



केन्द्रीय माध्यमिक शिक्षा बोर्ड
(शिक्षा मंत्रालय, भारत सरकार के अधीन एक स्वायत्त संगठन)
CENTRAL BOARD OF SECONDARY EDUCATION
(An Autonomous Organisation under the Ministry of Education, Govt. of India)

CBSE/ DIR.(SE&T)/AICTE/2021

04.05.2021

NOTIFICATION

**‘Innovation Ambassador – Online Training Program’ by CBSE in collaboration with
Ministry of Education’s Innovation Cell (MIC) and AICTE**

Nurturing young school students on problem-solving and critical thinking is very important. New Education Policy has also laid huge emphasis on promoting out-of the box thinking amongst students. To achieve this goal, the role of teachers becomes highly significant. The teachers should become mentors and guide these young minds in their pursuit of innovation and entrepreneurship. Thus, it is equally crucial for teachers to have adequate mentoring skills.

In order to strengthen the mentoring capacity of teachers for Nurturing and handholding ideas from students, CBSE in collaboration with the Ministry of Education’s Innovation Cell and AICTE is launching the online ‘Innovation Ambassador Program’. In this program, the teachers shall be trained on the following four modules:

1. Design Thinking & Innovation (Duration-26 Hours)
2. Idea generation & Ideal hand-holding (Duration-15 Hours)
3. Intellectual Property Rights (Duration-12 Hours)
4. Product / Prototype development (Duration-13 Hours)

The content of the four modules is enclosed at Annexure for reference.

These modules will be offered free of cost to all the selected CBSE teachers. Upon successful completion of the trainings, these trained teachers shall be designated as ‘Innovation Ambassadors’.

Role of the ‘Innovation Ambassadors’:

- Help in creating the culture of Innovation in their respective schools
- Mentor the teachers and students of their respective schools and nearby schools
- Provide support to other schools as resource person
- Spread the message of innovation and start-ups among the students and faculties
- Act as an evaluator for Idea Competitions conducted at national level
- Act as a Mentor for the national level program on Innovation and related activities

Through this ‘Innovation Ambassador Program’, CBSE envisages to train 50,000 teachers (i.e. two/ three teachers per school) from all CBSE affiliated schools as ‘Innovation Ambassadors’. **Thus, all CBSE affiliated schools should nominate four/five teachers from their school (in order of preference) for this program.**

Selection of teachers shall be based on the following criteria:

- Involvement in developing innovative student projects
- Passion for working with students on developing new ideas
- Demonstrates Problem-solving skills
- Possesses good communication and analytical skills
- Participated in any science/innovation exhibition, hackathons and idea competitions etc.

The first batch of the first module of the first module viz. Design Thinking & Innovation will start on 17th May 2021. The formal launch of the Innovation Ambassador Program is scheduled on 13th May 2021.

Selection of teachers will be done on the basis of their credentials and only the selected teachers will be informed about their batch, date, and timing of training through email in advance (on the email id of the school SPOC provided at the time of registration).



‘शिक्षा सदन’, 17, राऊज़ एवेन्यू, इंस्टीट्यूशनल एरिया, नई दिल्ली-110002
‘Shiksha Sadan’, 17, Rouse Avenue, Institutional Area, New Delhi - 110002





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Registration Link: Please provide details of teachers nominated for the 'Innovation Ambassador Program' using the link <https://forms.gle/6h7WUcRtKPwoLD8H9> on or before **10th May 2021**.

For any further query or feedback, the schools may contact the Joint Secretary, Department of Skill Education, CBSE at jsse.cbse@gmail.com or Dr. Elangovan Kariappan, Assistant Innovation Director, Innovation Cell, MoE, AICTE at elangovan.kariappan@aicte-india.org.

(Dr. Biswajit Saha)

Director (Skill Education and Training)

