

Dear Sir/Madam,

We are very happy to announce the launch of AAKRUTI2018 Contest. (AAKRUTI is a Nationwide Product Design Contest for Engineering and Design students).

This contest is a unique opportunity for the students to demonstrate their creativity and bring their imagination to life. The contest is open for students from all discipline!

This year also we are conducting this contest in collaboration with SOLIDWORKS India Team.

***AAKRUTI2018 contest themes are:***

The highlights of this year's competition are:

- Four winning teams will get total prizes worth INR 2 Lakhs along with lots of other goodies.
- Top two teams (4 members) will be offered an Employment Opportunity at DS India (\* applicable for final year students. Students also need to clear appropriate written test & interview at DS India)
- A Trophy for College with 'Most Qualified Entries'.
- SOLIDWORKS CSWA and CSWP certification voucher worth 200 USD for all qualifying entries who are submitting "a brief synopsis" as per their selected themes.
- Selected teams will get opportunity to showcase their design at SOLIDWORKS WORLD 2019 event at Dallas, Texas, USA. Teams will be selected by  
SOLIDWORKS EDUCATION Department.
- Selected teams will get opportunity to incubate in SOLIDWORKS supported Incubation Centers in India. Teams will be selected by SOLIDWORKS EDUCATION  
Department.

This year Evaluation of the product designs will be mainly based on following two categories,

- Design content
- DIY (Do It Yourself) Manufacturing content
  
- Design Content Criteria – Design of the product will be evaluated on the basis of :
  - Creativity, originality of design concept
  
  - Feasibility of design, design validations, design calculations.
  
  - Any workable/minimum viable prototype made
  
  - Simulations done (CAE/CFD/Kinematic Analysis etc.)
  
  - Use of SOLIDWORKS application. Modelling, Visualization, rendering of the product and modelling design integrity.
  
- DIY Manufacturing Content Criteria – (Do It Yourself – Ready for manufacturing Digital content of designed Product) :
  - For presented product or idea, teams needs to submit Manufacturing Digital content.
  
  - This digital content should be a project report with complete manufacturing details of each component which makes the product ready to manufacture even  
by Village level artisan /craftsmen.
  
  - Product manufacturing feasibility and approximate cost calculations of each component along with final product.

We kindly request you to spread the awareness about this contest in every possible way to your students and encourage them to participate in the contest. You may print

the **attached poster** and display them on your notice board to let your student know about this contest. **Attached image** can also be used to share on Facebook,

What's up and other social media groups to spread awareness and encourage students to participate.

Find all the important information and dates here: <http://www.3dplmsoftware.com/aakruti/>

Please feel free to contact us regarding any query at: [IN.3DPLM.CONTESTS@3ds.com](mailto:IN.3DPLM.CONTESTS@3ds.com)

Follow us on Facebook Page for latest updates: <https://www.facebook.com/AakrutiContest/>

Last date :8 July 2018