

Dear Professor,

The **Confederation of Indian Industry (CII)**, for last 16 years, CII through its **Design Division** has been an active advocate for the strategic value of design in India.

The **CII Design Excellence** awards are an extension of CII Design's ongoing pursuit in establishing design as a tool for national competitiveness. The awards are a true acknowledgement of the best in Indian design and innovation and covers a wide expanse of design disciplines and sectors.

In 2015 CII has incorporated a **Student Design Excellence Award Category** within the prestigious CII Design Excellence Awards in order to encourage, support and nurture new talent entering the industry. The Awards are unique as it does not ask students to work on a brief, but asks the students to enter their final year thesis project for the awards. The Awards promote industry oriented research in Academic institution and gives the students a chance to showcase their research to the industry.

The awards are given in four main categories of **Industrial Design, Mobility Design, Interaction Design and Visual Communication**.

The CII Design Excellence Awards Students Category is an opportunity:

- To showcase your project to the Indian industry
- To get featured in the CII Design Year Book
- To be featured amongst the winners on CII Design Website
- To be promoted to a wider audience including industry and Design community through the PR campaign
- Design projects being showcased during the India Design Show

Entries are welcome from final year undergraduate and postgraduate students pursuing full-time program in any design school within India.

It is essential that the project submitted for this awards is final year main project and is duly certified by your institution. The project could be an individual project or a team project. The project must have been completed in the academic year 2016-17. Last date for submissions is August 31<sup>st</sup>, 2017.

We request you to kindly circulate the information to all final year undergraduate and postgraduate students in your institution and the concerned faculty members.

Regards,

Moinudeen

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**G K Moinudeen**  
**Director & Head – Design, Technology & IPR Division**  
**Confederation of Indian Industry**

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**Student Design Excellence Awards**  
Encourage, support and  
nurture new talent  
entering the industry.



**OUR AIM  
IS TO**

- ▶ Identify and honor talented design students
- ▶ Award projects which solve a problem innovatively

## Submit your Final Year Design project

The project could be an individual project or a team project. The project must have been completed in the academic year 2016-17.

TOP POSTGRADUATE DESIGN		AWARD CATEGORY
▶ Visual Communication Post Graduate Undergraduate	▶ Industrial Design Post Graduate Undergraduate	
TOP UNDERGRADUATE DESIGN		
▶ Interaction Design Post Graduate Undergraduate	▶ Mobility Design Post Graduate Undergraduate	

Project to be evaluated on the basis of the following criteria of design excellence:



Last date for submissions is  
**31<sup>st</sup> Aug, 2017**

Entry Fee  
**INR 500**

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