

# UPES announces winners of Industrial Design Programme

By OUR STAFF  
REPORTER

**DEHRADUN, 19 Sep:** UPES, in collaboration with CNH Industrial India, a global leader in agriculture and construction equipment, announced the winners of the CNH x UPES Industrial Design Programme, here, today. The 10-week programme enrolled 20 students in five groups to offer them an opportunity to understand real-world projects and gain hands-on experience. It required developing a ground-up vehicle, providing them with a deeper understanding of farm machinery design and development. The collaborative effort brought together the brightest young minds in industrial design to tackle the challenge of designing a fruit-harvesting machine.

Speaking about the programme, David Wilkie, Head of Design at CNH Industrial, said, "It has been a fantastic experience to see the research and design creativity that the

young students have achieved. They have been thorough in looking for opportunities to improve fruit harvesting. It's the work of an industrial designer to focus on a problem and design a solution that makes the job easier, faster and safer to accomplish.

Working with the students from UPES has been inspiring for us, while also helping the students develop their creative process. The design teams have come up with ideas for harvesting coconut, pineapple, blueberry, raspberry, strawberry, and even mangoes."

Each of the five student groups presented their innovative concepts. The jury panel consisting of Atul Kunte, Piyush Singh, and Bhupinder Singh from CNH Industrial and UPES faculty members, Manas Mishra and Siddharth Prakash evaluated the

projects on the grounds of creativity, innovation, and the best design solution. Team A with three B Design students - Abhijith MS, Arvind M and Vrushadwaj Gunjari, along with their mentor, Lavendra Shukla, secured the winning title for their coconut harvester design. The team members of the winning team were provided with an internship opportunity at CNHI.

Prof Phani Tetali, Dean, School of Design (SOD), UPES, said, "We are glad to partner with CNH Industrial to support the development of young talent in India. This partnership will not only provide an opportunity for the students to showcase their talent but also give them a chance to receive expert guidance from the experienced professionals at CNH Industrial."

The collaboration between UPES and CNH Industrial India exemplifies the power of industry-academic partnerships in nurturing and developing talent for a brighter future.

