

FOOTWEAR SKETCHING COMPETITION 2021-2022

Organised by
Footwear Design and Development Institute Kolkata,

in Collaboration with
Ajanta Shoes India (P) Ltd. Kolkata (WB)

Create New footwear Design/Sketch:

- **Category – Men's, Women's or Kid's**
 - **Sub Category – Sandals, Slippers or Sports shoes.**

Design to be made based on Current Indian Trends, supported by Market Research & Analysis. (write few lines on this alongside the Sketch)

- Innovative design which supports sustainability, have Bio degradable, Eco friendly materials. Some solution to changing climatic conditions globally. (write few lines on this alongside the Sketch)
- Design with minimum material consumption will get more weightage.
- Production friendly designs will get more weightage.
- Hand Sketch/ Digital Sketch/ Still image of 3D design
- In case of 3D, please submit soft copy of the same.
- Only 3 entries to be submitted by each candidate (On A4 Size Paper)

Please adhere above mentioned points or else entries may get rejected.

The winner will be rewarded with a Trophy, Certificate and Cash Prize of:

- 1st Prize: Rs.10000/-
- 2nd Prize: Rs. 7000/-
- 3rd Prize: Rs. 5000/-

Consolation prize of Rs. 1000/- each (Five Candidates)

Other Points:

- Opening Date for Participation is 20th December 2021
- Last Date for submission is 20th January 2022.(Participating Students from other than Kolkata Campus, their hard copy sheets to reach at Kolkata Campus by 10th Jan 2022)
- Dates for Declaration of Result and Prize Distribution Ceremony will be declared later on;
- Design Entries from all the Campuses should be submitted through their Respective Head of The Department only;
- The Selection of Winners will be done by a Jury Committee comprising of Experts and Eminent Personalities from Footwear Industries;

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