



# CREATIVE DESIGN

## Theme:

Earth gives us everything we need for living but the humanity is under threat of extinction if we do not start taking better care for the environment and live more sustainable - reduce the harmful impact of human activities on the environment and reduce consumption of natural resources. The scientists do not know how the planet can support the rapid population growth (by the end of year 2011 the human population will reach 7 billion) but the best solution at the moment are without a doubt sustainability and recycling. Recycling or reuse of resources, materials and in the end, of waste is an important part of sustainability because it reduces the negative human impact on the environment and helps reduce the pressure on natural resources.

## Problem Statement:

We would provide you with waste material and random stuff with the aim of creating a useful item(according to you) that you can sell , which takes us to the next round .You need to sell whatever you have created to our judges. You would be awarded a bonus if you could add a particular element to your presentation which would be revealed onspot.

## **General rules:**

1. Everything will be provided to you at the venue.
2. You will be given one and a half hour to complete your design.
3. After the completion of the design you need to sell it to the judge within 1 minute.
4. No money will be exchanged .You just need to convince them to buy it.

## **Judging criteria:**

You will be marked on your creativity , usefulness of your creation ,how you use the bonus element and marketing style.

## **Team Specifications:**

A team may consist of a maximum of 2 participants. Students from different educational institutes can form a team.

## **Eligibility:**

All students with a valid identity card of respective educational institutes are eligible to participate.