



विद्येयत वेतारऽहित Rana Charitable Trust

in alliance with S. S. Rana & Co.

presents

'CREATIO'

**First All India National Design Competition On the occasion of
World Industrial Design Day – June 29, 2012.**

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



To celebrate the fifth anniversary of **World Industrial Design Day**, **Vidya Darshan Rana Charitable Trust** in alliance with **S.S. Rana & Co.** is organizing “*Creatio*” the *First National Design Competition*.

a) *Creatio* - The Rationale behind it

The Mac, the iPod and iPhone, probably the most iconic products of the digital age, not only revolutionized the technology but also changed the game for Apple. Undoubtedly its design has a



विद्यार्शन वेदरशन Rana Charitable Trust

significant role to play in its commercial success. Notwithstanding the reliability and quality, the aesthetic character of the product ultimately determines how it fares in the market. Sadly though the designers, creators and artisans responsible for these wonderful creations are neither aware of their intellectual property rights, nor are encouraged to protect it. *Creatio* thus not only aims to educate people and raise awareness but also to provide a platform to them to exhibit their talent.

b) Participate in *Creatio* and get a chance to

- + Win national recognition, acclaim and acknowledgement.
- + Get your design registered with the “Indian Patent Office” and become proud owner of the Intellectual Property Asset.*¹

c) Themes :

Participants are invited to send their best original design 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 goods, Footwear, Logos, Electronic Gadgets (Outer Covering Only) Etc.

d) Rules

- + The design submitted should be original and unpublished;
- + A participant can submit more than one design; however separate entry has to be made for each design.
- + Joint submission (by up to 3 designers) shall be acceptable;
- + Design can be uploaded in either 2-dimensional or 3 dimensional format;
- + Entries have to be submitted along with a valid id proof; failing which the entry shall be deemed invalid;
- + The design should be uploaded in either pdf, jpeg or word format;
- + In case of a working model, the participant may upload the photographs of the same;;
- + The last day to submit the entry is **June 25, 2012**.
- + All entries are to be uploaded at the following site only: www.vidyadarshan.in

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



विद्युत वेतारशान Rana Charitable Trust

e) The Process

- ✚ Each participant must register online and upload their design;
- ✚ 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;
- ✚ Qualified design experts and judges will then select the best design in each category following which the winners will be announced in **IPConnect**, S.S. Rana & Co.’s weekly newsletter on June 29, 2012.

f) The Judges

- ✚ All entries shall be judged by a panel of qualified industrial design experts and design professionals.
- ✚ The judges’ decision shall be final and binding on all participants.

g) The Prize

- ✚ The winner will be awarded with a cash prize of INR 10,000 along with a certificate and an opportunity to get their design registered with the Patent Office;
- ✚ Second and third runner ups in each category would be presented INR 5,000 and INR 2,500 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.

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



REGISTRATION FORM

For

Creatio

FIRST ALL INDIA NATIONAL DESIGN COMPETITION, JUNE 29, 2012

ORGANISED BY

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

Title: (Mr./Ms)

Name :

Co- Designer(s): (1)

(2)

Postal Address:

Phone number :

E-mail:

Educational Qualification:

Postal Address:

Phone Number:

E mail :

Design title under the Theme(in case of logos and attires)

Address for Correspondence:

Telephone No. /Mobile No.

E-mail id:

Preferred means of communication:

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