# RUDIMENTS

## INTRODUCTION

Connecting to our roots to reimagine the journey ahead, correcting the course along the way.

Roots takes on two meanings here. The first refers to the historical starting point, where and when a particular issue emerged or was recognised as distinct while the other concerns itself largely with the root cause of the unmet need. Why something is failing to deliver upon the original intent.

In essence, we're trying to solve a challenge faced by a particular user group, like, for instance boarding a public bus by elderly people, by going back in time to the advent of buses as a means of transportation and then identifying the fact that in India, buses were built on truck chassis which were inherently high. Bus passengers were largely poor and didn't have a voice till late so it has remained unchanged till now. This understanding and insight would allow for a solution to be conceptualised building upon this knowledge and align the dialogue along lines that have a better chance of delivering a meaningful solution that sustains.

What we're now facing on a fairly regular basis are dysfunctional products in the sense

that they're failing to meet the purpose for which they were designed and built or tend to solve problems that aren't the real issue. A part of the reason for this could be the changing context in which they now operate while a lot of this is brought about because we tend to make things simply because technology allows for them to be made without necessarily being rooted in any real purpose.

The main purpose of this completion is to encourage young students to discover for themselves the fact that not only is it possible to move forward by going back, it's a preferred route to solving problems. It allows for a much deeper understanding of the context in which the product or the solution was conceived as well as the one in which it currently exists. This, in turn, will inform their decisions in ways which are certain to result in by far more meaningful interventions
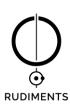
Participants should be guided towards selecting areas that offer challenges worth grappling with and those which are rooted in the past, immediate or more. Rather than come up with beautiful objects at the end of their engagement, they should be aiming to creatively resolve diverse issues in an elegant and cohesive manner.

While there's been a lot of reference to past and roots, this does in no way, preclude technology and its manifestation. The problem chosen could be a technological one and the solution can certainly be a technological one too. It's just that the past should inform the future and bring the focus back to the original intent.

Finally, at the core of the endeavour must be human dignity and all solutions must necessarily uphold it in every possible way. This must hold true for all stakeholders, from the makers to the intended users and everyone in between.

### INTENT

This competition is a two-way journey to reimagine solutions as they can possibly be. The first one will take us backwards towards the roots of the issues we're trying to address in a bid to understand what the original intent was and the second one travels from those insights in the opposite direction towards now, building upon that understanding, a design solution that has remained true to its intent and not having succumbed to various other

powerful seductive forces along the way.

**THE BRIEF**

To conceptualize, design and detail a product or system that has a past of more than 30 years and which has lost its way or morphed into something altogether different despite the original issues remaining unresolved to a large extent.

**EXPANDING THE BRIEF**

To conceptualize, design and detail a product, small or big, powered or otherwise, hi-tech or hand-crafted, which will deliver a result, solve a problem or create an opportunity.

Or an

Ecosystem, a combination of products, processes and an umbrella under which they operate which, together addresses a distinct need.

The solution could be wearable, free standing or works in conjunction with existing products or systems.

It must solve a real problem of real people, living in India.

The context must've been in existence for at least 30 years and has been served in one way or another.

What needs to be remembered, though, is the fact that the solution must be such that it can be created, produced, or realized by the use of materials, technology and processes that exists in India today.

## SUBMISSION REQUIREMENTS

1. The product or the product component of the solution envisaged should not extend a volumetric size of 900mm x 1200mm x 1500mm.
2. The project should be expressed within EIGHT TO TEN (8-10) A3 size sheets.
3. The submission panel shall contain
   a. Background note and Core Insight guiding the design / systems- solution.
   b. Space/Idea Justification, Description and Design Specifications
   c. Concept Inspiration and Description
   d. Concept Visualization and Implementation (Sketches,3D Renderings and Orthographic Views with key dimensions)
   e. Relevant Details and brief description of the design process followed.

## JUDGEMENT CRITERIA

- A demonstration of the understanding of the context-the historical perspective, needs of the stakeholders and the milieu in which the solution will operate.
- How well the diverse issues are brought together cohesively.
- The elegance with which the product or system meets the needs of the intended users will take precedence over looks.
- While technical detailing is not something that this competition is looking for, there needs to be some demonstration of the feasibility of the solution presented.
- Quality of the thought process in understanding the issues will weigh more than the quality of the presentation.

## PRIZE MONEY

Prize money of One lakh Rupees is allotted to the trophy and it will be divided according to the number of the Citations and Special Mentions.

