



CREYA IGNITED MINDS CHALLENGE 2017

IDEA Document

SCHOOL NAME :

PARTICIPANT STUDENT NAME 1 & Grade :

PARTICIPANT STUDENT NAME 2 & Grade :

PARTICIPANT STUDENT NAME 3 & Grade :

SUBMITTED ON:

Provide details of the real world problem that the students want to solve

Lots of programs, advertisements and social media exist to improve women's rights, especially in the field of education. Many of these function on the premise that women need equal rights as compared to men. What many people do not know is that female literacy has a direct relationship to the human development and economic growth of a country.

In spite of research having proven all this, female literacy rate in India continues to be low.

Who are the people impacted by the problem and what is their need?

All women in India who are denied the right to education, both primary and higher.

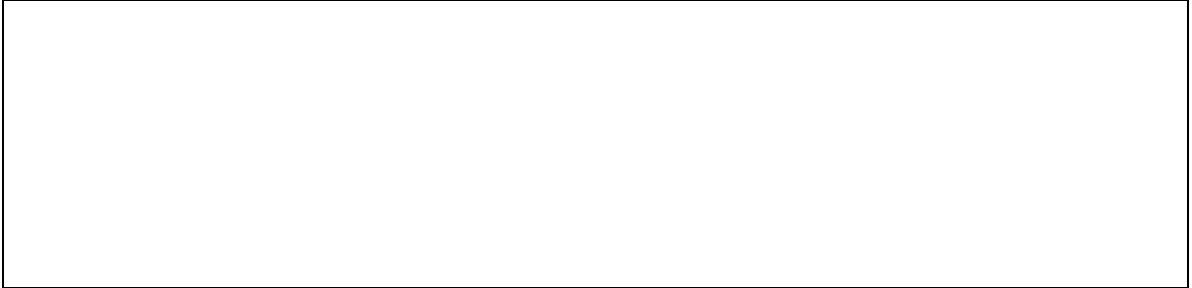
What is the high level solution that the students have come up with for this problem?

We want to create a short advertisement or public service announcement video. This video will be targeted at parents of girls and women. The video will concentrate on the advantages of educating women, both to the family in the medium term and the country in the long term. It will also make the family aware of all the schemes that they can avail of to further their children's education and career prospects.

What are the tools or materials that the students need to create the solution (please note that these include the Creya engineering and digital media manipulatives, as well as any other tools or materials that the students would like to use for the solution)?

Digital Camera/Tablet

Windows Movie Maker/ PowerDirector editing software



Sample Idea