

Lockdown Innovative Jugaad

Introduction

Jugaad is a flexible approach to problem-solving that uses limited resources in an innovative way. *It provides a transitional solution to a need, by optimizing the products from diverse systems. As a design-based solution, the production may utilize creative reuse of unwanted products as well as new materials or products in efficient/limited way to bring better value to the Outcome 'Jugaad'.*

Design brief

To create a needs-based product design, using the materials, objects. The product should have a proper function and have an appealing aesthetic appearance. The students need to showcase their creativity by preparing the designed products using the material techniques and its applications. The designed product has to be named uniquely and work done for branding of the product would be appreciated.

Submission requirements

1. Materials/Resources: JPEG, PDF files of the entire development of product in Poster Form.
2. Product Styling photograph 3D model (mock-up) or 3D views.
3. Text describing the concept (1000 words Max.)
4. Video narrative (2-3 minutes) in [mp3/mp4] format of the authors explaining their concept.
Questions to be answered in the video: Justification of Materials used in the process, the process of making the product and the efficiency to cater the identified need.

The deliverables must be submitted in digital files.

Judgement Criteria

The evaluation of entries will be based on the following criteria:

1. Selection of the material, object.

2. Innovation, originality, creativity of the design
3. Execution of the idea and finishing (Aesthetics) of the final product
4. Qualifies as Jugaad in term of flexible approach to problem solving.

Prizes

1st price - 4000/-

2nd price - 3000/-

3ed price - 2000/-

Schedule

Day wise schedule	Day 1: 8th may 2020	Day 2: 9th may 2020	Day 3: 10th may 2020	Day 4: 11th may 2020
Description of activities	Deadline for registration	Construction of the upcycled product based on the criteria and concept designed	Final submission of the product	Announcement of the winners and distribution of awards.
	Concept and design development through illustrations as the part of preliminary design			

Eligibility Participation:

Individuals or Group of 2 (max.) students can participate. It is compulsory for all students to register individually on the mentioned link to participate.

Registration Deadline: May 8, 2020

Submission Deadline: May 10, 2020

Announcement of Winners: May 11, 2020

The registration fee is Rs 200/-

Send at asap@amity.edu a <.doc file> containing an 8 numerical digit code as last eight digits of the mobile number of team leader (e.g. for mobile no. 9190909080, the code is 90909080), the names of the participants in the team/department/university name /University issued Photo ID card.

Send your files with a wetransfer/dropbox/google drive link at,

The files should be only named after the 8-digit team code (eg; 90909080_01; 90909080_02 etc.).

Contact: for any query mail at asap@amity.edu

Aprajita Singh - 9953613276

Jai Khanna - 9811236901

Ghritika Singh - 9871487689