



**DESIGN  
AWARDS**





Orient Electric is a part of USD 1.6 billion diversified CK Birla Group. Orient has been a household name in the Indian fan Industry for over 60 years making its mark with technologies like PSPO. With its existing strengths of performance, reliability & innovation, the brand has expanded into lifestyle product segments which include home appliances, lighting and switchgear. Orient Electric is now a one-stop shop for electrical lifestyle solutions. With its state-of-the-art manufacturing facilities in India and operations spanning over 35 countries, the brand has earned the trust of millions of customers worldwide by providing high-quality, innovative products.

'Orient Electric Design Awards' is another step in recognising Indian talent to showcase smart designs and concepts in electrical lifestyle solutions. In our everyday lives, we find solutions all around us to make our lives better. Smart solutions however go beyond in looking for newer, more innovative and out of the box methods to make people feel more safe and comfortable - at home, work, play or wherever they are.

The competition aims to recognise and reward breakthrough concepts in design of products in four segments which include fans, lighting, home appliances and switchgear.



## Theme

We are looking for concepts or designs which are unique and can create disruption in the global electrical lifestyle segment. One which blends smartness with ease of use, is safe, environment friendly & delivers performance or one which creates a totally new segment, or which serves the mankind and helps in "spreading happiness".

It is for you to explore!

Participants can seek inspiration from their surroundings, nature, architecture, history, art & science.



## Award Categories

The competition has two awards categories; "**Best Design**" and "**The Most Innovative Design**". The "Best Design Award" will be awarded on the basis of practicality and aesthetics. "The Most Innovative Design Award" will be awarded for presenting a breakthrough concept / design.

### Product Categories

**Fans:** All types of electrical fans

**Lighting:** LED Panel Light, LED Down Lighters, LED Batten

**Appliances:** Mixer Grinder/Juicer Mixer Grinder, Air Cooler, Water Heater, Iron, Kettle

**Switchgear:** MCB (Miniature Circuit Breaker), Distribution Board

### Awarded for

Out of the box concept and design ideas which can take the electrical goods industry to a different level and open new doors for development.

- To recognise innovation and elevate the level of thought process in development of new-age electrical products
- Revolutionary concepts which can open doors in unexplored consumer segments and ideas which can bring down cost, improve efficiency and performance
- Aesthetically pleasing design and visually appealing yet meeting performance parameters
- Adoption or Adaptation of available technologies to smart and dynamic designs

## Selection process

- The ideas submitted should be fresh and new and which can stand the test of ingenuity
- The competition would have two rounds: Qualifier Round and National Round. The selected participants from the Qualifier Round would be invited to present their case in the National Round, which would be judged by an eminent jury

## How to apply

- Projects/ideas/concepts that have been completed or are under construction or even at a concept stage
- Submission for the Qualifier Round is to be made online in pdf/ppt format and the size of the file should not exceed 20MB
- Prototype of the design is to be presented in the National Round. Additional aid for presentation is welcome

## Rules & Regulations

- Registration & Participation is free
- Participation should be individual or in a team of two
- Participation is open to all the students
- The decision of the judges will be final and binding
- Design found to be copies of existing ideas will be automatically disqualified
- The judges/organising committee reserves the right to reject any submission for which the documentation does not comply with the stated requirements of application and entry
- Winners will be notified through email or through respective campus representatives

## Rewards & Recognition

- Cash prizes of Rs 50,000 for winner of "Best Design" and Rs 50,000 for winner of "Most Innovative Design"
- The Qualifiers for national round will be eligible for Pre-placement-Interviews at Orient Electric
- Select Qualifiers may get the opportunity to work with the industry professionals to bring the submitted designs to life
- All Qualifiers for National Round would be awarded with certificates

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### JURY PANEL



**Bikram Mittro**  
Renowned Industrial designer

Bikram studied Exhibition Design at the National Institute of Design, India and worked in studios in Delhi. He then went on to do an MA in Design Products at the Royal College of Art, London after which he worked with leading consultancies in the UK. Bikram then moved back to India and started Trampoline, an industrial design studio based in New Delhi, India.



**Amit Krishn Gulati**  
Renowned Industrial designer and Educator

Amit is an industrial designer and educator with a multifaceted oeuvre encompassing new product development, healthcare, hotels and built-environments. Amit graduated from the National Institute of Design (NID), Ahmedabad in 1995 and is the founder and Director of Incubis Consultants, one of India's leading architecture and design companies. Amit is also a visiting faculty at SPA Delhi, NID (Ahmedabad & Gandhinagar) and IIT(Bombay & Roorkee).



**Naveen Rampal**  
Renowned Educator and Design consultant

With a degree in Engineering & Masters in Industrial Design from IIT-Delhi, Naveen is currently heading a design consultancy and has to his credit many innovative & environment friendly products. Naveen has also been teaching at SPA Delhi and IIT Delhi as a Visiting Faculty.



*switch to smart*

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## Disclaimer

Orient Electric shall have the right to publish any or all the materials submitted as an entry or part thereof. This includes the right to publish all photographs and names of any and all entries, entrants and projects submitted to the competition without compensation. Each entrant assumes responsibility for material submitted. All designs presented by the participants become exclusive property of Orient Electric and cannot be offered to any other entity without express written permission from authorized Orient Electric representative.