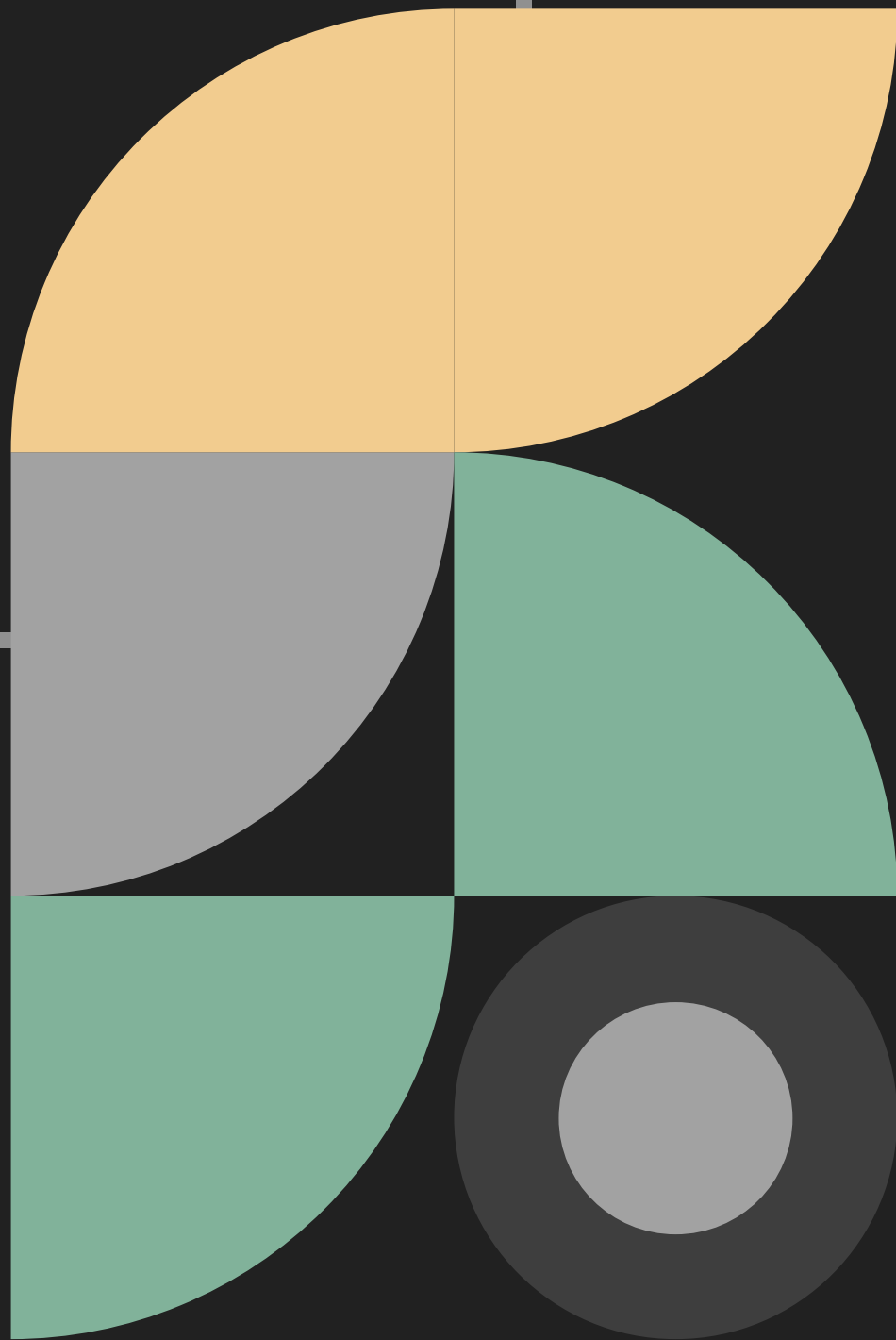


Design4Bharat

An industrial design for social good hackathon



Brief

Making advertisement installation on auto-rickshaws modular, easier and more aesthetically appealing.

