first step for participation in the programme, schools are required to register themselves for an **"AI for Good" workshop for the students**.

2. Schools must register before 1ˢᵗ September 2022, using the link: https://bit.ly/AI-for-Good

3. Post the workshop, the students will be required to complete a certification on the IBM 'SkillsBuild for Students' platform and form teams to participate in the AI missions.

Rewards and Felicitation:

- The Top team (of upto 3 students and a teacher coordinator) will win an opportunity to be felicitated at a high-level National event and will be given global opportunities in the Silicon Valley, USA.

- The schools with maximum participation in the program will also be rewarded/felicitated.

'शिक्षा सदन' ,17 राऊज़ एवेन्यू ,इंस्टीट्यूशनल एरिया, नई दिल्ली–110002
'Shiksha Sadan', 17, Rouse Avenue, Institutional Area, New Delhi – 110002

फ़ोन/Telephone: 011-**23216963, 23214737** वेबसाइट/Website :http://www.cbseacademic.nic.in ई-मेल/e-mail: dirtraining.cbse@gmail.com,directorvoc.cbse@gmail.com.

Orientation Programme:

To enable the Principals and teachers of all CBSE affiliated schools to understand more about the programme, a virtual orientation session also being organised as per the details mentioned below:

ORIENTATION PROGRAMME FOR PRINCIPALS AND TEACHERS ON THE 'AI START-UP SCHOOL PROGRAMME'		
DATE & TIME	**26th August 2022, 11:00 am** *Please register before 25th August 2022*	
LINK FOR REGISTRATION	https://bit.ly/AI-Startup-School-Program	
YouTube Link:	https://youtu.be/6gt_FQmx_fM	

More details about the AI Start Up School Programme are also annexed. For any queries please contact: aiforcbse@gmail.com

(Dr. Biswajit Saha)
Director (Skill Education)

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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:
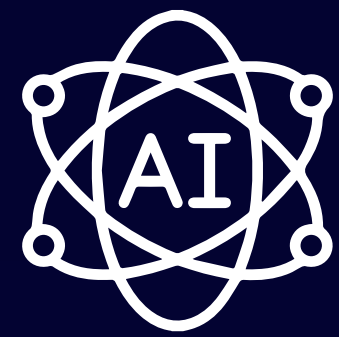
1. The Commissioner, Kendriya Vidyalaya Sangathan, 18, Institutional Area, Shaheed Jeet Singh Marg, Delhi - 110016.

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 - 110054

4. The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 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 - 791 111

7. The Director of Education, Govt. of Andaman & Nicobar Islands, Port Blair - 744101

8. The Director, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sector 3, Rohini

9. The Secretary, Sainik Schools Society, Room No.101, D-1 Wing, Sena Bhawan, New Delhi-110001

10. The Additional Director General of Army Education, A – Wing, Sena Bhawan, DHQ, PO, New Delhi – 110001

11. The Secretary AWES, Integrated Headquarters of MoD (Army), FDRC Building No. 202, Shankar Vihar (Near APS), Delhi Cantt – 110010

12. The Secretary Eklavya Model Residential Schools (EMRS), Ministry of Tribal Affairs, Government of India.

13. The Chairman, Odisha Adarsha Vidyalaya Sangathan, N-1/9, Near Doordarshan Kendra, PO Sainik School Nayapalli, Bhubaneswar, Odisha-751005.

14. The Deputy Secretary to Chairperson, CBSE - for kind information of the Chairperson, CBSE

15. All the Heads of Department of the Board

16. All the Regional Directors/Regional Officers/Head-COEs, 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

17. Head (Media & Public Relations), CBSE

18. Assistant Secretary (IT), CBSE, Rouse Avenue with the request to upload this notification on the CBSE Academic website

19. Incharge, Hindi Cell, CBSE HQ – for Hindi Translation of this notification

Director (Skill Education)

'शिक्षा सदन' ,17 राऊज़ एवेन्यू ,इंस्टीटूशनल एरिया, नई दिल्ली–110002
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फ़ोन/Telephone: 011-**23216963, 23214737** वेबसाइट/Website :http://www.cbseacademic.nic.in ई-मेल/e-mail: dirtraining.cbse@gmail.com,directorvoc.cbse@gmail.com.

