



MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES  
GOVERNMENT OF INDIA

# *Designer Competition For Khadi*



॥ वास्तु कल्पिताय ॥  
॥ शिल्पकृते नमः ॥



## **“Designer Competition for Khadi”**

## Designer Competition

### Introduction

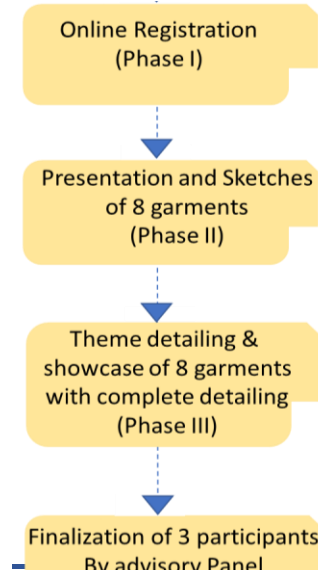
Khadi designer competition for designers who wish to associate and collaborate with Khadi and Village Industries Commission in taking a step towards benefit of the rural artisans and towards making our society sustainable by designing on Khadi which is a stop solution for sustainable wear.

### **Cash Prize**

Sr. No.	Participant Position	Prize
1	1 <sup>st</sup> Position	10 Lakhs
2	2 <sup>nd</sup> Position	5 Lakhs
3	3 <sup>rd</sup> Position	2 Lakhs

Figure – 1

### Process



### Contest Structure

#### 1. Phase One (Dec' 2019 - Jan'2020)

Online Registration: All the Participants need to fill the application form online for design competition by registering on the Registration Portal. (As per Annexure I). Scrutiny of the application and preliminary elimination will be done by Scrutiny committee as follows (Figure 1.2) and the criteria will be decided by the committee from time to time.

Sr. No.	Committee Members	Position
1	Dy. CEO (Khadi)	Chairman
2	Director (Publicity)	Member
3	Director (Finance)	Member
4	Director (Marketing)	Member
5	Director (Khadi)	Member Convenor

Figure - 2

## 2. Phase Two (Jan 2020 – February'2020)

Presentation and showcase of 8-10 Sketches (for Khadi wear collection): Participants who have cleared Phase One will be called for the Phase two meet in Delhi and the advisory Panel (Composition of advisory panel as per Annexure – II) will judge the participants based on below entry parameters: Each entry must include:

- (i) PPT Presentation which should include the theme, story line of the collection, concept, way forward and also below mentioned points
- (ii) Eight to ten sketches for Khadi wear collection
- (iii) Fabric swatches (Khadi) for the proposed designs with relevant colours/theme/mood boards.
- (vi) The applicant should use relevant materials for translating a strong concept into an artistic composition of form, shape, colour, pattern, print, embroidery and weave. The chosen elements should be thoughtfully presented in a balanced manner, with self-driven critical judgment on the scale between excess and minimalism.

Participants will be evaluated based on their approach for the design, sketches and colour / theme and mood boards. Out of total participants, 10 participants will be qualified to enter into the Phase Three.

Note: Participants who will showcase 2-3 designs in Khadi fabric to the jury will be preferred but not compulsory.

### Awards:

Participation Certificate from KVIC for all the Phase II participants  
Shortlisted participants will be announced on KVIC official website & social media platform. Successful selected applicant will receive a reference number by an email. Announce Date: 28<sup>th</sup> February 2020

### Advisory Panel

Sr. No.	Committee Members	Position
1	Chairman	Chairman
2	C.E.O.	Member
3	Reputed Designer 1 (Ritu Beri)	Member
4	Reputed Designer 2 (Anju Modi)	Member
5	NIFT (Delhi)	Member
6	NIFT (Mumbai)	Member
7	Special Invitee (If Any)	Member
8	Special Invitee (If Any)	Member
9	Dy. CEO (Khadi)	Member Convenor

Figure - 3

### 3. Phase Three (March'2020)

Theme detailing and showcasing of Eight to Ten garments with complete Detailing: (for applicants who are selected in Phase Two, will be notified by KVIC) The Top 10 Finalist will develop their product line of all the 8-10 garments and **Showcase of Completed outfits** (Eight to ten outfits with complete detailing) of the 10 shortlisted candidates to KVIC panel along with final presentation of the story line on the portal in a special event will be held for showcasing in Delhi (Venue to be Decided) and the submissions will be reviewed by advisory panel and top 3 participants selected will receive prize money from KVIC.

Fabric will have to be procured from Khadi Gramodyog Bhawan by the top 10 Finalist Participant and the participants can only procure upto maximum of Rs. 50000 worth of fabric.

**Note - The designs produced will belong to KVIC and the winners will be under the obligation to produce further designs for which they will be paid royalty on the sale of the garments produced based on these designs as specified by the KVIC from time to time.**

## CONTEST PERIOD

Contest starts on December, 2019 and ends on March, 2020. The dates of the various stages comprising the Contest are set forth in the following chart. Sponsor's computer is the official clock for the Contest. With regard to the decision phases of the Judging, Sponsor reserves the right in its sole discretion to modify the dates/times by posting a notice to such effect on the Contest Website. Sponsor further reserves the right to modify the timing of public announcement of Finalists and Grand Prize winner for any reason by posting notice to such effect on the Contest Website.

Stage of Contest	Start Date	End Date
Online Application Period	16 <sup>th</sup> December, 2019	16 <sup>th</sup> January, 2020
Phase II – Presentation	February 2020*	
Phase III – Final Selection	March 2020**	

\*Phase II dates will be conveyed to the selected participants via email

\*\* Phase III dates will be conveyed via email and tele calling to the participants

## **APPLICATION PROCESS**

Participant must follow the below steps to participate

Create an account on KVIC <https://www.kvic.org.in>

Go to website <https://www.kvic.org.in> and click on the "KHADI DESIGN COMPETITION" icon. This will direct you to contest page

On the " KHADI DESIGN COMPETITION " contest page, scroll to the participate section and click on "LOGIN TO PARTICIPATE". Enter the login credentials and you'll be redirected to home page of website <https://www.kvic.org.in>

Click on the " KHADI DESIGN COMPETITION" icon AGAIN to be redirected to contest webpage

On the " KHADI DESIGN COMPETITION" contest page, scroll towards the end of page to the submission form

You will have to enter details as required in the Registration Page and follow further instructions on the portal.

Upon successful submission, you will receive a confirmation email.

For any additional information, you will be contacted via email.

All correspondence shall be through email or SMS on mobile number provided by you at the time of registration. Organizers are not liable in case of SMS/ email delivery failures.

## **SELECTION CRITERIA**

The evaluation will be based on the evaluation framework designed by NIFT/NID in collaboration with KVIC forms the base of the evaluation framework.

## Annexure – I

### (Draft Application Form)

<b>Please fill in the Details</b>	
Name -	
Age -	
Address -	
City -	
Country: -	
Educational qualification -	
<b>Brand information (if any)</b>	
Website (if any) -	
Do you have owned boutique somewhere in the world?	
Work Experience and Professional organization that you have worked with -	
Recognitions/achievements -	
Please indicate the four theme in which you are interested -	
Your Past Collection Sketches Detail	
You Past collection Samples Photograph (Pictures of samples should be taken on professional quality male or female models or on suitable mannequins)	
If you are accepted are you ready for a serious commitment to sign for upcoming Khadi Design Competition 2020?	