

APTRANSCO Website Design Competition – 2026

Comprehensive Guidelines for Development of a Reference Design Concept for the New APTRANSCO Website

Purpose.

These guidelines are intended to ensure that the competition yields a complete, institutionally suitable, implementation-friendly reference concept for revamping the APTRANSCO website, including major sections, department pages, public information pages, and representative sub-pages.

Issued by

APTRANSCO

Competition purpose

Reference design concept for full website revamp

Prize

₹50,000/- First Prize and Certificate

1. Background

- APTRANSCO intends to redesign its official website to make it modern, user-friendly, institutionally credible, secure, and aligned with contemporary digital governance practices.
- To encourage innovation and to draw high-quality ideas from academia, APTRANSCO is conducting a Website Design Competition – 2026 for Engineering Colleges, Universities, Design Institutions, and other eligible academic institutions.
- The competition is intended to secure a comprehensive reference design concept for the complete APTRANSCO website ecosystem, not merely a redesigned homepage.
- The winning design will serve as a reference concept for redevelopment of the APTRANSCO website. The actual website will be developed separately through an appropriate professional process.

2. Objectives of the Competition

- To obtain a complete visual and structural concept for a new APTRANSCO website.
- To improve usability for citizens, employees, vendors, government departments, regulators, sector stakeholders, researchers, and media.
- To ensure that the future website reflects APTRANSCO's institutional identity as a key transmission utility.
- To encourage design approaches that are professional, accessible, secure, scalable, mobile-responsive, and implementation-friendly.
- To promote student participation, innovation, and academic collaboration.

3. Competition Theme

- Reimagining APTRANSCO's Digital Public Interface.
- The design should present APTRANSCO as a modern transmission utility, a public service institution, and a technically credible, digitally forward-looking organization.

4. Eligibility

- Participation is open to Engineering Colleges, Universities, Design Institutions, Technology Institutes, and other recognized academic institutions.
- Entries may be submitted by an individual student or by a team of up to four students.
- Each team may have one faculty mentor.
- Participants must be currently enrolled in a recognized institution.
- Each participant or team may submit only one entry.
- Interdisciplinary teams combining UI/UX, web development, design, content architecture, and cyber security are encouraged.

5. Nature of the Competition Output

- The competition seeks a design concept package and not a production-ready deployed website.
- The submission should be sufficiently detailed to enable APTRANSCO to assess how the proposed concept can be translated into a professionally developed website.

- Participants may submit mockups, clickable prototypes, design systems, sample front-end demonstrations, and explanatory notes.

6. Scope of Design Work

Participants shall develop a reference design concept for the complete APTRANSCO website, including major sections and representative sub-pages. The concept should show how the design language, navigation system, and content structure extend consistently across the website.

6.1 Mandatory Page Coverage

Core Public Pages

- Home Page
- About APTRANSCO
- Vision / Mission / Values
- Organization Structure
- Board / Leadership
- Contact Directory
- Office Locations / Circle-wise presence

Operational and Information Pages

- Transmission Network Overview
- Projects / Ongoing Works
- Tenders / Procurement
- Notifications / Circulars / Orders
- Press Releases / News / Announcements
- Careers / Recruitment
- Vendor / Contractor Information

Stakeholder and Compliance Pages

- RTI / Public Disclosures
- Tariff / Regulatory Information
- Reports / Annual Reports / Performance Reports
- Safety / Standards / Technical Publications
- Important Links
- FAQ
- Privacy Policy / Disclaimer / Accessibility Statement

Representative Department / Sub-pages

- Telecom & IT
- Grid / Transmission

- Projects
- Finance / Accounts
- HR / Administration
- Training / PRTI
- Any public-facing coordination page as considered appropriate

Utility Experience Pages

- Search Results Page
- Document Library / Downloads Page
- Contact / Feedback Page
- Error / 404 Page
- Sitemap Page

7. Mandatory Deliverables

1. One homepage mockup.
2. At least five major inner-page mockups.
3. At least five representative sub-page mockups.
4. A sitemap showing top-level menus, sub-menus, page hierarchy, and user navigation logic.
5. A concise UI/UX rationale note explaining design concept, intended users, content grouping, usability logic, accessibility approach, and scalability approach.
6. Responsive layout views for desktop, tablet, and mobile.
7. A brief design system or style guide covering colors, typography, iconography, button styles, cards, tables, forms, header, and footer behavior.
8. A prototype link or demo in Figma, Adobe XD, HTML/CSS/JS, PDF deck, or equivalent accepted format.
9. A signed declaration of originality and of lawful use of third-party assets, if any.

8. Design Requirements

- The website should reflect APTRANSCO as a reliable, technical, transparent, and service-oriented public utility institution.
- The design should be clear, restrained, and professional; it should not appear overly playful or commercially styled.
- Navigation should be simple, predictable, and designed for fast access to tenders, notices, reports, contacts, and downloads.
- The submission must demonstrate full-site consistency and not merely a visually attractive landing page.
- The concept must be mobile-responsive and usable on low- to moderate-bandwidth connections.
- Accessibility principles such as readability, contrast, heading hierarchy, meaningful labelling, and future support for alt-text should be incorporated.