Enclosures: Annexure 1-

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. Chairman, AICTE HQ, Nelson Mandela Marg, Vasant Kunj, New Delhi -110070
2. Chief Innovation Officer, Innovation Cell, Ministry of Education, Govt. of India, Room No. 332, AICTE HQ, Nelson Mandela Marg, Vasant Kunj, New Delhi – 110070
3. The Commissioner, Kendriya Vidyalaya Sangathan, 18, Institutional Area, Shaheed Jeet Singh Marg, Delhi - 110016
4. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Sector-62, Institutional Area, Noida - 201309
5. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi – 110054
6. The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 9, Chandigarh – 160017
7. The Director of Education, Govt. of Sikkim, Gangtok, Sikkim – 737101
8. The Director of School Education, Govt. of Arunachal Pradesh, Itanagar– 791111
9. The Director of Education, Govt. of Andaman & Nicobar Islands, Port Blair – 744101
10. The Director, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sector 3, Rohini
11. The Additional Director General of Army Education, A – Wing, Sena Bhawan, DHQ, PO, New Delhi – 110001
12. The Secretary AWES, Integrated Headquarters of MoD (Army), FDRC Building No. 202, Shankar Vihar (Near APS), Delhi Cantt – 110010
13. P.S. to the Secretary, School Education, Shastri Bhawan, New Delhi - 110001
14. P. S. to the Secretary, Higher Education, Ministry of Education, Shastri Bhawan, New Delhi - 110001
15. DS to Chairman, CBSE - for kind information of the Chairman, CBSE
16. All the Heads of Department of the Board
17. 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
18. Head (Media & Public Relations), CBSE
19. Assistant Secretary (IT), CBSE, Rouse Avenue with the request to upload this notification on the CBSE Academic website
20. Incharge, Hindi Cell, CBSE HQ –for Hindi Translation of this circular

Director (Skill Education and Training)



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Content of the Innovation Ambassador Program

Please Note that all the four modules shall include separate Assessment

Module 1: Design Thinking & Innovation

Session	Topics	Duration in Hours
1	Creativity and Ideation	1
2	Fundamentals of Design	1
3	Storytelling	1
4	Design Thinking in the industry	1
5	Wicked problems	1
6	Design Thinking Process	1
7	Persona	1
8	Empathy	1
9	Day in the life	1
10	Applying empathy in conducting research	1
11	Customer Journey	1
12	Customer Journey Application	1

Module 2: Idea Generation and Handholding

Session	Topics	Duration in Hours
1	Idea Generation & Validation - Idea validation	1
2	How to identify students capable of out-of-box-thinking? & Role of teachers in identifying, nurturing/handholding good ideas	1
3	Co-founder & Team formation & Bootstrapping	1
4	Startup Stage detailing: Importance of Mentor and community	1
5	Understanding an MVP	1
6	Type of company Incorporation	1
7	How to develop a product / Service (Build, Measure and Learn Loop)	1
8	Importance of traction	1
9	What is pitch and its importance	1
10	Who is angel investor & Understand exit of angel investor Stage	1
11	Understanding Venture Capital Stage	1
12	Understanding scalability and its barriers	1
13	Funding Ideas for Start Up & The Investment Equation	1
14	Startup terms you ought to know	1
15	The Roles of Incubators, Accelerators, Co-working Spaces, Mentors, and Events in the Startup Development Process	1

Module 3: Intellectual Property Rights

Session	Topics	Duration in Hours
1	Fundamentals & Origins of Intellectual Property and Intellectual Property Rights	1
2	Introduction to IPR Laws in India	1
3	Types of Intellectual Property Rights and its Emerging Trends	1
4	Innovation & Patent	1
5	Copyright & Related Rights	1
6	Industrial Designs	1
7	Branding & Trademark	1
8	Geographical Indications	1
9	How to convert the research and project works into patents & Commercialization of IPR	1
10	Impact of Counterfeit & Piracy	1
11	Entrepreneurship & Digital Age	1
12	How to Manage and Intellectual Property Portfolio	1

Module 4: Product / Prototype Development

Session	Topics	Duration in Hours
1	Recap on Idea Generation	1
2	Idea Screening	1
3	Planning & Technical Design: Develop a plan of action on how to go about developing a prototype and the number of steps involved in it.	2
4	Product Development: Build a working prototype considering functionality, usability, and ergonomics.	1
5	Viability & Review: Analyze the product building cost and other financial aspects involved in the production.	1
6	Iteration: Devise ways in which production can be carried out simpler and less costly to refine the process of manufacturing/production.	1
7	Prototype Testing: Test the fully built prototype from all aspects such as functionality and durability.	1
8	Marketability & Commercialization: Strategise and get the product ready for market launch considering product pricing and maximum market penetration.	1
9	Marketability & Commercialization: Practical approach to converting an Idea into BUSINESS IDEA, generating a BUSINESS MODEL, and preparing a BUSINESS PLAN	1
10	Real-World Examples of Product Development Processes? Key Difference Between Developing Products at a Startup vs. a Large Business?	1
11	Session on Pitching the Product	1
12	Panel Discussion with successful innovators/entrepreneur and teachers	1