## SHORTLISTING OF ENTRIES

STAGE 2: To be announced at the time of Stage 1 shortlisting. 15 % of entries will be shortlisted from online entries submitted for Stage 1.

**IMPORTANT DATES**

- Release of Brief: *11th August 2020, Tuesday*
- Registration Deadline: *9th September 2020 1800 hours, Wednesday*
- Queries Deadline: *9th September 2020 1800 hours, Wednesday*
- Submission Stage 1 Deadline: *14th October 2020 1800 hours, Wednesday*

**GENERAL SUBMISSION GUIDELINES**
*Failing to comply with any of the guidelines may lead to disqualification at the discretion of the executive council.*

- All text should be in English.
- The projects should use the decimal metric system and contain a metric graphic scale in order to enable publication in reduced formats.
- The format of the sheets should clearly mention the name of the trophy followed by the year i.e. "**Industrial Design 2020-21**"
- There should be a white margin of **10 mm** on each side of the sheet.
- The format of the sheet should contain a square box of 25mm*25mm at the bottom right hand corner, next to the NASA INDIA logo which should have the unique registration number allotted to the participants after registrations.
- The scale is left to the discretion of the participant(s) to the condition that the scale should be in metric system and all the drawings should be clear and legible.
- Manually rendered entry should be scanned at least in **300*300dpi** (dots per Inch) resolution.
- The soft copy (non-editable format) of the sheets along with authentication letter, declaration letter and any other required documents prescribed in the submission requirements should be uploaded on the website by the submission deadline.
- The soft copy file of the sheets should not be corrupted or incomplete or in low resolution.

- It is mandatory to produce the original copy of the Authentication Letter for each entry(entry code should be mentioned if allotted) with the name of participant(s) and stating the unit will abide by whatever may be the final results and also agree that this entry is a property of both the institute and NASA India.
- The Authentication Letter should be signed by the Appointed Unit Secretary of the college for the year 2020-21 on behalf of the HOD/Principal/Director in lieu of the Covid-19 pandemic.
- It is mandatory for the colleges to produce the original copy of the Declaration Letter for each entry(entry code should be mentioned if allotted) signed by the participants stating the work submitted is genuine and they have endorsed copy- rights for the same and to adhere by all the rules and regulations, jury process and the results.
- The Prize Money Authenticating Letter signed by the Director/ Principal / HOD in the college letter-head specifying the account details ( Account Name, Account Number, Bank Name, IFSC Code) in which the money is to be credited for each entry (entry code should be mentioned if allotted) shall be collected at a later stage.
- The working files in editable formats of the Shortlisted Entries should be submitted to the Council, failing which, the submission requirements would be deemed incomplete leading to the prize money being withheld.
- Shortlisted Entries with manual hand-done sheets should submit high quality scans(min. 300*300 dpi) along with the content in a word document of the shortlisted entries should be submitted to the Council, failing which, the submission requirements would be deemed incomplete leading to the prize money being withheld.
- Any misconduct such as exposing identity through college name/ stamp participant(s) name or college code on the sheets or the video will be disqualified.

**NASA INDIA LOGO GUIDELINES**
*Failing to comply with any of the guidelines may lead to disqualification at the discretion of the executive council.*

- NASA India Internal Logo shall always be placed on the right-hand bottom corner of the sheet.
- NASA India logo should not be merged, overlapped etc. with any sort of text, graphic, image, etc.

- NASA India logo should be in true black with a perfectly white background.
- FOR A3 SHEET NASA INDIA LOGO SIZE SHOULD BE **20MM X 35.00MM** WITH 10MM CLEAR BORDER ON ALL 4 SIDES.
- The logos are available at www.nasaindia.co/download.

**CHECKLIST FOR SUBMISSION**
1. Online Submission
2. Original Copy of Authentication Letter
3. Original Copy of Declaration Letter
4. Stage 2 Requirements would be announced after shortlisting
5. Editable Format of the Sheets (Applicable if shortlisted)

**OTHER INFORMATION**

- **Maximum Three (03) Number of Entries Will Be Accepted Per College.**
- **Each Entry can be submitted by an individual or a team consisting maximum of FOUR (04) participants.**
- Queries can be put forward through the trophy page on the website (http://www.nasaindia.co)
- Registration should be done by the Unit secretary in NASA India website before the registration deadline.
- Registration of the trophies will be final and cannot be changed or withdrawn henceforth.
- All the entries should be uploaded separately during the time of online submission.
- Late Registration and submission will not be entertained and henceforth the defaulters shall be disqualified.