



Dear Parent,

I am writing to you on behalf of Design Derivatives regarding the International Design Olympiad, a creative journey for young minds.

Last couple of years has been the strangest years in modern education. The disruption caused by the pandemic has led all educational institutions to adapt to the online system practically overnight. School management, students, teachers and parents are getting adjusted to this new normal! We may foresee similar disruptions in the future related to climate change, technology or even social changes. So how will we make our young minds ready for such challenges?

Disruption and Creativity are complimentary. The profound statement by Sir Ken Robinson is apt "Creativity is as important in education as literacy." Further, all the careers and professions of the future will require a creative mindset in every aspect.

We at Design Derivatives are happy to introduce the **International Design Olympiad (IDO)**, which has built the reputation of inspiring students to build **Creative Confidence** through **Design** and **Design Thinking**. A creative mindset leads to innovation. IDO has helped students to recognize, groom and act on their creativity. We provide an age appropriate, unique platform where students feel free to express themselves without fear and doubt. "My thoughts matter, my imagination matters" is how we empower students through this journey. We believe that students experiencing IDO will contribute effectively towards initiatives taken by the central government like Atal tinkering labs, Start-up India and others. The National Education Policy 2020 has also emphasised on Creativity.

Salient features of the International Design Olympiad (IDO):

1. Students from 5th grade to 12th grade can participate, from any board
2. It consists of 3 distinct rounds of activity – which brings the creative best in students
3. Participation in Round 1 online, Round 2 location close to your city and Round 3 in Pune
4. All rounds fall on a Sunday so that it does not affect the school timetable, refer IDO link: <https://www.designderivatives.com/international-design-olympiad>
5. Registration fee of Rs. 500 for Round 1 and Round 2. For Round 3 the registration fee is Rs. 1,000
6. No prior preparation is required for Round 1. Round 2 and 3 are guided and mentored rounds respectively
6. All students will be provided e-certificates
7. Registrations are now open and can be done online by parents at: <https://rzp.io/l/ido2021>

We will be delighted to have your ward experience creativity, in this edition of the International Design Olympiad.

Some of the esteemed Jr. colleges and schools participating all over India are Abhinav Vidyalaya, Akshara International School, Blue Ridge Public School, BK Birla School, City Pride School, Dhruv GS, DSK School, EIS, Fergusson College, GGIS, HDFC school, JML, KHS, KES, Lodha World School, New India School, Oakridge School, The Orchid School, Shiv Nadar School, Sushila Birla Girls school, Somaiya School, St. Peter's School, SJC, Symbiosis School and many more.

We would urge you to view the video of the student experience related to the International Design Olympiad on the following link: <https://youtu.be/3PbHhcjmGsk>

For any additional information please write to us on [registration@designderivatives.com](mailto:registration@designderivatives.com) or contact / WhatsApp us at 8669689020.

Awaiting your confirmation.

Thank You,

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