Deloitte.

Website Design-a-thon

Uttar Pradesh State Industrial Development Authority (UPSIDA)

July 2021

Agenda

530 PM to 535 PM: Introduction

535 PM to 545 PM: Welcome Note by Ms. Neha Jain, ACEO, UPSIDA

545 PM to 600 PM: Presentation and Details of the Competition

600 PM to 625 PM: Q-A and Interaction

625 PM to 630 PM: Vote of Thanks and Closure

About UPSIDA

UPSIDA is the nodal agency for developing industrial infrastructure in the state. Till date UPSIDA has developed 150+ industrial areas

154 Industrial Areas under UPSIDA

Pilibhit- 1204 Acres

Madhyanchal-45 IA

Theme Park Agra- 1060 Acres

Paschimanchal – 65 IA

Perfume Park Kannauj 27.57 Acres

Kanpur- 131.2 Acres

Bundelkhand- 9 IA

Purvanchal- 35 IA

Legend

● Parks under UPSIDA with allotted land

IA Industrial Area

Locations

- UPSIDA has 14 regional offices, 2 project offices, 10 construction divisions and 2 electrical divisions

Land Allotment Status (FY 17- FY 21)

11500+ crores of investment
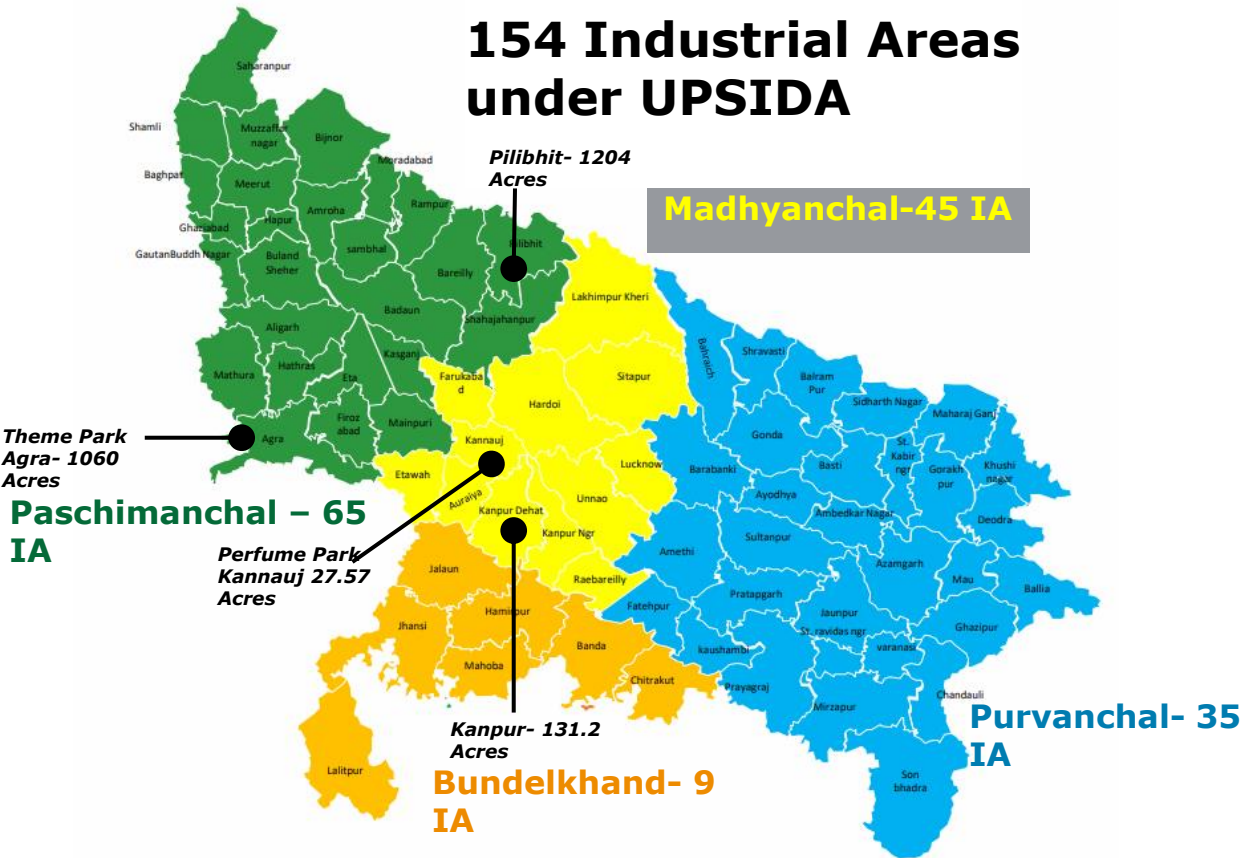
1 Lakh+ employment generated

