

TERMS AND CONDITIONS

These terms and conditions apply to all participants of the Liva Protégé event and by participating, participants agree to accept and abide by all the terms and conditions.

1. GENERAL TERMS

1.1 Liva Protégé is an initiative by the Grasim industries Ltd. (“Grasim”) an Aditya Birla group company aimed at recognizing and rewarding budding talent in the Indian fashion design industry.

1.2 The theme of the third edition of Liva Protégé (2017) is to design women’s wear collections.

1.3 The competition is open only to the students of recognized fashion design institutions selected by Grasim industries Ltd.

1.4 Entries will be accepted only from the selected institutes. The principals of these institutions reserve the right to shortlist and nominate their best students who, they believe are most likely to win.

1.5 Students studying fashion design from any institutes are eligible to participate.

2 GUIDELINES

2.1 Entries for the competition can be submitted only on Liva Protégé’s microsite www.livaprotege.com

2.2 The entries submitted should not violate copyrights, design or other Intellectual Property rights or any other third-party rights. Using registered trademarks, names of existing products, services or companies is forbidden. Any breach of this condition shall lead to disqualification without prejudice to any other action such third-party may initiate against the student violating this condition.

2.3 Duplication/semi-duplication of any existing work available in stores, on paper or online is strictly prohibited. Failure to comply with this rule will result in disqualification.

2.4 Entries from students not in their final year, or those not from the institutes selected by Grasim will be considered ineligible to participate.

3. PHASES

3.1 The contest will be divided into 4 rounds, across 2 phases (Please refer the said microsite for details)

3.2a The principals of the selected institutions will shortlist and nominate their best students on the said microsite

3.2b The in-house panel of judges from the Grasim industries Ltd. will select the 5 best entries submitted on the microsite from each city.

3.2b The selected candidates shall be assigned mentors who shall guide them through the contest. The selected candidates will give a one-to-one presentation to their respective mentors, wherein they will make a concept presentation and present their mood boards, based on which the mentors will select

the Top 2 entries per city

3.2c The jury/mentors will be free to assign one or more projects in case of equal points or a tie.

3.2d The Top 3 winners of Liva Protégé 2016 will be selected by an esteemed panel of judges based on the outfits designed for the finale.

3.2e Notwithstanding anything to the contrary herein, Grasim's decision regarding the winners shall be final.

4. DEADLINES

Updates and announcements for all deadlines, shortlists and top finalists will be made on the website www.livaprotege.com

5. PRIZES

1ST PRIZE:

Cash or Prize equivalent to Rs. 2,00,000

2ND PRIZE:

Cash or Prize equivalent to Rs. 1,00,000

3RD PRIZE:

Cash or Prize equivalent to Rs. 50,000

5.1. NO PRIZE TRANSFER OR SUBSTITUTION.

No prize or any portion thereof is transferable. Any portion of the prize that is not used is forfeited. There shall be no substitutions for prize except by Grasim or other Aditya Birla Group company, in which case equivalent substitutes or better substitutes shall be awarded in lieu of the prize.

6. JURY AND JUDGING CRITERIA

6.1 All decisions pertaining to shortlisting of contestants and selecting the winners will be taken by the esteemed jury.

6.2 Grasim serves all rights to finalize the jury and mentors.

6.3 The entries will be judged in accordance with the set parameters

6.4 The jury will evaluate the entries in terms of creative and aesthetic excellence, inventiveness and originality, and capability of the designer to propose a product that fits coherently in the values that the brand stands for.

6.5 Grasim reserves the right to examine the original drawings/photographs/source material in order to confirm compliance with the rules specified herein. The decision of Grasim regarding the jury and contest winner shall be final.

7. SUBMITTING THE PROJECT

7.1 Subject to the eligibility criteria, participation in Liva Protégé is available to all eligible participants complying with the conditions for participation. No fee is applicable for participation.

7.2 Each participant can submit only one entry. The entire project should be in 1 PDF file. Projects will be accepted only in PDF format.

7.5 Project to meet the following requirement

7.5a MOOD BOARD

Each individual designer needs to submit a Mood Board which describes the theme or concept and overall mood of the collection.