IBM's AI Start-up
School for
students of CBSE
affiliated schools

AI for Good workshop & Certification for students

Top 100 students get world class mentorship

Personal Future skills scorecard for students & school

Top team invited for global opportunities in the Silicon Valley, USA

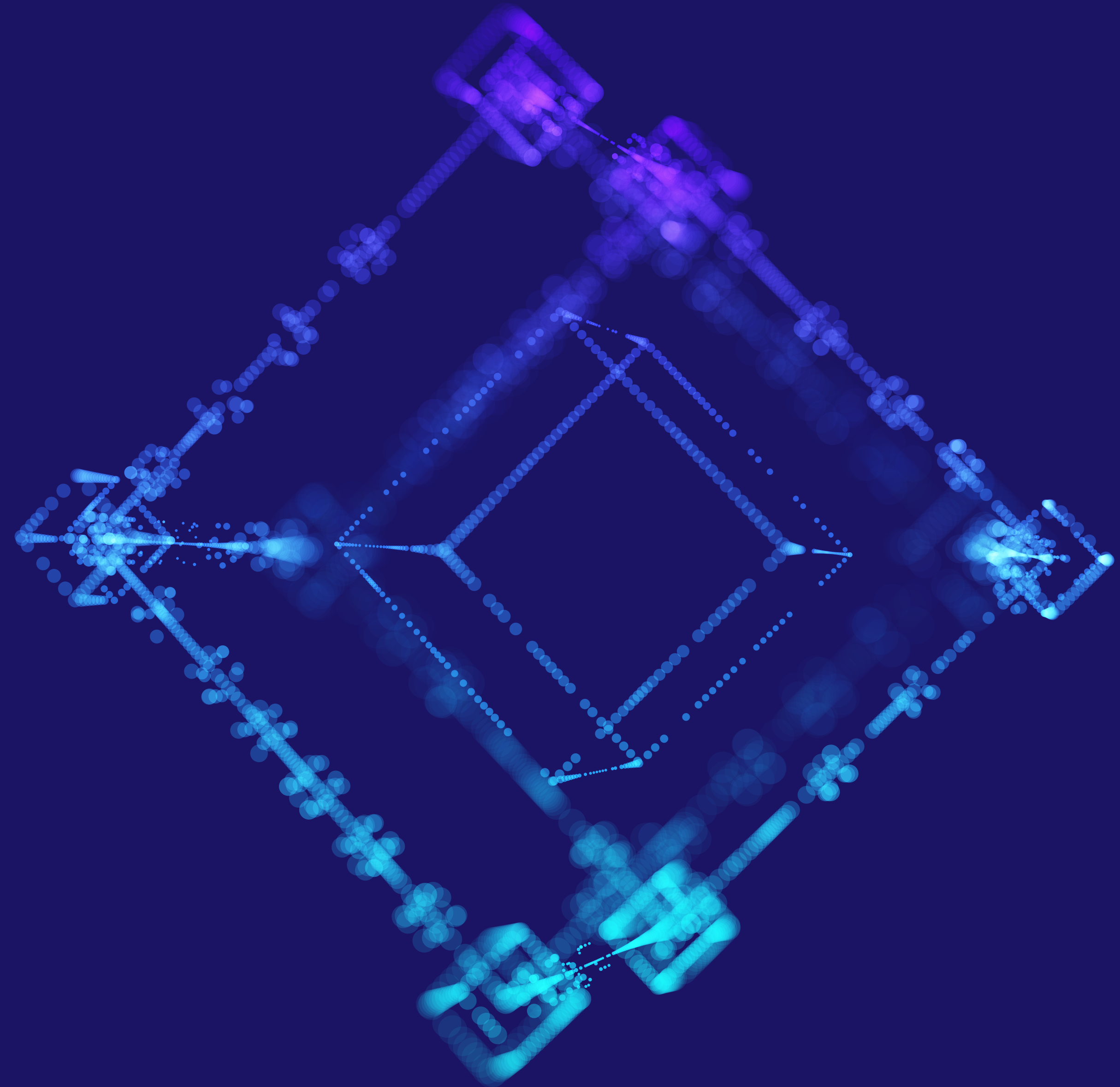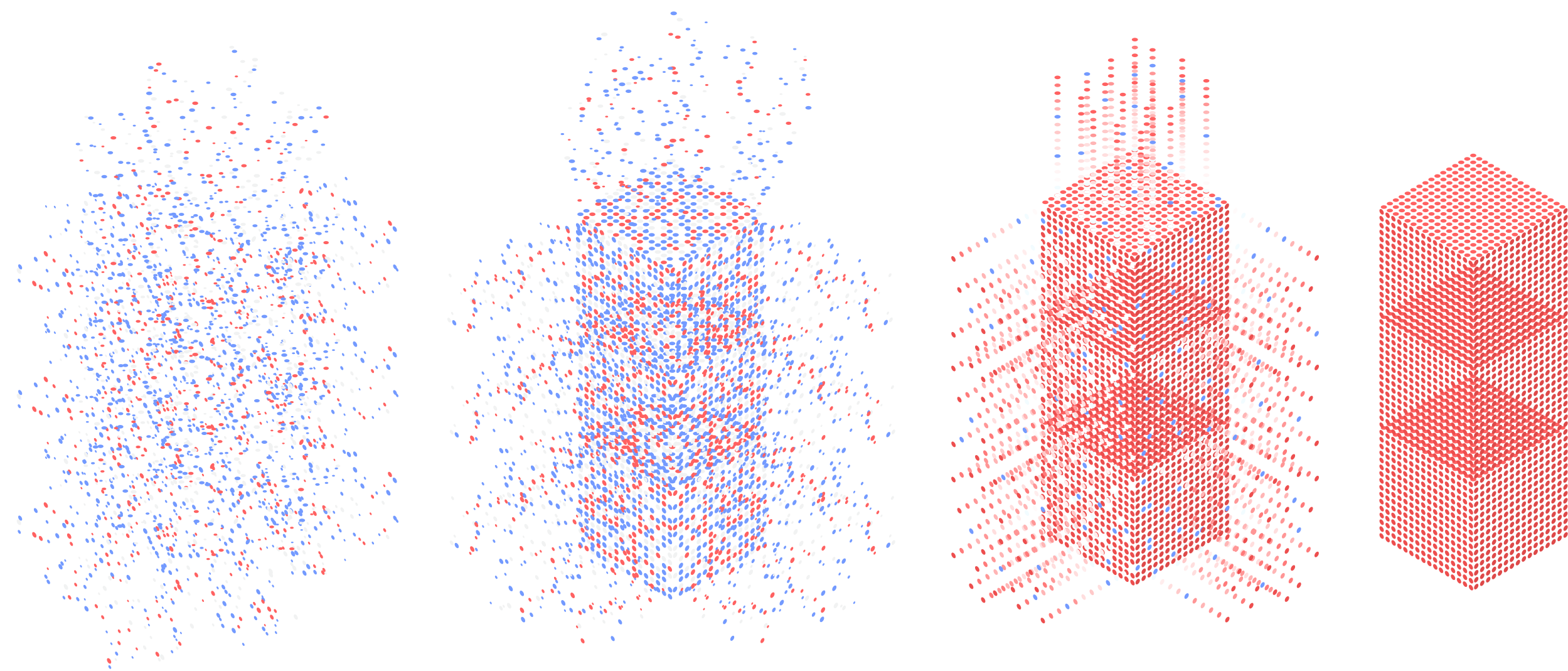**Special Recognition for Schools with maximum participation**

IBM's AI Start-up School aims to empower the next generation of AI innovators and entrepreneurs from India by providing them with mentoring and a global exposure, to transform their ideas into ventures that address India's most pressing challenges. Selected 100 students from the program will be mentored on how to design scalable models through a process that emphasizes stakeholder discovery, business innovation, and social impact assessment.

