

# E-trailer Design

**INTRODUCTION:** In developing countries like India, there is a substantial workforce in the informal sector which produces about 50 percent of the GDP. With the growing economy, the co-existence of formal with the informal sectors is further consolidated by support and recognition from the government with rights like protection of Livelihood and Regulation of Street Vending Act of 2014, which is an Act of the Parliament of India enacted to regulate street vendors in public areas. The workforce from the informal sector was the worst affected in the pandemic with people not able to reach-out to the spots of vending, rather wished the goods could reach them to their homes, or at-least doorsteps. Our dependency on these vendors is extensive, yet they remain unequipped or devoid of proper infrastructure to conduct their business through vending. The competition project thus seeks social innovation through design by inviting proposals for self-sufficient design of a movable-urban devices in the Indian context.

**DESIGN BRIEF:** The pursue is to reimagine Electric rickshaws (E-rickshaws), by designing and building it as a trailer for vending which explores the following possibilities through Design thinking:

- A movable vending trailer that can incorporate multiple systems and manages goods for vendor.
- An efficient storage system.
- Adds up as a display unit.
- Expandable, extendable or can stack-up.
- Adaptable and can be implemented.
- User-friendly.
- Uses alternative source of energy.
- Should ensure safety.

## THEME

| CATEGORY              | TOPIC              |
|-----------------------|--------------------|
| INTER COLLEGE (UG/PG) | Design a E-trailer |

NOTE – The competition will be floated by 1st of March where after the participants will submit their entries by 24th March 2022.

| Schedule                                | DAY 1<br>24.03.2022   | DAY 2<br>25.03.2022 | DAY 3<br>26.03.2022  |
|---|---|---------------------|--|
| DESCRIPTION OF ACTIVITIES & SUBMISSIONS | <ul style="list-style-type: none"><li>• Final submission of entries</li></ul> | -                   | <ul style="list-style-type: none"><li>• Judging/ Feedback</li><li>• Announcement of winners.</li></ul> |

**ELIGIBILITY:** Participation will be open for; University/College: Students pursuing UG/PG in product design, interior design, architecture, applied and fine arts, mechanical engineering with a group not larger than 3 students.

**SUBMISSION MODE:** The sheets will be in PDF format and should be of high quality in the digital medium. The submission requires comprehensively detailed design from ideation/concept to implementable strategy. The format of the deliverables is in A3 size.

- 4 no. (max) A3 in landscape format with appropriate drawings (concepts, plans, sections, 3D-visualisations)
- 1 A3 in landscape format, containing a BILL OF QUANTITIES as per given format
- 1 A3 in landscape format, containing a 200 word WRITE UP

Note: The format for the above will be shared once the individual/team registers along with a TEAM CODE.

**JUDGEMENT CRITERIA:** The entries will be judged by eminent jury from the industry on following criteria:

1. Innovation, originality, creativity of the design
2. Efficiency
3. Practicality

**PRIZES:**

Winner will receive the opportunity to develop their project in collaboration with Amity university (architecture and design domain) to a satisfactory constructive stage, that allows for its prototyping in Noida, India, in order to materialize a 1:1 prototype that can be implemented in collaboration with the sponsor.

Publication on our website/social media + Certificate.

Prize money suggested.

1<sup>st</sup> Prize – 75,000

2<sup>nd</sup> Prize – 50,000

3<sup>rd</sup> Prize – 25,000

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