7.5b STORY BOARD/ INSPIRATION BOARD

Based on the concept, the designer will have to make an inspiration board or story board that shows the inspiration he/she has evolved his/her creations around. (*this will include techniques if any being used – like ombre, layering, blocking, embellishments if any, etc along with pictorial representation)

7.5c RANGE DEVELOPMENT

Based on the theme and inspiration, each designer shall submit sketches of 6 – 8 ensembles (* sketches can be hand done or digital depending on each individual. Sketches should have fabric, trim, embellishment details.)

7.5d DETAILING / FLAT SKETCH

From the range that the designers have developed, one ensemble shall be submitted with a flat sketch, detailing, basic measurements, placement of embellishment (if any), trim details, etc.

7.6 ‘Student information’. A short text that describes the individual or each member of the group participant at the competition (name, age, school, program).

7.7 All documents and information must meet be in the specified file format (only files in the specified documents will be accepted).

7.8 The guidelines are subject to change as may be decided by Grasim. The participants shall read the updated guidelines and conditions at the microsite at the time of submission and comply with such updated guidelines and conditions.

Entries that do not meet the established procedures, or submitted after the deadline, violate copyright or third-party rights will be rejected. In case the creator of a prize-winning entry is found guilty of violating copyrights or other third-party rights he/she is disqualified.

8. OTHER TERMS AND CONDITIONS

8.1 The participant agrees to comply with all applicable laws at all times. Any misconduct, non-compliance with laws and breach of any of the terms and conditions herein contained shall lead to immediate disqualification from the Contest and blacklisting of the fashion design institute. In addition to the same, Grasim shall be at liberty to take such legal recourse or enforce such legal remedy as it may deem fit against the participant or the fashion design institute.

8.2 By participating in this contest, the participant agrees to have given his consent for Grasim to utilize all the pictures, videos, and other media as may be required by Grasim for promoting its product and brand name. The participant hereby waives its right to challenge the manner in which such pictures, stills, videos, are utilized by Grasim.

8.3 The participant shall continue owning the Intellectual Property rights in their designs. For the purpose of creating promotional materials by Grasim for its products, including but not limited to Liva, the participant shall be deemed to have given Grasim non-exclusive, worldwide, sub-licensable, perpetual license to utilize any such Intellectual Property rights in the design for such promotional materials, and use the trademark or logo of Liva along with all such promotional materials.

8.4 The participant and the fashion design institute shall guarantee the behavior of the participants during various stages of the competition, especially during participant's stay in Mumbai/Delhi.

8.5 Grasim shall provide Travel, Lodging and Boarding for all finalists visiting Mumbai/Delhi for the Grand Finale.

8.6 Any dispute or grievance of the participant shall be referred to the authorized personnel from Grasim for redressal. Any such grievance redressal shall be in accordance with the policies of Grasim. The decision of Grasim shall be final.

8.7 By participating in this Content, the participants and the fashion design institutes submit themselves to the exclusive jurisdiction of the courts in Mumbai.

DISCLAIMERS. (i) Entries that are lost, late, incorrect or incompatible with the given task, or incomplete, for any reason, including by reason of hardware, software, browser, or network failure, malfunction, congestion, or incompatibility at sponsor's servers or elsewhere, will not be eligible. In the event of a dispute, entries will be deemed submitted by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet Access Provider, online service provider, or other organization (e.g. business, educational institute) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. (ii) Grasim, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the web site. Use of bots or other automated process to enter is prohibited and may result in disqualification at the sole discretion of Grasim. (iii) Grasim further reserves the right to cancel, terminate or modify the conditions of the events, including the schedule for any reason whatsoever. (iv) The organizers are not responsible for errors in the administration or fulfillment of this Contest, including without limitation mechanical, human, printing, distribution or production errors, and may modify or cancel this Contest based upon such error at its sole discretion without liability. (v) GRASIM MAKES NO WARRANTIES, REPRESENTATIONS

OR GUARANTEES, EXPRESS OR IMPLIED, IN FACT OR IN LAW, AS REGARDS THIS PROMOTION OR THE MERCHANTABILITY, QUALITY OR FITNESS FOR A PARTICULAR PURPOSE REGARDING ANY PRIZE OR ANY COMPONENT OF ANY PRIZE. (vi) ANY ATTEMPT BY THE PARTICIPANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE ORGANISERS RESERVE THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING WITHOUT LIMITATION ATTORNEYS' FEES) FROM ANY SUCH PARTICIPANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.