



# **EUREKA - INNOVATIVE DESIGN PROJECT/POSTER COMPETITION**

at

**6<sup>th</sup> INTERNATIONAL CONFERENCE ON  
ENTREPRENEURSHIP, INNOVATION AND LEADERSHIP (ICEIL'2024)**

**9<sup>th</sup> – 11<sup>th</sup> October 2024**

[www.amity.edu/iceil2024](http://www.amity.edu/iceil2024)

The Innovative design projects/poster competition is organized during International Conference on Entrepreneurship, Innovation and Leadership, **9<sup>th</sup> – 11<sup>th</sup> October 2024** to showcase the latest innovation and design trends in Engineering & Technology and related areas.

## **What is Eureka?**

EUREKA is more than just a competition; it's a celebration of creativity, ingenuity, and the power of design to shape the world around us. This annual event brings together visionaries, designers, and innovators from all corners to showcase their groundbreaking projects and posters, pushing the boundaries beyond the comfort zone of the young minds.

At its core, EUREKA serves as a platform for visionaries to share their ideas and solutions to some of the world's most pressing challenges. From sustainable architecture to cutting-edge technology, participants are encouraged to think outside the box and reimagine the future through their designs. Whether it's improving the way we live, work, or play, design has the power to inspire, innovate, and transform lives.

EUREKA is not just about competition; it's about collaboration and exchange. Participants have the opportunity to network with industry leaders, fellow designers, and potential collaborators, fostering a vibrant community of innovation and team work.

## **Objectives of Eureka:**

- i. To create a culture of innovation in an educational institute
- ii. To develop entrepreneurial mindset among students
- iii. To make students aware of latest industry trends
- iv. To make students aware of government support available to them to carry forward their projects as entrepreneurial ventures
- v. To connect with likeminded innovators for further enhancement of the project

## Categories:

EUREKA features a wide range of categories, ensuring that there's something for every kind of designer:

- **Product Design:** From consumer electronics to household appliances, this category celebrates innovative products that enhance our daily lives.
- **Architecture and Urban Design:** Explore the future of cities with groundbreaking designs that prioritize sustainability, accessibility, and livability.
- **Graphic Design and Visual Communication:** From branding to illustration, this category showcases the power of visual communication to inspire, inform, and engage.
- **Industrial Design:** Celebrating designs that seamlessly blend form and function, this category highlights the beauty and utility of everyday objects.
- **Emerging Technologies:** Explore the cutting edge of technology with designs that push the boundaries of what's possible, from AI to biotech and beyond.
- **Any other theme related to the conference – ICEIL-2024**

EUREKA is committed to achieving diversity and inclusivity in design. The competition welcomes participants from all backgrounds and encourages designs that reflect the richness of human experience.

## Submission of Project/Poster

- The projects can be in any field or technology area and application domain, but must come under the purview of the above mentioned theme and scope of the conference.
- Participants should submit their details Abstract / proposal preferably in '.doc' or '.pdf' format to [vmajhi@amity.edu](mailto:vmajhi@amity.edu)  
All entries of abstract will be scrutinized by a committee and the final selected entries/ participants will be informed via email as per the given schedule of dates below.
- Participants are also required to mention at the beginning of their abstracts, if they have a prototype / model, readily available.
- Selected participants have to confirm their participation and register through the portal
- The name of the document should be the 'Title of the Project'. Also the Subject of the mail sent should follow the title of the project.
- The first page should contain the following • Title of the project, • Names of the participant and their respective College/University with contact numbers and e- mail ID.
- The last sheet may have a list of references - websites, books, journals and so on which amply support the ideas or solutions implemented.

## General Rules and Guidelines for competition

- Only bonafide students are eligible
- Each team can have maximum of 4 members.
- The competition is open to only undergraduate students including Diploma.
- Members should have a valid student ID card of their college/university.
- A student can participate in only one project presentation/team and not in multiple teams.
- The student should have a formal permission from his/her college authority and the proposed project/poster to be duly approved by college.