2000+ Acre of Land Allotted

3500+ units land Allotted

- UPSIDA is the only authority to provide for e-auction facility in the state

Mega Investments on Companies like:

ITC Limited · PEPSICO · Berger · Greenply · KFL KRIBHCO Fertilizers Limited · VON WELLX GERMANY

WEBLEY & SCOTT GUNMAKERS 1790 · KANPUR PLASTIPACK LTD · British Paints · Coca-Cola · Gyan FRESH · Haldiram's
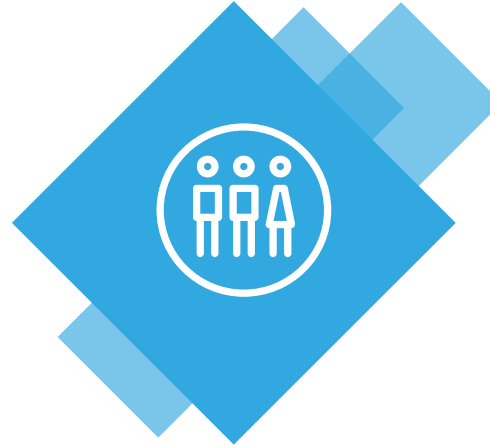
About Design-a-thon

Creative Design

Participants are encouraged to re-design UPSIDA website with innovative theme and visual aesthetics
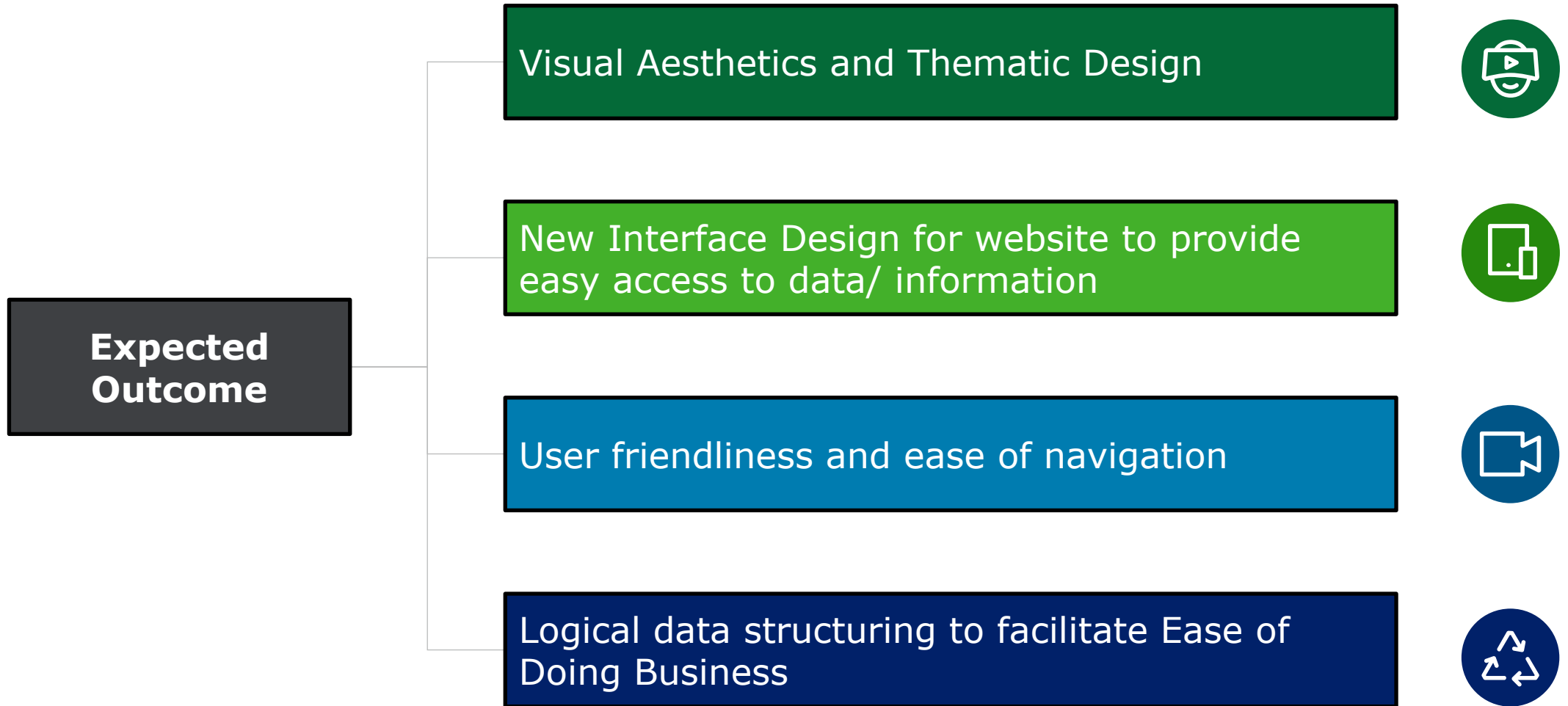
Pan-India