Background

Tam-Tam. Tempo. Tuk-Tuk. Auto. Depending on which part of the country or world you come from, you would know the auto-rickshaw by one of these names. Auto-rickshaws today are an integral part of our urban and rural life in India, with around 8 million autos helping people transport daily. High-visibility vehicles like auto-rickshaws are valuable beyond the fares one can collect from transportation; they can also be used as advertising spaces to supplement the driver income that has been stagnant for a long time.

The process of installing advertisements on auto hoods today is complex and time consuming. There are two different ways in which it's done:

- The creative is flex-printed on a yellow hood and stitched. The old hood is removed from the autorickshaw and a new one is installed. It's environmentally unsustainable given the waste every single time it has to be replaced.
- The vinyl pasted ads that stick on to the existing hood are cheaper but don't look as attractive and are easy to tamper with.
- A standardized moving billboard type ad-space on the rickshaw back would provide the driver a great additional source of income.

How to approach the brief:

Devise new ways to easily install and replace printed ads on the rear and side surfaces of auto-rickshaws. Here are some constraints and pointers to take into account:

- **Low light visibility**

The advertisement should be visible through the night. Ensure the method you use is power efficient.

- **Durable and replacable**

It should be easy to replace but difficult to tamper with and able to withstand a lot of movement.

- **Replicable and scalable**

The components (canvas, billboard frame, lights etc.) should be durable, cost-efficient and replicable in the sense that they are easy to manufacture at scale.

- **Aesthetic and eye catching**

The rickshaw with the ads on should stand out among a crowd of rickshaws. It's up to your imagination to ensure how that is done.

Note

This hackathon is concerned with redesigning only the auto canvas and canvas structure. The bottom metal chassis is provided by the manufacturer and should not be redesigned. Attachments to the chassis can however be incorporated.

Partner Information

Narad AI is India's first and only omnichannel ad-tech platform. It helps companies deploy their ads on stationary and moving billboards, track performance and retarget high-intent viewers on their mobile screens.

Submission Guidelines

The hackathon will open for submissions via <https://narad.ai> on Nov 7, 2022, and the final deadline for entries is Nov 15, 2022 at 12:00 AM.

Submission Format

- A3 PDF file (not exceeding 20Mb)
- 3d models in .blend/.obj format (optional)

Submission Guidelines

- First PDF page as a hero image with a one sentence description – a singular 'poster image' that conveys the essence of your project and includes your project title along with a one sentence description. Your hero image should aim to bring your concept to life– make sure it is vibrant and engaging.
- Process - How did you investigate this issue and what were your key insights? What journey did you go through to get to your final proposal?
- Proposal - What is your unique proposed intervention? How will it address the problem?
- Sketches/renders/visual representation of the proposed solution(s)

Entry Rules

- Undergraduate and postgraduate students from any higher education institution, college/university are eligible to enter.

- Entries are accepted from both individuals and teams. Teams can comprise students from different courses and universities, and should not exceed more than 2 people.
- We accept entries that have been developed as college/university coursework, and we also accept projects that have been developed independently (outside of coursework).

Evaluation Criteria

The competition will be conducted in two rounds. After the final submission for the first round, 10 teams will be shortlisted by a panel of judges for the second round.

The 10 shortlisted teams will be provided with feedback and another week to build upon their submissions, following which they will present the idea to the panel in a 15-minute pitch.

