



विद्युत वेतारश्चिन्
Rana Charitable Trust

in alliance with S. S. Rana & Co.

presents

'CREATIO'TM : The Design Competition

On the occasion of

World Industrial Design Day – June 29, 2014.

On the occasion of **World Industrial Design Day**, Vidya Darshan Rana Charitable Trust in alliance with **S.S. Rana & Co.** is organizing **'CREATIO'TM** the *Third Annual Design Competition*.

Internationally observed on 29 June, **World Industrial Design Day** aims to promote the profession of industrial design by highlighting the ways in which it contributes to the improvement of economic, social, cultural and environmental quality of life throughout the world.



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'CREATIO'TM
Third Annual Design Competition
on the occasion of

WORLD INDUSTRIAL DESIGN DAY
JUNE 29, 2014

For more details visit www.vidyadarshan.in

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a. **'CREATIO'™ - The Design Competition**

'CREATIO'™ invites young creators to create new designs and aims to educate people, raise awareness and provides a platform to all to exhibit their talent.

b. **Participate in 'CREATIO'™ and get a chance to**

- Win recognition, acclaim and acknowledgement.

7/9/12

Pune, 09 July, 2012 :DigitalEdition

Rocking chair design for father fetches city student first prize at national contest

GARIMA MISHRA
JULY 8

WHEN city student Ajay Kale sent his entry for a national level design competition, little did he expect that he would emerge the winner. His design of a rocking chair won him the first prize at Creatio, a national design competition.

Creatio was organised by Vidya Darshan Rana Charitable Trust in association with SS Rana & Co to mark the Industrial Design Day on June 29. "The aim of the competition is to raise awareness on intellectual property in India and help the grassroots innovators, designers, artisans and creators to realise their true potential," says Rishu Srivastava, organising secretary, Vidya Darshan Rana Charitable Trust.



Ajay Kale (left) and the rocking chair he designed.

It was in the first week of June that 24-year-old Kale learnt about the competition. "During that period, I was thinking of designing something for my father. When I learnt about the competition, I conceptualised and designed a rocking chair," says Kale, who is pursuing a post-graduate programme at MIT In-

stitute of Design. Even if he didn't win the competition, he would still have made the rocking chair for his father, he adds.

Kale says his inspiration comes from objects and things that he sees around him. "One day, I saw a dolphin on television. The shape of the dolphin inspired me in my design," recalls Kale, who

admits that it was because of his faculty at MIT — Professor Sanjay Jain and Professor Dhimant Panchal — he was able to apply theoretical knowledge to practical use. It took him three days to design the chair. As far as the turning his design into a product is concerned, Kale plans to tie up with a manufacturing company.

Srivastava says, "What made Ajay's entry stand out was its ergonomic design. The way he depicted his inspiration from nature appealed to the judges. We believe that his designs will carve a niche in industrial domain." She adds that looking at the kind of response the competition has generated in its first year, the group plans to make it an annual affair.

The competition received 28 entries from across India and the winners were announced on July 2.

- Register your design with the "Indian Patent Office" and become proud owner of the Intellectual Property Asset.*¹ We shall assist you in filing and prosecuting the design application on a *pro-bono* basis.

NOTE - ¹*This does not apply to the design sent for this competition



c. Themes:

This year International Council of Societies of Industrial Design (ICSID) has chosen the theme of 'Renew Your ID' to motivate the young intellectual creators to come forward and create some innovative industrial design.

