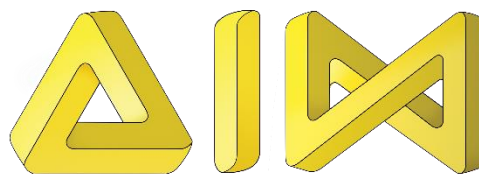




NITI Aayog



ATAL INNOVATION MISSION

ATL DIY Inter-School Challenge

Theme: Innovation & Empathy

12 October 2020 – 11 December 2020

in association with







Self-Learning Manual: Activity XIII

Cognitive skills: Innovation & business idea

Std.: IV-V years

Activity description and self-learning manual

Activity XIII: Record a video narrating a unique “business” idea



ATL DIY Inter-School Challenge 2020
Theme: Promoting Innovation & Empathy

Cognitive skills

Innovation & business idea

Std. IV-V

Activity XIII : Record a Video narrating a unique “business” idea



Identify a daily pain point in the lives of people around you

Think of an innovative idea to solve for the daily pain point for majority of people

Record a Video sharing your idea

- What is the problem?
- Why is it a problem worth solving?
- What are your starting thoughts on solving?

Submit as per the guidelines

www.kid-ex.com

Activity description

The child should come up with an innovative “idea” which can improve the daily lives of people around you.

Identify any task/activity which you see anyone (your mom/dad/other relatives/house support) doing daily which is a non-value add activity or can be easily automated using technology or product innovation.

Think of a directional answer as to how would you solve for the problem.

The child should record a video of self narrating:

- What is the problem that the child is trying to solve for?
- Why is this a problem worth solving?
- What is the child’s starting thoughts on solving the problem?

The video should be submitted as an entry as per submission guidelines.

Evaluation guidelines

The maximum point for this activity is 100. Every entry would be rated as either:

1. Master (M): 100% score
 - a. The child can share a unique idea & articulate in an engaging manner as per the provided guidelines

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2. Intermediate (I): 80% score
 - a. The child can share a unique idea & articulate in a low-engaging manner but as per the provided guidelines
3. Beginner (B): 50% score
 - a. The child can share a non-unique idea & articulate in an engaging manner as per the provided guidelines
4. Not applicable (NA): 0% score
 - a. All other submission cases
 - b. No submission

Self-learning manual

Common mistake and things to keep in mind in this activity are:

- The child cannot identify a problem which is repetitive enough
- The child cannot identify a problem which is generic enough to be relevant for many people
- The child cannot articulate the benefits of solving the problem
- The child is unable to distill out the secret sauce to solve the problem in its commentary
- The child gets too involved in tactical details related to solving the problem rather than closing directional answer

Key coaching tip to excel in this exercise is that share examples of ideas like Ola, Uber, Milkbasket, Swiggy, Zomato highlighting to the child which problem did such companies solve & why is that problem a relevant enough problem to solve for. Share stories regarding how they are still getting their act in place though they have clarity on the directional answer and they continue to build on that.

Let the child then identify a problem worth solving and when the child is convinced about the problem & solution, let the child start writing down his/her thoughts. Ask the child to limit the entire narrative to half a page (A4 sheet) – shorter the description, clearer the thoughts!

Key benefits of this exercise are:

- Triggers entrepreneurial thoughts in child
- Improves observation skills
- Institutionalizes a technology-bent-of-mind
- Build empathy for users
- Promotes creativity in thinking

Submission guidelines

Key guidelines for submission:

- Record 1 video of the child
- Aim to keep the total video size less than 20 MB
 - Android users can install & use [Camera MX player](#) to record smaller size video files
 - Iphone users can change resolution setting by going to Settings -> Camera & selecting lowest resolution from “Record Video” option
- Submit the video on:
 - KidEx website
 - Visit [here](#) & upload the files following the instructions

Feel free to share the picture with family, relatives, and close friends as you desire using [KidEx app](#). [KidEx app](#) allows you to add any family member, friend or relative as 1st Circle, 2nd Circle or 3rd Circle in the app itself & mark every post’s sharing circle i.e. share with 1st Circle only, or 1st & 2nd Circle, or 1st, 2nd & 3rd Circle. You can post the videos from [KidEx app](#) on social media platform of your wish as well.

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KidEx app is a private sharing app which enables you to store images/videos of the growing kid at one place & access them easily. The app makes it super convenient for family members & closest friends to access images/videos of the kid as every kid has a dedicated page (if created by their parents). You may save kid's art work, performances, achievements proofs, medical records etc. conveniently in one place.

You can download KidEx app by clicking [here](#)

For any queries, you may email us at info@kid-ex.com.