We are hosting this Pan-India competition to invite students and developers to come up with a new interface design

Accolades

The winning team will get a cash prize of INR 31,000 along with certificates and letters of appreciation from UPSIDA
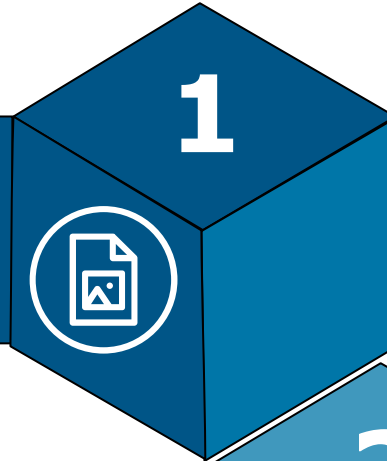
Expected Outcome

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- Visual Aesthetics and Thematic Design
- New Interface Design for website to provide easy access to data/ information
- User friendliness and ease of navigation
- Logical data structuring to facilitate Ease of Doing Business
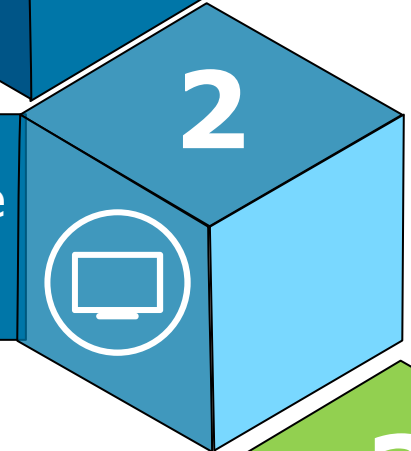
Expectations from the Participants

As-is Analysis

Participants are required to critically analyze the current UPSIDA website to comprehend the contents that should be prevailing in various web-pages
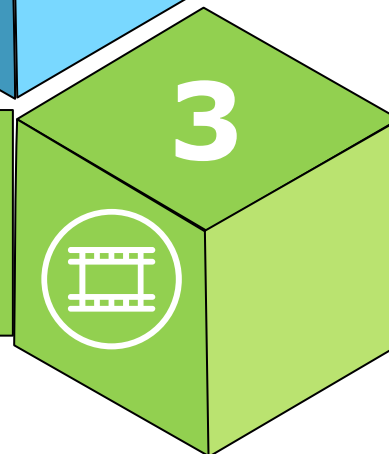
1

Data structuring

Participants should assess present data structure and rearrange the data in a logical flow

2

Creative and Innovative Design

Participants are expected to redesign a minimum of 6 pages from the website.

