



केन्द्रीय विद्यालय संगठन / KENDRIYA VIDYALAYA SANGATHAN
(Min. of HRD, Deptt. of Education, Govt. of India)
18-संस्थागत क्षेत्र / 18-Institutional Area
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www.kvsangathan.nic.in

F. No. 11-DAC10Misc/9/2018-EDP Section

Dated: 16.08.2018

Deputy Commissioner
Kendriya Vidyalaya Sangathan,
All Regions.


Subject:- Online competitions for KV students – Holistic Development in School Students.

Madam/Sir,

With reference to the subject above, I am to inform you that competent authority of KVS has decided to implement online competitions for KV students through My Super Brain. In this regard a copy of the proposal received from My Super Brain is enclosed for your reference. They provide online platform to KV students from Classes I to 12. The students can participate in the areas such as Essay Writing, Painting, Music Dance, Drama, Technology etc. The students can submit their entry from anywhere and at any time, as long as the competition is open. The competition is completely free for the students and gives them an opportunity to showcase their talents on a global scale.

You are further requested to issue necessary direction to the Principals of Kendriya Vidyalayas under your jurisdiction to co-operate with the representative of the My Super Brain for successful implementation of the program. For any query, please contact Sh. Bojja Raghavendar Reddy, Co-founder & CEO at Email Id bojja@mysuperbrain.com and Mob.No.91-9701320902.

Yours sincerely,


(P.V. Sai Ranga Rao)
Deputy Commissioner (Acad)

Copy to:-

1. Sh. Bojja Raghavendar Reddy, Co-founder & CEO at Email Id: bojja@mysuperbrain.com with the request to contact the Deputy Commissioner of the Region /Principal, concern for implementation of the program.
2. PS to Commissioner, KVS (HQ), New Delhi.
3. PS to Addl. Commissioner (Acad), KVS (HQ), New Delhi.
4. PA to Joint Commissioner (Acad), KVS (HQ), New Delhi.

9th August, 2018,
Delhi

To,
Shri Santosh Kumar Mall Ji
Commissioner,
Kendriya Vidyalaya Sangathan,
Delhi.

Sub: Holistic Development in School Students

Respected Sir,

Following the meeting in the morning today (9th August, 2018) with Shri S Vijaya Kumar ji, Shri Ranga Rao ji, Smt. Indu Kaushik ji and Smt. Sona Seth Ji, we submit this revised proposal. The following aspects were added to the proposal, as per the suggestions of the committee: Technology & Security and Rewards.

Sir, we are an IIM alumni founded initiative with an aim to provide every student of India an opportunity to **discover, improve and showcase skills on a global scale**. We believe that every student is special and that he/ she deserves all the support to ensure that they realize their full potential. Technology will be a great support in helping students improve skills from a very young age. Our products are designed on the basis of years of research in the field of developmental psychology and technology.

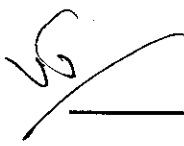
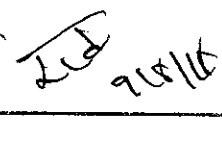
MySuperBrain.com is a **FREE Online platform for school students in grades 1 to 12**. It provides the following for the students:

- a. Global level competitions and tests
- b. Educational articles and videos
- c. Educational games
- d. Expert connect
- e. Detailed analysis of performances

We would like to express our desire to **partner with the KENDRIYA VIDYALAYA SANGATHAN** to ensure that the students across the country have a great opportunity to showcase their skills on a national scale. Usage of MySuperBrain.com is **FREE** and allows students to participate in competitions from anywhere and at any time. The competitions conducted on MySuperBrain.com are more engaging for the students than those conducted using traditional channels.

We have conducted prestigious competitions for Gopichand Academy, Olympic Gold Quest, India First, Arrow Publications, Make a Difference, Teach for India, McDonald's, IDBI etc. Each of our competitions are designed in such a way that a student's talent can be appreciated.

INTER KV ONLINE COMPETITIONS

 
20/8/18

On MySuperBrain.com, we can have regular online competitions between all the students of Kendriya Vidyalayas. Each Kendriya Vidyalaya will have a web page in which all the entries and achievements of the students from that branch will be highlighted. It provides them scope for recognition. They get motivated too.

MySuperBrain.com provides a completely automated system for online competitions where students can submit their entries in areas like writing, painting, singing, dance, photography, group tasks and poetry. The website is extremely easy to use and provides extremely important analysis that can help the students, parents and teachers plan subsequent programs to improve the skill.

COMPETITION TYPES

- ✓ 1. Essay Writing
- ✓ 2. Painting
- ✓ 3. Music
- ✓ 4. Projects
- ✓ 5. Debates
- ✓ 6. Art & Craft
- ✓ 7. Dance
- ✓ 8. Photography
- ✓ 9. Sports
- ✓ 10. Story Telling
- ✓ 11. Drama
- ✓ 12. Technology

All the competitions involve submission in one of the three formats: text, picture and video. The student can submit their entry from anywhere and at any time, as long as the competition is open.

