

# TALES BELOW THE HEELS

3-day National Seminar & Exhibition  
on the Heritage of Footwear in India

November 28<sup>th</sup>, 29<sup>th</sup> & 30<sup>th</sup> 2025  
at Hyderabad

## Indian Heritage-Themed Footwear Design Contest 2025

*Organized by*



**Pleach India Foundation**

And



**Footwear Design & Development  
Institute (FDDI), Hyderabad**

### About the Contest

The Indian Heritage-Themed Footwear Design Contest 2025 invites design students across India to celebrate and reinterpret India's rich cultural traditions through innovative footwear under the **India Design Language – footwear** initiative.

The contest aims to encourage young designers to explore traditional crafts, indigenous materials, and regional inspirations, blending them with contemporary aesthetics to create globally relevant designs.

### Objectives

- To provide a platform for design students to showcase creativity rooted in India's heritage.
- To inspire innovative reinterpretations of traditional crafts and footwear styles.
- To spotlight regional and cultural diversity in Indian footwear traditions.

### Award Categories

1. **Cultural Storytelling Award** – Designs inspired by folklore, history, or traditions.
2. **Fusion Heritage Award** – Blending traditional motifs with modern silhouettes.
3. **Regional Inspiration Award** – Based on iconic regional footwear (Mojari, Jutti, Kolhapuri, Paduka, etc.).

### Evaluation Criteria

- Creativity and Innovation
- Relevance to Indian Heritage
- Craftsmanship and Detailing
- Sustainability and Material Choices
- Presentation and Visual Appeal
- Storytelling through Design

## Submission Requirements

Each student entry must include:

- Full Name & Contact Details
- Institute Information
- Headshot – Portrait
- Product can be any size from 37 to 45.
- Short Bio (400–500 words)
- Career/Design Journey (700–900 words)
- 5–7 images of the project/portfolio (sketches, inspirations, mood/color boards, cultural references)
- The product can be of any size from 37 to 45.
- One pair of physical prototype/model of the footwear. Photographs of the prototype with name and contact details.
- Students can participate in pairs.
- Students must mention the category. A maximum of one entry in each category is allowed per student or group.
- A standard tag of size 95 cm x 65 cm must be placed on both products, containing the participant's full name, institute details, size, and award category.

## Submission Deadline: 20<sup>th</sup> November 2025

All entries must be securely packed and sent to:

### **Indian Heritage-Themed Footwear Design Contest 2025**

C/o. Footwear Design Studio,  
Footwear Design & Development Institute (FDDI),  
S001, Raidurgam, Hyderabad – 500008.  
Mobile: 94002 67612, 84493 31752, 8124513192.

Each entry must also include a short write-up (not exceeding 100 words) about the concept/product.

## Selection & Voting Process

- 20th November 2025 onwards, the initial jury-selected designs will be showcased on social media platforms for public voting.
- Public voting will carry 50% weightage in the final selection process.
- The final jury evaluation will carry the remaining 50% weightage.
- Winners in each category will be decided based on the combined score of jury and public voting.

## Cash Prize & Certification:

- A cash prize of Rs. 10,000 will be awarded to the winner of each category.
- All participants will receive a certificate of participation.

## Link for registration:

<https://pleachindia.org/tales-below-the-heels>