The evaluation criteria is as follows:

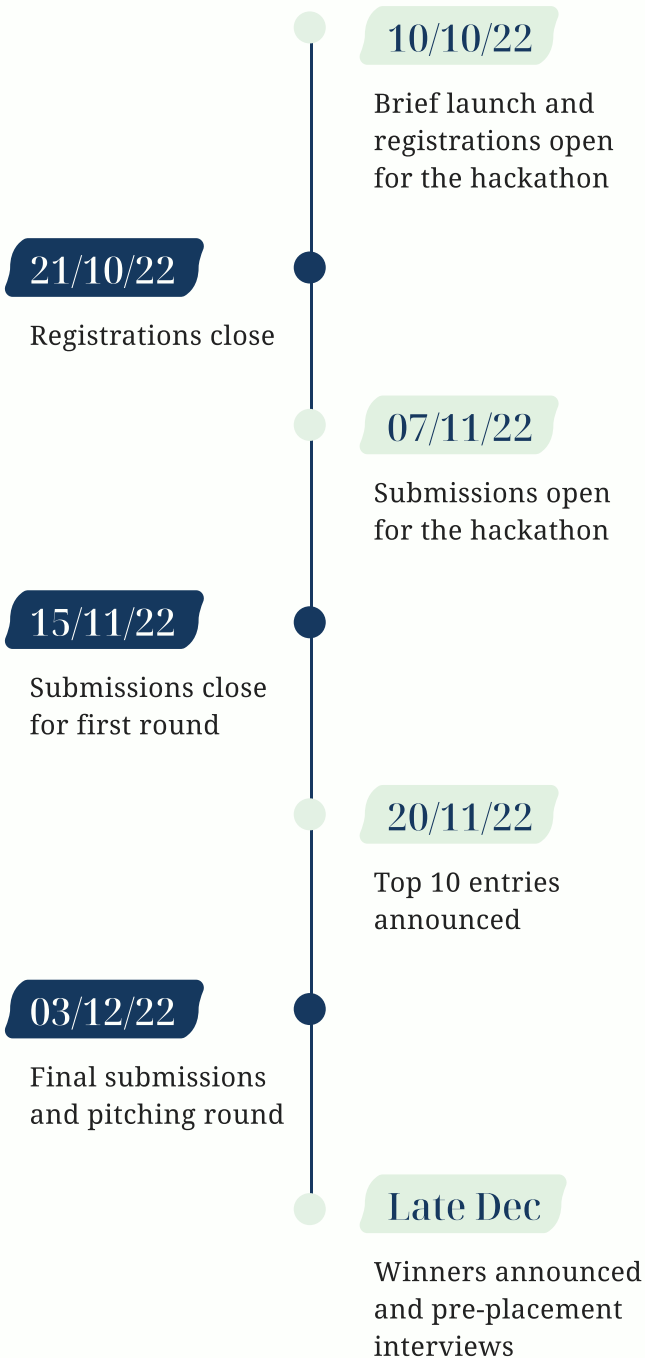
- Novelty of your solution: Originality & Disruptiveness
- Feasibility of your solution: Scalability & Cost-Effectiveness
- Quality of your deliverable: Detailing in graphics & Documentation of design process

Prizes

- **1st Prize**
Meta Quest 2
- **2nd Prize**
Wacom Intuos Graphics Drawing Tablet
- **3rd and 4th Prize**
Sakura Pigma Micron Pen Set

Placement or Internship offers might be offered to the top 3 teams on the basis of a Pre-placement interview and their current year of college.

Competition Timeline



Terms & Conditions

- All plagiarized entries will be disqualified immediately.
- All entries will be intellectual property of the sponsor partner with due recognition of the creator(s).
- The entries may be published on our sponsor partner's website.
- Whitespace Design Society or the sponsor partner will not liable for any misinterpreted entry, design or content.
- All entries must be submitted online through the given link.
- In case of any further queries, email us at whitespacedesignsociety@gmail.com.

White Space

White Space Design club is a safe space for like-minded people from all curriculums in IIT Guwahati to come together and collaborate in design. We aim to propagate the importance of Design in every field and utilise existing resources to inculcate a practice of design thinking among the students that need not necessarily find a niche in design.

The club aims to break down the boundaries and approach an interdisciplinary course which deconstructs and then reconstructs, incorporating a fresh perspective toward the possible pathways that open a gateway of infinite solutions to a design challenge. We provide mentorship to budding designers as having a guiding figure eases the journey, eliminating fictional obstacles and superficial boundaries.



For any queries, reach out to:

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