TRACKING THE SKILLS OF STUDENTS

The administration of KV can track the performance of any student studying in any of the Kendriya Vidyalayas. It helps the administration to promote the skills of students and also show the world what students of Kendriya Vidyalayas can do. It is also an opportunity for students to get wider recognition. Parents of students studying in KVs can also actively engage with the students and contribute to their growth. You can also continuously spot the amazing talents of students.

SCHOOL PAGES

Each branch gets a separate web page which provides detailed information about the branch, achievements, skills of students etc. Each branch gets an admin and password to manage their school page.

Every student gets a lot of recognition on MySuperBrain.com as each and every entry is open for everyone to see and appreciate. It allows students to get global recognition from their own schools and homes.

- Email Address
- City
- Guardian Name

For every single communication by email to the students, we would send a copy to the school.

ADVERTISEMENTS

Students will not see any irrelevant or unwanted advertisements. We show advertisements of only approved companies, like Horlicks, Boost, IDBI Federal, Mapmyindia etc. We shall seek the permission of KV Sangathan before we proceed with any such advertisements.

RECOGNITION

With the help of sponsors, we would be providing prizes to the students. These prizes would be given through KV Sangathan only. We would be providing three levels of certificates –

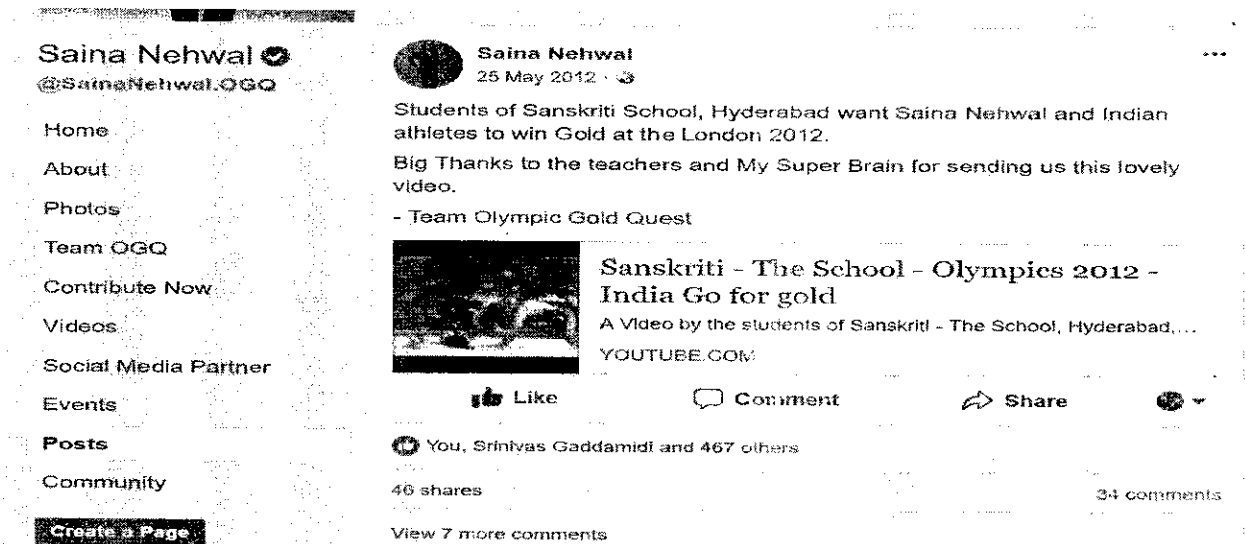
1. Participation Certificate
2. Merit Certificate
3. Certificate of Excellence

If we don't get any support from any sponsors, we would provide just the certificates.

CASE STUDIES

We have worked with prestigious organizations in the past and are continuing to do so. We wish to be the #1 Talent Discovery Platform in the world where any student can come to Discover, Improve & Showcase their amazing Talents. There are more than 26 crore school going students in India. If we can spot and support even 1% of the talents, we can be the world leader in all walks of life.

OLYMPIC GOLD QUEST



The screenshot shows a Facebook post from Saina Nehwal (@SainaNehwal.000) dated 25 May 2012. The post text reads: "Students of Sanskriti School, Hyderabad want Saina Nehwal and Indian athletes to win Gold at the London 2012. Big Thanks to the teachers and My Super Brain for sending us this lovely video. - Team Olympic Gold Quest". Below the text is a video thumbnail titled "Sanskriti - The School - Olympics 2012 - India Go for gold" with the description "A Video by the students of Sanskriti - The School, Hyderabad, ...". The post has 46 shares and 34 comments. The left sidebar shows the user's profile menu with options like Home, About, Photos, Team OGQ, etc.

