



No.2325

Bhubaneswar

Dt.06.09.2022

**APPLICATION FROM DESIGNERS FOR FASHION SHOW IN
MAKE IN ODISHA CONCLAVE 2022**

Boyanka under Handloom, Textiles and Handicrafts Department, Government of Odisha invites applications from reputed fashion designers to show case their designs at the Make in Odisha Conclave 2022 (30th November 2022 to 4th December 2022) on **4th December 2022 Evening at Janata maidan ground, Bhubaneswar.**

For details regarding submission of application and other terms and conditions, please visit www.handloom.odisha.gov.in and <https://www.boyanka.com>.

The filled-in application forms along with required documents (photocopies) in duplicate to be submitted to Managing Director, Boyanka, Boyan Bhawan, PJN Marg, Unit-III, Kharvela Nagar, Bhubaneswar-751001 on or before **20th September 2022 up to 5 pm** by Speed Post/ Registered Post/Courier.

**-Sd/-
Managing Director,
Boyanka**

Fashion Show in Make in Odisha 2022

1. Background Of Make In Odisha Conclave

Make in Odisha is the flagship business event of Government of Odisha for industrial growth in the State. The Make in Odisha business conclave happens biennially. The first Make in Odisha conclave was organised by Government of Odisha & Department for Promotion of Industry and Internal Trade (DPIIT), Government of India with Confederation of Indian Industry (CII) between 30 November 2016 to 2 December 2016 in Bhubaneswar, Odisha. The key objective of the conclave is to showcase the manufacturing prowess of the state and the investment opportunities across the focus sectors, which are:

- Chemicals, Petrochemicals and Plastics
- Ancillary and Downstream in Metal sector
- **Textiles and Apparel**
- Food Processing including Seafood
- Electronics Manufacturing and IT and
- Tourism.

The second edition of Make in Odisha was held from 11 November 2018 to 15 November 2018 in Bhubaneswar, Odisha where representatives from six countries like Japan, China, Italy, Germany, Saudi Arabia and South Korea along with prominent industrialist like Mr. Mukesh Ambani (Chairman Reliance Group), Mr. Kumar Mangalam Birla (Chairman Aditya Birla Group), Mr Natarajan Chandrasekharan (Chairman, Tata Sons) and other prominent industrialists from India had attended this conclave. The same was organised in partnership with Federation of Indian Chamber of Commerce & Industries (FICCI) and Japan was the Country Partner for the event.

Now the third edition of the conclave will be held in Bhubaneswar between 30th November to 4th December 2022. It will be organized in association with FICCI as national event partner.

2. ***Fashion Show:*** On the concluding evening of the conclave i.e on 4th December 2022, a cultural program would be staged before the distinguished guests and participants of the conclave along with a fashion show to showcase Odisha's rich history of culture, handlooms and textiles.

This is an international level platform for the reputed designers to showcase their best designs and stitched garments with a perfectly curated, choreographed, reputed models (male and female) on stage.

2.1 Objectives of the Fashion Show is to

- Showcase Odisha Handloom fabrics and handicrafts
- Create designs using Odisha's crafts with flavors of Odisha Handloom fabric.
- Design development of wearable or non-wearable (avant-garde fashion) fashion.
- Popularize the Handloom products of Odisha throughout India and abroad

2.2. Criteria for Selection of Fashion Designers for the event:

1. The designer should be a graduate from NIFT/ NID/ or other reputed design institutes in India or abroad.
2. The designer should have a minimum experience of 5 years in the field of Handlooms of Odisha/India.
3. Detail description of at-least one collection need to be submitted along-with the photographs of the collection.

4. Preference would be given to those designers who have past experience of working with Odisha handlooms.
5. Designers are required to submit the following along with the application form:
 - a. *Sample Garment materials (returnable) to be used in the fashion show of the Make In Odisha event.*
 - b. *A short inspiration/ theme board of the outfit*
 - c. *Minimum 5-Initial sketches/digital images of the stitched garment design collections for Make in Odisha.*
 - d. *An (optional) video/ presentation of the designers existing collections.*

2.3 Other Terms and Conditions for Selection of Designer:

1. The Designer should have great reputation nationally, internationally and be active in their respective field of Designs and Fashion Shows.
2. The **Annexure-1** of the application form duly filled in with all required information should neatly be provided along with proofs as applicable.
3. Last three financial years turnover (Self/ Preferably CA certified) to be annexed along with application form.
4. The Designers' should provide list of State and National Level reputed models/choreographers under whom they have showcased their designs.
5. Last date & time for submission of filled application is **20thSeptember 2022 up to 5.30PM.**
6. Application received after the last date & time shall not be entertained.
7. The applications submitted by the Designers' will be scrutinized by a Committee & the selected Designers' will be called for to give a presentation of their works before the Committee **on 22ndSeptember 2022. In case, it is not possible for a designer to remain present on that day, he/she can give his presentation in virtual mode. Link shall be shared in due time.**
8. The shortlisted Designer/Designers' will be intimated details of the presentation before the committee over email/ phone in the said event.
9. The designers would be required to prepare a minimum of 25 outfits to be showcased during the final event.
10. The designers would be required to work with other designers/ guides/ mentors for the Fashion Show.
11. Contents of the outfit also to be prepared by the Designer.
12. All outfits to be presented would be approved by the committee.
13. Some products out of the final selection would be owned by Boyanika for display and use.
14. The Committee reserves the right to accept/reject any or all the applications without assigning any reason thereof.
15. For any doubts/clarification before submission please contact **Mr.Arta Ranjan Mohapatra Phone - 9437561856/ Email: boyanikabbsr@yahoo.in** during office hours only.



APPLICATION FORM FOR SELECTION OF DESIGNER FOR FASHION SHOW

1.	Name of the Designer	
2.	Complete Address	
3.	Mobile No.	
4.	E-mail ID	
5.	Educational Qualification	
6.	Name of the Institute with detailed address including year of passing out	
7.	Experience in the field of Design with supporting documents	Details to be provided as per Annexure-I
	a. National Level event participation	Video link to be provided
	b. International level event participation	Video link to be provided
	c. Show Photographs	Provide atleast 10 photographs
8.	Catalogue of designs	Supporting Documents to be enclosed
9.	Turnover Achieved in last 3 FY	Supporting documents to be enclosed
10.	No of Artisans supported by designer	Supporting documents to be enclosed
11.	No of stores owns/runs/works with by designer	
12.	Award received, if any	Certificate to be enclosed
	State Level	-do-
	National Level	-do-
13.	Any other information that you would like to submit in support of your suitability	

I hereby declare that all the above information submitted is true to the best of my knowledge. Necessary documents in support of same submitted along with the application.

Signature of the Applicant

