**Guidelines for Souvenir Design Competition**

**Theme: Celebrating the Cultural Essence of the State of Andhra Pradesh**

**1. Eligibility**

The competition is open to artisans and all students who are permanent residents of Andhra Pradesh. All participants must be above 18 years of age or older at the time of registration.

**2. Theme**

Participants are required to submit original Craft-Based Souvenir designs that reflect the cultural, historical, or artistic identity of the state.

* The designs must be specifically conceptualized and created for this competition.
* Submissions must not replicate or closely resemble any existing products or ideas.

**3. Registration**

* Interested individuals must register offline within the stipulated deadline.
* Each participant is allowed to submit only one entry.

**4. Design Specifications**

All submitted souvenir designs must adhere to the following guidelines:

* The souvenir should be portable and easy to transport. Should not exceed size: 12" x 12" x 12" (for crafts like Kondapally, Etikopakka, Leather Puppets and Wood Carving). No size constraints for Handloom based articles).
* The souvenir must be made using locally sourced materials.
* The souvenir should prioritize eco-friendliness and user safety.
* A Concept Note (300 words) must accompany each entry, explaining the inspiration, relevance, and design process.

**5. Submission Guidelines**

All submissions must be completed by the announced deadline and must include:

* A physical created prototype of the souvenir.
* A minimum of 5 high-quality photographs showing various angles (front, back, top, left, and right).

**6. Judging Criteria**

Entries will be evaluated based on the following weighted criteria:

| Evaluation Criteria | Weightage |
| --- | --- |
| Creativity and Innovation | 25% |
| Cultural and Historical Relevance | 20% |
| Aesthetic Appeal | 15% |
| Functionality and Practicality | 20% |
| Environmental Sustainability | 10% |
| Market Viability and Potential | 10% |

**7. Prizes and Recognition**

* Cash prizes and certificates will be awarded to the First, Second, and Third prize winners in each craft category.
* Selected souvenirs may be adopted for official use or featured in state-sponsored events and promotions.
* Winning artisans may receive bulk orders following the competition.

Craft Categories and Prize Structure (Tentative)

| Craft Category | 1st Prize | 2nd Prize | 3rd Prize |
| --- | --- | --- | --- |
| Kondapalli | Rs. 25,000 | Rs. 15,000 | Rs. 10,000 |
| Etikopakka | Rs. 25,000 | Rs. 15,000 | Rs. 10,000 |
| Leather Puppets | Rs. 25,000 | Rs. 15,000 | Rs. 10,000 |
| Wood Carving | Rs. 25,000 | Rs. 15,000 | Rs. 10,000 |
| Pen Kalamkari | Rs. 25,000 | Rs. 15,000 | Rs. 10,000 |
| Shawl | Rs. 25,000 | Rs. 15,000 | Rs. 10,000 |
| Scarf | Rs. 25,000 | Rs. 15,000 | Rs. 10,000 |
| Waist Coat | Rs. 25,000 | Rs. 15,000 | Rs. 10,000 |
| Ties | Rs. 25,000 | Rs. 15,000 | Rs. 10,000 |
| Cotton Sarees with Jacquard Designs | Rs. 25,000 | Rs. 15,000 | Rs. 10,000 |

**8. Jury Panel Composition**

The jury panel will consist of:

* 1 Representative from NID AP
* 1 Representative from DCH
* 1 Representative from APCO
* 1 Representative from Lepakshi

**9. Intellectual Property Rights**

* Participants must own the intellectual property rights to their submitted designs.
* By entering the competition, participants grant the organizers the non-commercial right to publish or exhibit their work.
* Commercial use of any design will require prior written consent from the designer.

**10. Disqualification Criteria**

Entries will be disqualified if:

* Plagiarism or non-original work is detected.
* Submissions are made after the deadline.
* Any competition rules or design specifications are not adhered to.

**11. General Conditions**

* The decision of the jury panel is final and binding.
* The organizers reserve the right to amend rules, schedules, or competition terms at their discretion.
* Submitted entries and materials will not be returned to the participants.
* Entries must not contain any provocative, objectionable, or inappropriate content.
* In case of copyright disputes, participants will bear full legal responsibility. The organizing department is not liable.
* Plagiarism is strictly prohibited. Any such entries will be rejected.
* The participant is solely responsible for meeting submission and technical criteria.
* The organizing department reserves the right to cancel or modify any part of the competition, including the terms and evaluation process.

1. **Craft Clusters and Problem Statements for Handicrafts:**

| **S. No.** | **Craft Name** | **District** | **Problem Statement** |
| --- | --- | --- | --- |
| 1 | **Kondapalli Toys** | NTR District | Preferably create Pneumatic/automation movements in Toy design process and adoption of proper Vegetable dyes |
| 2 | **Etikoppaka Toys** | Anakapalli District | Preferably create Pneumatic/Motorized automation movements in Toy design process and adoption of proper Vegetable dyes |
| 3 | **Wood Carvings** | Tirupati District | Development of new Souvenirs designs incorporating icons of AP applying antique colour themes and suitable for interiors/utility based products |
| 4 | **Kalamkari Block Print** | Krishna District | Promotion of organic colour usage and create new designs in home utility products /Special designs representing AP themes |
| 5 | **Leather Puppetry** | Sri Satya Sai District | Introduction of modern design patterns create interior decorative designs and unique utility base products |

1. **Products and Problem Statement for Handlooms:**

| **S. No.** | **Product Name** | **Location** | **Problem Statement** |
| --- | --- | --- | --- |
| **1** | **Shawl**  **[40 inch width 80 inch length]** | Dharmavaram, Madanapalli  Uppada | Any specified location handloom can be selected to design innovative shawls with unique embellishments of AP using handloom techniques by developing premium fabric specifications, to boost production and appeal. |
| **2** | **Scarf**  **[30 inch width 60 inch length]** | Uppada | Reimagine handloom scarves with improved fabric quality, use of natural dyes, and creative post-loom value additions to elevate market presence. |
| **3** | **Waist Coat** | Any place in AP | Design premium-quality waist coats using suitable handloom fabrics and introduce styles that blend traditional craftsmanship with modern fashion. |
| **4** | **Ties** | Mangalgiri | Create high-end handloom ties by selecting appropriate fabrics and applying contemporary design approaches that reflect elegance and tradition. |
| **5** | **Cotton Sarees with Jacquard Designs** | Bandar, Rajahmundry | Modernize cotton sarees by incorporating jacquard designs into Bandar and Rajahmundry handlooms to align with current fashion trends and boost visual appeal. |

Note: The applicants should try to involve the above problem solutions in their new designs theme while submitting the final souvenir for Design Competition