Opening up all the entries also widens the horizons of the students. They will be able to widen their imagination by looking at the works of other students. It is as important as anything else.

CSR SUPPORT

We are currently working with CSR wings of companies to support the needy students. If there is any student from any of the Kendriya Vidyalayas who is able to show a lot of spark, but does not have the financial support needed, we would be working with the CSR wings to get them the right support so that they can realize their full potential.

VIDEOS

We are now adding online courses for the students to hone their talents. The videos are created by experts in their respective fields and designed to help school students. We already have courses for Art & Craft, Painting, Music, Financial Education, Projects, Logical thinking, Communication skills etc. All these videos will be free for all the students to learn from.

RADIO

We are launching India's first kid's Radio channel on the 15th of August, 2018 on the occasion of India's Independence Day. It would be an opportunity for all the students to get a National audience for themselves. Students can apply for a 15 minute slot and the selected students get an opportunity to address the entire nation.

TECHNOLOGY & SECURITY

We provide an extremely secure system and have the following implemented already:

1. SSL Layer
2. Data on the cloud with the highest level of data integrity
3. Web Application Firewall
4. Linux OS
5. Regular Data Backups

We have a trained & acclaimed security expert, Mr. Sai Kumar Appidi, as our security consultant. He has been certified and rewarded by top tech companies, like Google, Oracle etc.

All entries are first screened before they go live on the website. The founders (Mr. Raghavendar Reddy Bojja & Mr. Yuvaraju Atmakuri) would take full responsibility for the moderation and ensuring that no unwanted, obscene or irrelevant entries are allowed on the website. We have a team of executives who are trained to handle this.

We would not take the phone number of the students/ parents while registering. The data collected from the students would be:

- Name
- Class
- School

Encouraged students to use their talents in painting, collage making and writing to wish Indian Athletes "ALL THE BEST" for the London Olympics. Received great response from across the country. Students were also appreciated quite a lot by the athletes like Saina Nehwal, Mary Kom, Vijay Kumar etc.

ARROW TIMES CARNIVAL

Conducted a National level Online Competition in three areas: Painting, Writing and Quiz. Had almost 73,000 students participate from 19 states in the country. More than 1,000 students received certificates and prizes as an appreciation of their talents.

HAPPY INDIA PROGRAM

We were the regional coordinators for Hyderabad, Vijayawada and Vishakapatnam for the HAPPY INDIA program. 16 of the 25 final selections happened from the three cities we were coordinators for.

YOUNG CHAMPS – PULLELA GOPICHAND ACADEMY

Conducted an online Talent Spotting contest for Pullela Gopichand Academy. YOUNG CHAMPS is a great opportunity for students aged 12 or below to get sports scholarship at the prestigious Pullela Gopichand Academy where most of India's Badminton stars trained. 30 students have been shortlisted by the Academy. The final results are awaited. The selected students get full sports scholarship from the Academy and would be a life changing opportunity for them.

DANTEWADA – BACHPAN BANAO ANDOLAN

Working from June with the Bachpan Banao Andolan and Dantewada Collectorate in identifying the talents in students from more than 500 government schools across the district of Dantewada. It will be one of the biggest such exercises in talent spotting in Government Schools.

PILOT PROGRAM

We would request for a one year long PILOT Program so that we can execute the inter KV Contest in all the Kendriya Vidyalayas across the country. This program will be FREE of cost as long as the association continues. We would conduct an exclusive competition for Kendriya Vidyalayas and regularly provide our presentation and analysis to you. This would give you a fair idea of the benefits that MySuperBrain.com provides for students and the Sangathan.

PROCESS

1. We will be creating a section for Kendriya Vidyalaya
2. Schools can forward the message to the students. Students can register for FREE
3. Students can participate in the contest at their convenience (during the duration of the contest)
4. All the entries will be open for everyone to view. It helps them get a lot of recognition, even if they don't stand in the top 10 or 20
5. Each school will have a school page where all the entries from the school can be seen

6. Prizes, certificates and medals based on their performance. Most importantly, everyone gets recognition
7. Scholarships support through CSR support

We also have 24 X 7 online support for the students to get clarifications.

Once the students start participating, they would get information about not just our own competitions, but competitions happening across the world that they can participate in. It gives them continuous opportunities to showcase and nurture their talents.

Sir, we assure you that this would be an excellent opportunity for all the students to get Nation Wide recognition. It would also be a great way for Kendriya Vidyalaya Sangathan to celebrate the talents of all its students. We would request your support and guidance in this regard. **The entire program is FREE and would not pose any financial burden on the students or the Sangathan, even going forward.**

Thanking You.

Yours truly



(Bojja Raghavendar Reddy)

Co-founder & CEO

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