

The logo for FDI, consisting of the letters 'FDI' in a bold, orange, sans-serif font with a slight 3D effect.

Presents

Visual
Merchandising
Competition



HAROKHA

Glimpses Of Visuals



Footwear Design & Development Institute
(Ministry of Commerce and Industry, Govt. of India)
(School of Retail Management)

Proudly announces the **SIXTH** -
Visual Merchandising Competition
“**Jharokha... Glimpses of Visuals**”

Entry requirements

Students from design, fashion, art and management institutes can group up in teams of maximum 4 members.

Theme: Digital India

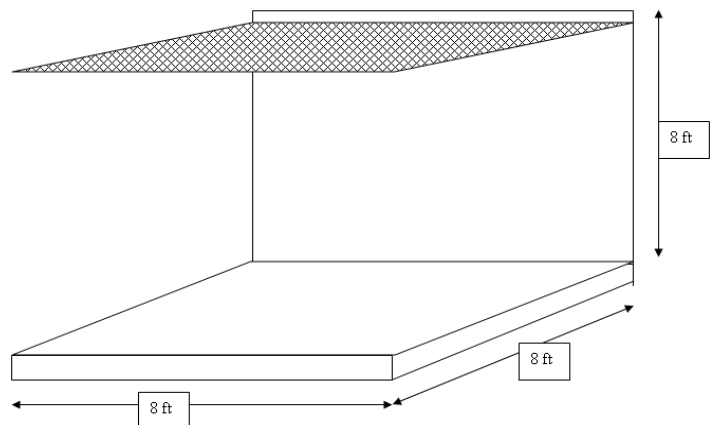
Competition Structure

Stage 1: Entries from competitors:

- ✓ The entries have to be sent through the institute only.
- ✓ Entry is free of Cost
- ✓ Entries should consist of the duly filled entry form. Entry form and other details can be downloaded from www.fddiindia.com. A printed proposal (500 to 1000 words) based on a set theme, which should have:
 - Interpretation of the theme
 - Your research work for the concept, product (merchandise) and consumers/ target market.
 - A3 size Colored hard copy of Mood Board depicting your theme
 - A technical drawing of the window in A3 size. **Rules** for which are:
 - All designs must be ORIGINAL work.
 - Demonstrate planning and dimensional consideration through technical drawing of the window (can be manual or computerized)
 - It should be scaled drawing of the merchandise , props and other materials
 - Basic costing of the display should not exceed Rs. 2500/-
 - Mannequin will not be provided by FDDI.
 - **No soft copy will be entertained.**

✓ Window specifications :

- 8 ft. X 8ft. X 8ft (Designs must be contained within this perimeter, i.e. cannot go beyond or attach materials past the specified areas.)
- **Only** back wall will be provided; Sides are bare.
- Grid on top
- Two adjustable spotlights at the front of the grid ceiling.
- Electrical socket



Please consider all practical implementations in time restriction of 3 hours while creating your proposal.

Stage 2: Short listing and Window Display

Short listing of entrees will be done at three levels:

Level 1 and Level 2 is only for FDDI participants whereas LEVEL 3 is open for all participants.

LEVEL 1

- Inter Department Competition of all FDDI Campus students at their respective campuses
- Date: **6th October 2017**
- Time 10:00 Am – 1:00 pm.
- Students to submit their entries to the HOD, School of Retail and Fashion merchandise of their campus latest by **20th September 2017.**
- The best entry will be participating at

LEVEL 2

- Inter FDDI Campus Competition will take place.
- The top entries from all the FDDI campuses will be invited.
- The date of the display at FDDI NOIDA Campus will be **2nd November 2017**
- The best 3 entries will move on to the next level (Level 3). They will be awarded with Prize money of Rs 1500/- per group.

LEVEL 3

- Inter College/ Institute/ University Competition will take place
- Best 6 entries from outside FDDI will be shortlisted.
- The composition of participants would be 6(outside FDDI) + 3(FDDI entries)
- The Final date of the competition will be **3rd November 2017.**

Short listed teams will be invited to set up their display in FDDI grounds, where they will be judged by industry experts and designers.

Date of final display is 3rd November 2017

Each team will be given a time limit of 3 hours, although preparation is allowed prior to installation.

Prizes

1 st Platinum Prize:	Rs 10,000/-
2 nd Diamond Prize:	Rs 7, 000/-
3 rd Gold Prize:	Rs 5,000/-

Cheque will be issued in the name of the institute/ organization only.

All the participants will get certificate of participation.

Mode of Submission:

All entries with the heading “**VM Competition**” must be posted in a printed form to the following address latest by **20th September. 2017.**

Chief Consultant (Retail)
Footwear Design & Development Institute (FDDI)
(Ministry of Commerce and Industry, Govt. of India)
A10/ A, Sector 24
Gautam Budh Nagar
NOIDA-201301

Contact No. – 0120 4500160