3

What to Submit?

Participants are required to submit the following in a zip file (maximum 20 mb):

The source code of the website along with the build folder

Screenshots of all re-designed pages (home page and a minimum of 6 pages)

It is recommended that participants redesign at least these specific pages alongside others of their choice:

- E-Services : https://eservices.onlineupsidc.com/

- About UPSIDA: https://www.onlineupsidc.com/AboutUPSIDC.aspx

- Flagship Projects: https://eservices.onlineupsidc.com/flagship_projects/UPSIDCIndustrialParks.aspx

- Policies: https://www.onlineupsidc.com/Policies.aspx

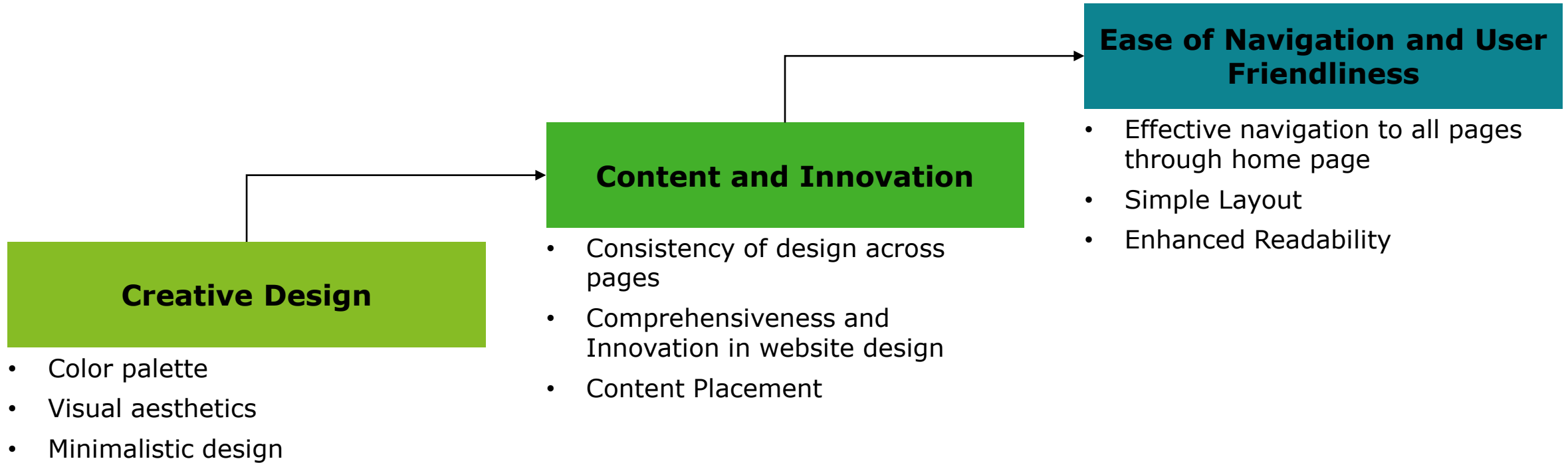- Resource Center: https://www.onlineupsidc.com/Default.aspx

Where to Submit?