## Regulations for competition and display of Project

- Student taking part in project exhibition event should follow certain rules regarding the event.
- The proposal in the form of a poster for competition must be displayed and presented during the event
  - The poster should contain a simple description about their project.
  - The participants can take help of following points to describe their project in the poster.
    - Introduction
    - Block diagram
    - Working principle.
    - Its advantage
    - Future Work
    - References
  - The poster must be prepared A2 size and in the format given in Appendix I

## Project Judging Criteria

1. **Innovation:** Judges will assess the degree of originality and creativity demonstrated in the design project or poster. They will look for fresh ideas, novel approaches, and inventive solutions to challenges.
2. **Functionality:** This criterion evaluates how well the design project or poster fulfills its intended purpose. For product designs, judges will consider usability, ergonomics, and user experience. For posters, evaluation will be on clarity of communication and effectiveness in conveying the intended message.
3. **Feasibility:** Evaluator will consider the practicality and viability of implementing the design project or poster in the real world. They evaluate factors such as cost-effectiveness, scalability, and ease of implementation.
4. **Sustainability:** In an era of growing environmental awareness, sustainability is a crucial criterion. Judges will assess the ecological impact of the design project or poster, considering factors such as resource efficiency, waste reduction, and environmental footprint.
5. **Aesthetic Appeal:** Design is inherently subjective, but judges evaluate the visual appeal and aesthetic quality of the project or poster. This includes factors such as composition, color palette, typography, and overall visual impact.
6. **Impact:** Judges consider the potential impact of the design project or poster on society, the environment, or the target audience. They will look for designs that address important needs or challenges and have the potential to bring about positive change.
7. **User-Centered Design:** For projects aimed at end-users, assessment will be done on how well the design takes into account the needs, preferences, and experiences of the intended users.
8. **Technical Proficiency:** For projects involving technical elements, judges evaluate the level of technical skill and expertise demonstrated. This may include proficiency in software tools, manufacturing techniques, material selection, or other technical aspects relevant to the design discipline.
9. **Communication:** In the case of poster competitions, the effectiveness of communication will be assessed which includes clarity of message, organization of content, visual hierarchy, and overall presentation quality.
10. **Storytelling:** Judges consider the ability of the designer to convey a compelling narrative or story through the design project or poster. This may involve connecting with the audience on an emotional level, engaging their curiosity, or inspiring them to action.

These criteria provide a comprehensive framework for evaluating design projects and posters in the EUREKA competition, ensuring that entries are assessed on multiple dimensions of creativity, functionality, and impact.

**Prizes:**

Best three Innovative Design Projects/Poster teams will be rewarded with Certificates and one year free membership of TiE Delhi NCR.

All selected participants will receive participation certificate.

**Important Dates:**

Submission of Project abstract – 20<sup>th</sup> September 2024

Intimation of Selection – 25<sup>th</sup> September 2024

Registration Fee: Rs.500 + 18% GST

Date of Competition & Conference - 9<sup>th</sup> – 11<sup>th</sup> October 2024

**Registration link:** [www.amity.edu/iceil2024](http://www.amity.edu/iceil2024)

**For more details, please contact**

<b>Dr. Sujata Pandey</b> Mob: 9871543368 Email: <a href="mailto:spandey@amity.edu">spandey@amity.edu</a>	<b>Dr. Ashish Mani</b> Mob: 9219661545 Email: <a href="mailto:amani@amity.edu">amani@amity.edu</a>
<b>Dr. Vinayak Majhi</b> Mob: 70011 81136 Email: <a href="mailto:vmajhi@amity.edu">vmajhi@amity.edu</a>	<b>Dr. Priyanka Singh</b> Mob: 70422 13514 Email: <a href="mailto:psingh28@amity.edu">psingh28@amity.edu</a>

Appendix I



6<sup>th</sup> International Conference on Entrepreneurship, Innovation and Leadership  
(ICEIL'2024)

9<sup>th</sup> – 11<sup>th</sup> October 2024  
**EUREKA 2024**

Title of Project/Poster

Name, Affiliation

Empty box for project/poster title and name/affiliation.

Empty box for project/poster title and name/affiliation.