The program aims to nurture youth to become AI Creators & AI Entrepreneurs using AI responsibly by giving them the right opportunities to collaborate, develop solutions and at the same time get an opportunity to contribute to the overall AI ecosystem in India.

To participate in the program, schools are required to register on the registration link below to facilitate an "AI for Good" workshop for the students of the school.

Once the school registers on the registration link, IBM implementation partner will reach out to the school to conduct a virtual or offline "AI for Good" workshop for the students of the school.

Post the workshop, students will be required to complete a learning path on AI and get certified on the "IBM SkillsBuild for Students" platform.

Students will then participate (as teams of upto 3 students & 1 teacher or individually) in AI missions on Lead Z world, a new age challenges platform for youth to learn new skills and put them to test in a gamified manner. Top 100 students at the end of the missions with the most points will be selected to be part of the AI Start-up school.

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School Registration for AI for Good workshops – leading to AI Start-up School

Register before 1 September 2022

What will students get as part of AI Start-up School?

During the 9-day mentorship program at the AI Start-up school students will:

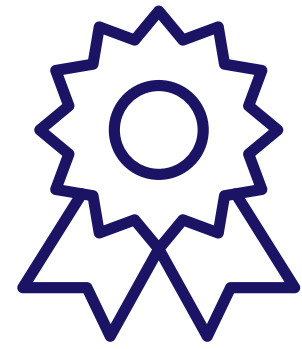Innovate for Bharat using AI to solve real problems

Get prestigious speaking and networking opportunities

Build prototypes and test their viability on-ground

Get a personal scorecard assessing them on 5 key future skills - Problem Solving, Collaboration & Leadership, Citizenship, Communication, Creativity

Learn how to launch a start-up through stakeholder discovery, business innovation, and social impact assessment

Get mentored by global leaders who include industry leaders, CEOs and Oscar winning film makers

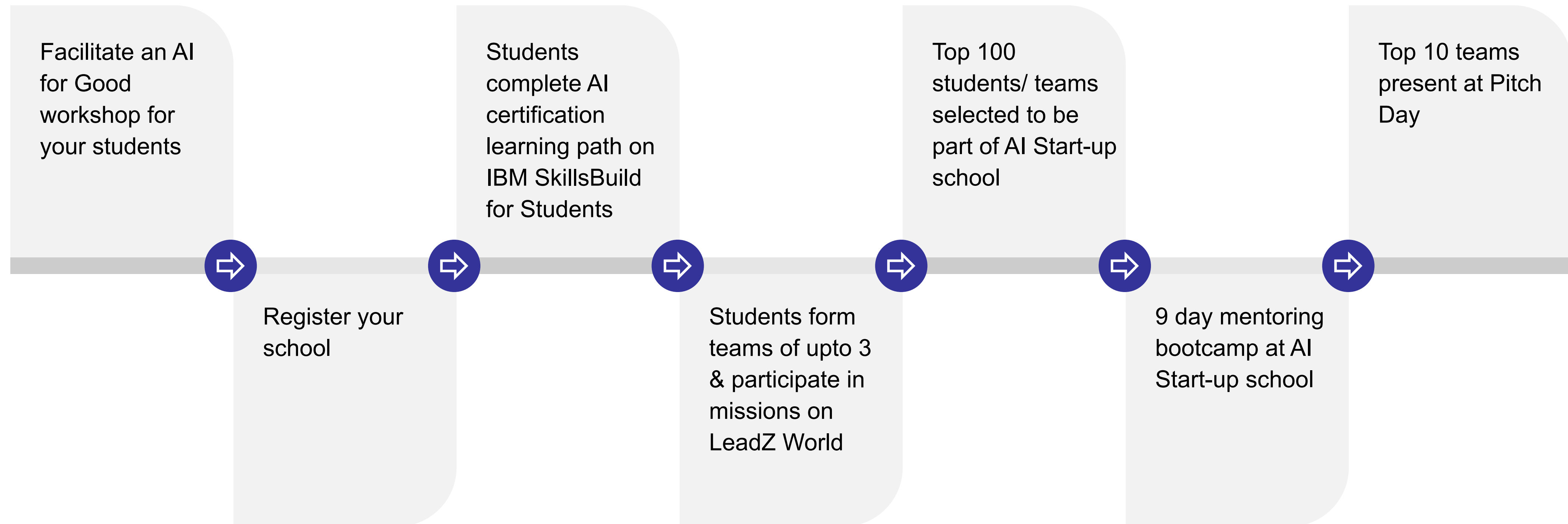# Rewards & Recognition for top students and schools