Submissions will be open from **July 15, 2021,** and will be accepted till **July 31, 2021**

Participants are required to upload their submissions to dare2compete (https://dare2compete.com/) or via upsidameeting@gmail.com (Only for the teams who have registered through Google Forms)

Request the participants not to 'Unsubscribe' from dare2compete event page as all the updates would be communicated through the same
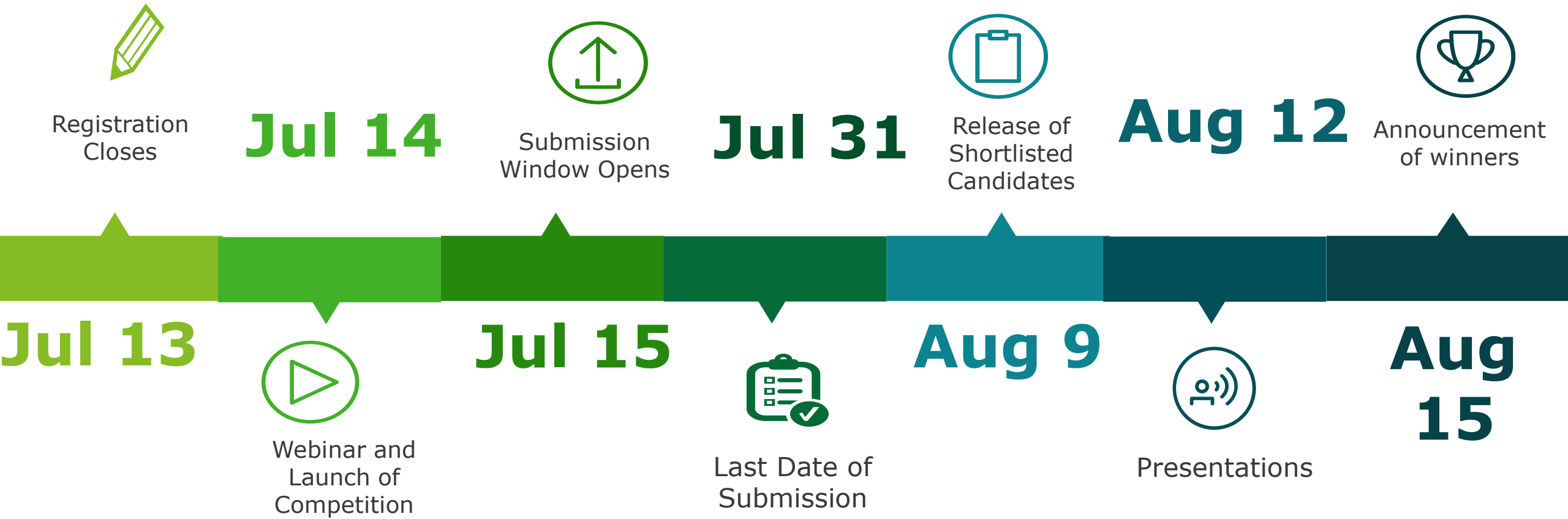
Evaluation Criteria

Creative Design

- Color palette
- Visual aesthetics
- Minimalistic design

Content and Innovation

- Consistency of design across pages
- Comprehensiveness and Innovation in website design
- Content Placement

Ease of Navigation and User Friendliness

- Effective navigation to all pages through home page
- Simple Layout
- Enhanced Readability

Rounds

Round 1: Online Submission

➢ Participants are required to **submit** a mockup of the new design for the UPSIDA website

➢ The window for submissions **shall open on July 15 and will close at 11:59 PM IST on July 31**

➢ Participants will be **judged** on the evaluation criteria mentioned previously

Round 2: Presentations

➢ **Shortlisted teams** from round 1 selected by UPSIDA will progress to Round 2

➢ **Shortlisted teams** will be required to deliver a presentation on their design and present the navigation and demo of their mock-up

➢ **Q-A session** with UPSIDA officials

➢ Following Round 2, the **winning team of the competition will be announced**

Timeline

Jul 13 — Registration Closes

Jul 14 — Webinar and Launch of Competition

Jul 15 — Submission Window Opens

Jul 31 — Last Date of Submission

Aug 9 — Release of Shortlisted Candidates

Aug 12 — Presentations

Aug 15 — Announcement of winners

Questions

Participants are encouraged to use the discussion section of dare2compete to ask any questions about the competition or submission

If there are any additional queries, please send a mail to
upsidameeting@gmail.com

Otherwise, Participants can contact Kamaldeep Sahu at +91 7838482298

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