Following the same path '**CREATIO**'™ invites you to come up with any industrial designs which may relate to any field including Textile & fashion, Furniture, Household goods (including kitchen appliances), Home décor (interiors and accessories), Pottery, Jewelry, Games, toys & sports or any other new design which would help to redefine the industry.

d. Rules and Guidelines

- Participation in the competition is free of charge.
- The design submitted should be original work of the participant and shall not infringe the Intellectual Property Rights of any third party.
- Entries previously sent and awarded in other Design competitions shall not be considered eligible and will face immediate disqualification.
- A participant can submit more than one design; however separate entry has to be made for each design.
- Joint submission (**only up to 2 designers**) shall be acceptable.
- Design can pertain to any 2-dimensional or 3 dimensional article.

e. The Process

- Each participant must register online and upload his/her design.
- Participants are encouraged to submit different “views” of the design to give the Judges a fair idea of their creation.
- The design should be uploaded in either pdf or jpeg format, the image of the design thus submitted should not exceed 10 MB size.
- In case of a working model, the participant may upload the photographs of the same.



- As the registration formalities are completed, a unique “Registration Number” will be promptly provided to all the participants.
- The Registration Number shall be used for all future correspondence. Separate entry is required to be made for each design.
- The last day to submit the entry is **June 20, 2014**. Entries received after the deadline will not be eligible for the competition.
- Responsibility to comply with the guidelines and other conditions fully lies with the participants and neither Vidya Darshan Rana Charitable Trust nor S.S. Rana & Co. shall be held liable for any dispute raised by the third party.
- All entries are to be uploaded at the following site only: www.vidyadarshan.in. No physical form shall be accepted.
- Qualified design experts and judges will then select the best design following which the winners will be announced in IPConnect, S.S. Rana & Co.’s weekly newsletter on **June 30, 2014**.

f. The Judges

- All entries shall be judged by a panel of intellectual property experts and design. Professionals and the winners shall be selected by consensus of the Judges.
- The Judges’ decision shall be final and binding on all participants.

g. Evaluation Criteria

Entries will be judged on the basis of:

- Aesthetics
- Visual Appeal
- Originality & innovativeness
- Clarity of the design
- Industrial Applicability



The Prize

Awards will be given for three best designs by the Judges- “Master’s Choice”

- The winner, selected by the Judges, will be awarded with a “Magical Creator of the Year” award along with a cash prize of INR 5,000 , a certificate and assistance on a pro bono basis for getting his/her design registered with the Patent Office.
- First and Second runner ups would be presented INR 2,500 and INR1,500 respectively along with certificates;
- In case of a tie, the prize money would be equally distributed among the winners.

This is our small endeavor to raise IP awareness in India and help the grassroots innovators, artisans, creators and designers to realize their true potential by providing a national platform to them.

h. *Exhibeo ‘CREATIO’*™

Vidya Darshan Rana Charitable Trust may conduct an exhibition of all the selected, finalists and winner’s entries.

Follow this link to submit your entries: www.vidyadarsha.in

For further information feel free to call us at +911130562000 write to us at info@vidyadarshan.in.

NOTE: The competition intends to provide a platform to the students to share their creativity in the arena of industrial designs. The decision of the Judges shall be final. The organizers of the competition reserve all rights to change the date of announcements of the results and/or the date of announcements and publication of the results. The organizers also reserve the rights to withdraw any or both categories of awards if the entries thus received do not meet the aforesaid criteria. The organizers also reserve all the rights for exhibiting the selected designs, due credit in this regard shall be given to the designer(s). In case of a joint entry the prize money mentioned above is to be divided among the designers, no separate recognition except certificate is to be given to the joint designers.

Notwithstanding anything, in any circumstances the aforesaid rules or any statement cannot be challenged, the organizer reserves all the rights to change or modify the rules.



**REGISTRATION FORM
For**

'CREATIO'™

THIRD ANNUAL DESIGN COMPETITION, JUNE 29, 2014

ORGANISED BY

VIDYA DARSHAN IN ALLIANCE WITH S.S. RANA & CO.

Title:
First name:
Middle name:
Last name:
Present Address:
Permanent Address:
Mobile No.:
Phone No.:
E-Mail:
Design Title
Name of Co- Designer(s):

Declaration: I undertake that the design thus submitted is my original creation and accept all the rules and regulation of the competition.

Date:

Place:

Signature of the Applicant