- The concept should be scalable enough to support future dashboards, GIS views, document modules, analytics blocks, and multilingual expansion if required.

9. Recommended Future-Readiness Considerations

- The design should be compatible with future content management workflows and structured document publishing.
- It should conceptually support searchable repositories, listing pages, filterable notifications, and integration-ready modules.
- Back-end development is not required as part of the competition, but the design should clearly be implementation-friendly.

10. Cyber Security and Governance Sensitivity

- Participants should recognize that APTRANSCO is a critical public utility institution and that the future website must be secure and governance-appropriate.
- The design should avoid unnecessary dependence on risky or excessive third-party assets, plug-ins, and trackers.
- Any demo or prototype submitted must be free from malicious code, unauthorized scripts, insecure dependencies, or inappropriate external integrations.

11. Content Philosophy

1. Clarity first: users should be able to locate information quickly.
2. Trust and authority: the website should project seriousness, accuracy, and reliability.
3. Structured disclosure: important documents should be logically grouped and easy to find.
4. Consistency: all major section pages and sub-pages should follow a unified visual and navigation system.
5. Future maintainability: the design should remain manageable as content volume grows.

12. Evaluation Criteria

Entries will be evaluated by a Committee constituted by APTRANSCO. The following evaluation matrix is recommended:

Criterion	Marks	Focus
Completeness of site revamp vision	20	Coverage of full website and sub-pages
User experience and navigation	20	Ease of use, menu logic, discoverability
Visual design quality and institutional fit	15	Professionalism, consistency, readability

Criterion	Marks	Focus
Information architecture	10	Organization of content and hierarchy
Technical feasibility	10	Practical buildability and responsive logic
Innovation and originality	10	Freshness of design thinking
Accessibility and inclusiveness	5	Readability and inclusive design
Scalability and future readiness	5	Support for future expansion
Cyber security awareness and governance suitability	5	Safe and appropriate design approach

13. Prize

- First Prize: ₹50,000/- and a Certificate of Recognition.
- APTRANSCO may also issue appreciation certificates or special mentions at its discretion, without any obligation to do so.

14. Legal and Administrative Conditions

- The winning design shall be treated as a reference concept for redevelopment of the APTRANSCO website.
- Winning the competition shall not create any right to website development work, implementation contract, hosting assignment, maintenance contract, or procurement preference.
- Upon selection for prize, APTRANSCO shall have the right to use, adapt, modify, combine, refine, or selectively apply the submitted concept, in whole or in part, for official purposes.
- APTRANSCO reserves the right to reject any or all entries, not select a winner, cancel or modify the competition, seek clarifications, or disqualify incomplete or plagiarized submissions.
- Entries must be original and must not substantially copy existing templates or copyrighted website designs.
- Any fonts, images, icons, illustrations, frameworks, or other assets used must be original, open-license, educationally permitted, or lawfully licensable for public-sector use.

15. Submission Format

1. Covering letter from institution or team.
2. Participant details form.
3. Bonafide certificate or ID proof from institution.

4. Design concept note in PDF.
5. Mockups or screens.
6. Sitemap.
7. Style guide.
8. Prototype link or demo files, where applicable.
9. Declaration of originality.
10. Brief source file summary, where applicable.

16. Submission Process

- Entries shall be submitted through <https://forms.gle/vaNsfy2LpXSrT99d7>.
- Late submissions shall not be entertained.
- Incomplete submissions may be rejected.

17. Indicative Timeline

Activity	Indicative timeline
Issue of notification	18-04-2026
Last date for clarification queries	28-04-2026
Issue of clarification responses	03-05-2026
Last date for submission	02-06-2026
Preliminary scrutiny	Within 7 days thereafter
Evaluation by Committee	Within next 10 days
Presentation by shortlisted teams, if required	Within next 7 days
Announcement of result	Thereafter

18. Suggested Evaluation Process

1. Preliminary scrutiny of eligibility, completeness, declarations, and format compliance.
2. Technical and design evaluation by the Committee using the approved scoring matrix.
3. Presentation round for shortlisted teams, if APTRANSCO so decides.
4. Final recommendation and recording of marks by the Committee.

19. Suggested Composition of Evaluation Committee

- Representative(s) from Telecom & IT.
- Representative(s) from PRTI.
- Senior APTRANSCO management nominee(s).
- One external UI/UX or academic design expert.
- One cyber security or IT expert.
- One member with public communications or governance perspective.

20. Critical Direction for the Competition

To ensure that the competition genuinely results in a full website revamp, the notification should make the following mandatory: homepage, navigation structure, at least ten representative pages, at least five department or sub-pages, document library experience, tenders and notices pages, reports and downloads pages, contact directory page, mobile layouts, and a style guide.

21. Disclaimer

The winning design shall be treated as a reference concept for redevelopment of the APTRANSCO website. The actual website may be developed separately by APTRANSCO through an appropriate professional process. APTRANSCO reserves the right to adapt, modify, combine, or selectively use the submitted concept in whole or in part, as may be required.

Note:

- For any clarifications, reach us at somasekhar.k@aptransco.gov.in or ce-telecom.vja@aptransco.gov.in.
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