Schools with maximum number of students completing the certification will be rewarded and showcased.

Top 1 team of upto 3 students and a teacher coordinator, that implements their projects on ground with measurable impact, will win an opportunity to be felicitated at a high level national event and will be given global opportunities in the Silicon Valley, USA.

The Process

Facilitate an AI for Good workshop for your students

Register your school

Students complete AI certification learning path on IBM SkillsBuild for Students

Students form teams of upto 3 & participate in missions on LeadZ World

Top 100 students/ teams selected to be part of AI Start-up school

9 day mentoring bootcamp at AI Start-up school

Top 10 teams present at Pitch Day

Top Team
Global opportunities at Silicon Valley, USA

Top Students
Pipeline for Call for code, Smart India Hackathon, Manak Awards

AI Start-up School 9-Day Mentoring Bootcamp

As part of the mentorship program students will get trained and mentored on how to identify a relevant problem, come up with a solution and launch the idea through a structured process:

1. **Understand the problem and AI use cases**
   - Understand the overall challenge and break it into specific sub-challenges
   - Look at various AI use cases around the world and how some of the challenges have been solved leveraging AI

2. **Understand the user**
   - Identify the various user segments and choose final user
   - Get an overview of user specific problems, select and describe the problem they want to solve for the user

3. **Leverage AI and other technologies**
   - Screening and assessing the latest technology trends and how to leverage relevant tech

4. **Ideate on AI solutions**
   - 3-step model that helps participants come up with hundreds of ideas before sorting and converting them into the final solution
   - Participants will then develop an AI prototype around the core idea

5. **Creating AI solutions and implementation model**
   - Creating a sustainable implementation model that can take the idea to the market and create high impact
   - Students will be required to convert their prototype into an AI solution by talking to people and doing on-field trials
   - Learn about protecting IP and filing patents

6. **Pitch AI solutions and model to stakeholders**
   - Students need to prepare a good pitch of the AI solution that highlights its most important features and makes the audience believe in their idea and the AI solution as a whole

7. **Continue – Launch AI solutions!**
   - Students are guided to multiple platforms like call for code, Smart India Hackathon, Manak Awards etc.
   - After the AI Startup School participants have the opportunity to continue with their careers and launch their innovations or enterprises with the support of a mentor

Key Learnings for Students as part of the program:

- **Design Thinking**
- **Entrepreneurial Mindset**
- **Problem Solving**
- **Ideation Process**
- **Intellectual Property Rights (IPR)**
- **Business Models**
- **Storytelling**
- **Pitching Techniques**

Interaction with Global Leaders and Industry Experts

During the 9-day bootcamp, students will interact with global leaders who will join as guests and get mentored by experts from IBM and the AI ecosystem to develop prototypes.

High level opportunities for Top students

- Top students are guided to multiple platforms like call for code, Smart India Hackathon, Manak Awards etc.

- Prestigious speaking and networking opportunities

- Every student gets a personal scorecard assessing them on 5 key future skills - Problem Solving, Collaboration & Leadership, Citizenship, Communication, Creativity

Opportunity at Silicon Valley for Top Students

Selected students with extraordinary commitment and after showing a tangible impact on the ground will be invited to present their work at an event and have an immersive experience at Silicon Valley, USA.