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- › Corporate
- › Nation
- › World
- › In Focus

Events

- › Trade Show Reports

Features

- › Tete A Tete
- › Innovations
- › Cover Story | Connected Lighting
- › Reportcard
- › Connected Lighting
- › E-Commerce – Perspective
- › Home Automations
- › Opinion
- › Smart Cities
- › Budget 2016-17
- › Real Estate
- › Solar Lighting
- › Economic Survey
- › Elecrama
- › Light India
- › IKC 2016 Report
- › Light Building
- › Rendezvous
- › Strategy

Design

Orient Electric Organises Design Awards

Homegrown electrical major Orient Electric recently organised its second edition of 'Orient Electric Design Awards' at New Delhi. Through this initiative the company aims to promote and recognise design excellence with breakthrough concepts in the electrical lifestyle segment for fans, lighting, home appliances and switchgear categories.



PARTNERSHIP WITH DESIGN INSTITUTIONS: (L-R) Rakesh Khanna, CEO, Orient Electric; Upendra Shenoy, NID Ahmedabad (winner); Naveen Rampal, renowned design consultant; Ankit Kumar Gupta, NIFT Gandhinagar (winner); Amit Krishn Gulati, founder Incubis Consultants; and Bikram Mitra, MD Trampoline Design come together to lift the Best Design Award

"Drawing inspiration from its brand vision of 'Switch to Smart', Orient Electric has partnered with leading design and architecture institutes to provide a platform for budding product designers. This platform will enable them to showcase out-of-the-box concepts for products that are not only aesthetically pleasing but will also improve efficiency and performance," said Orient's CEO Rakesh Khanna. "We have seen some brilliant design concepts. We are excited and looking forward to working with our R&D teams, to bring to life some of these designs into products that will help enhance the modern day consumers' quality of life."

According to Khanna, the event drew over 600 students from colleges including National Institute of Design (NID), Industrial Design Centre, Indian Institute of Technology (IIT), Department of Industrial Design-School of Planning and Architecture, National Institute of Fashion Technology (NIFT), Pearl Academy, and Symbiosis Institute of Design.

He informed that an eminent jury comprising famous industrial designer Bikram Mitra, MD Trampoline Design; renowned design consultant Naveen Rampal; and Amit Krishn Gulati, founder of Incubis Consultants, sifted through a heady mix of entries that stood the test of ingenuity in the campus round and made it to the national round.

The Best Design award went to Swapnil Mahadev Desai of NID Ahmedabad for immersion heater. The Most Innovative Design award was tied between Ankit Kumar Gupta of NIFT Gandhinagar for lamp and Upendra Shenoy of NID Ahmedabad for coconut grater.

The winners of the national round won a cash prize of Rs 50,000 each. Also, select qualifiers may get an opportunity to work with industry professionals to bring their submitted designs to life.

Informing about the rationale behind awarding the products, Anshuman Chakravarty, Orient Electric's head for branding and corporate communication said, "Swapnil won The Best Design award for his creative take on an immersion heater, which is an unloved product and has been long-ignored but is of significant importance in our daily lives. His concept design gives a complete makeover to a regular immersion rod with an inventive design and unique features. It takes courage to try something with a design that has remained mundane for so long and that's why his concept was awarded.

Upendra's grater concept was something that seems like a true innovation in the mixing and grinding segment. The concept could be further enhanced and adapted to cater to the market. Ankit came with the inimitable concept of a levitating LED lamp. Both the designs were unique and innovative in their own way."

SEL spoke to the winners to know about their thoughts. Swapnil Mahadev Desai, who is pursuing a bachelor degree in furniture and interior design, said, "Immersion heaters have lost in the race of innovation, while steam irons have moved ahead and adopted digital features. Orient has done a brilliant job by organising such a competition every year. Such contests help students to take up new challenges and showcase their talent. I am passionate about automobile design and would like to pursue a masters degree in transportation design in Sweden or Germany."

A post-graduate student of product design, Upendra Shenoy said that his innovative product makes coconut grating easier for senior citizens as well as arthritis patients. "In India, design is not given due importance. But the newer generation is realising its importance with the proliferation of the internet and wide reach of movies. I am delighted to see an Indian company moving towards design and innovation."

Winning the award is the vindication of his talent, averred the textile design student Ankit Kumar Gupta. "Today, I have proven myself. I used to open up TV, radio and other electronic products to be able to understand their design. I want to bring a progressive mindset about design among the people."