

## CEO's Message December 2023

**'Academic rigour'** is one of the most misunderstood phrases in education. For the vast majority, it translates into scoring 100/100 in examination. This understanding had relevance in the Industrial Age, and even into the early stages of the Digital Age.

However, in the post-Internet era, academic rigour is redefined from **'knowledge-about'** to **'knowledge-to-do'**. Rigour is the conceptual understanding of a given topic and its application to solve real-life problems creatively and collectively.

This is what Indus believes in, and its practices are enshrined in an innovation curriculum.