

Design for All

September 2008 Vol-3, No-9

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Chairman's Desk:

In India there is a proverbial saying and we follow it with our hearts .It is known to us and we used it as a ritual, obligation and a mark of duty for person who visitis us. “ Athiti Devo Bhavo” It means ‘Athiti ’ stands for the person who is visiting without notice and knocking our door either for spending a night to seek shelter in our house or need of food or both, The traveler has come to us without any prior appointment or without informing his dates of arrival . Devo Bhavo means he/she is equal to God . The way we welcome God the same respect we extend to them. Those committed to this proverb serve the humanity and there is nothing wrong in it.

When someone in this shadow of our good gesture takes advantage with some disguise feeling enters to harm the some member of the host family it is most unbecoming. In India there is a mythological story of the Ramayan where wife of Lord Rama who was under the curse of his step mother had been exiled and was living in hut in some jungles, a saint who was actually a king of Lanka ‘ Ravana’ came to this hut of Rama for taking revenge of his sister as begger when he was sure that the Rama and his younger brother were away to kill a deer. Sita was under obligation of custom to entertain the saint and offered some fruits and as she did that saint kidnapped her.

If some one takes the advantage of normal practice of entertianment of guests, it obiviously generates mistrust and suspicion in the minds of the host. Guest's act is punishable and influence the minds of all concerned get jittery .

Gradually it leaves and telling effect on culture. It is the moral duty of both host and guest to maintain the decorum of this custom. The obligations of both are distinct. In ancient times the bond was simply formed by eating salt under the roof, and was so strict that an Arab story tells of a thief who tasted something to see if it was sugar, and on realizing it was salt, put back all that he had taken and left. This story indicates that everyone was from good to bad person of binded with their moral obligation and ethical practices. No one was daring even to defy their moral duty of their whatever their means of livelihood.

Perhaps the most extreme example is host for guest is mentioned in Genesis. Our scripture of Hinduism, christianity and of other world faiths are mentioned on many occaussion of such ancidotes which confirms that host cared to the extent even crucufied the live of their kith and kin for the saving of their guest.

These examples narrates the high values of guest and host. At present people are living in suspicion , decaying era and under fear they never trust others who are visiting them. They interact minimially that is required to maintain relationship and offer the visiting guests some cautious help. In India we had raised the instituion of Dharm Shala- It is the place where all the aminities are avilable to person free who are unknown and wants to stay for a day or two. It serves both the purpose, life of the host is safe and he/ she did his/ her moral duty by serving the guest. The fear of attacking the guest or some cases bad intention of the host have harmed the guest is prevented. Whatever their intentions but both are safe and performing their duties in a

degree. It is a good working design though it does not confirm emotional concerning of man for man.

My question is related to one step earlier than that of knocking of guest. Is our place accessible for all? If he/she can not reach to us what is the significance of this proverb. Foremost important thing is every house should be accessible to all. If inaccessible means fortifying our house out of fear of enemy as our king used to design their palace to secure and it was inaccessible to all . Earlier every kingdom had one central activity for running the affairs of state that was usually from fort or palace. Once an enemy had captured that fort or palace, the king was declared defeated and either enemy used to kill the defeated king or he managed to flee. The king objective was to make the accessibilities zero for others. They used to have deep lake or river around the fort as means of inaccessibility. They also constructed very high and thick walls that were impossible to scale and that too created two three layers of that so that it should be inaccessible and fight could be tough for enemy. Now fort has lost all the old objectives of inaccessibility for enemy. In present context tourists are visiting different forts and palaces to visualize how our ancestors had lived and these ruined palaces are glimpses of the past and these help the visitors to associate with our past for watching the continuity of civilization. This continuity makes the human conduct different from that of others who have experienced the uprooting of civilization. India has continuity of more than 5000 years civilization. We have bullock cart and state of art car on Indian road. It shows our lifestyle that we never forget our past but always keep moving forward.

It is now the duty of everyone whosoever associated with travelling and hospitality affairs should ensure that the government/ private make every historical buildings and palaces accessible. This should not disturb their basic construct. In India all the historical places are under the control of Archaeological Survey of India and Planning Commission of Government of India has allocated Rs25 Crores for designing and making all the lesser known or important places accessible to all in Delhi and instructed them to finish this project before the year 2010. We know ASI is competent authority and they do their jobs with honesty and sincerity.

Indian and Greek mythology has certain similarities and they have their God of everything and they have for Hospitality as Zecus. The hospitality in ancient Greece was of the utmost importance. A stranger passing outside a Greek house, could be invited inside the house by the family. The host washed the strangers feet, offered him/her food and wine and only after he/she was feeling at comfortably could be asked to tell his/her name

For an in depth understanding of the term of hospitality, the starting point is the etymology of the word itself. The word hospitality derives from the Latin "hospes", which is formed from "hostis", which originally meant a 'stranger' and came to take on the meaning of the enemy or 'hostile stranger' (hostilis) + pets (polis, poles, potentia) to have power. Furthermore, the word hostire means equilibize/compensate.

In hospitality always welcome the unknown guest by introducing one another if guest feels comfortable. Protect

and guide the guest is utmost duty of the host. Based on the moral duty defined and its current meaning, hospitality is about compensating/equalizing a stranger to the host, making him feel protected and taken care of, and at the end of his hosting, guiding him to his next destination.

Contemporary practices seem different from those of historical uses that lend it personal connotations. Today's hospitality conjures images of throwing good parties, gracious hosts entertaining, etiquette even talk shows or, the hospitality services industry as it relates to the entertainment and tourism business. On the other hand, hospitality used to be, and still is, a serious duty, responsibility, or ethic. Hospitality ethics is a discipline that studies this usage of hospitality.

In the western context, a hospitality based on an individually felt sense of duty, and one based on "official" institutions for organized but anonymous social services: special places for particular types of "strangers" such as the poor, orphan(s), ill, alien, criminal, etc.

In Middle Eastern Culture, it was considered a cultural norm to take care of the strangers and foreigners living among them.

I have great respect for Sir James Frazer of 'Golden Bug' He was blind and throughout his life never traveled beyond 10miles from his residence. He was person of unique quality and made his findings and penned in the form of a book while discussing with navigators or Captain of the Ships those who traveled different countries. His book is "Bible" for Anthropology. I am living in India and I was not aware about

certain rituals of our tribes but while reading those volumes of the book there were startling information for me. I always advocate we all are disabled in many fields and little aware and able in one area of life to earn our bread and butter. To whom we think blind they have written wonderful masterpieces. I admire the person who never feels himself challenged and does what other normal persons do not even dream to venture. I salute the great blind person who has scaled the Mt. Everest. Nothing is impossible for those who never complain and keep on working with passion.

Travelogues are very important source of information from the eye of the travelers for the history. I always advise the young students to read a few of them. They should note down the social, culture and life style of the common people who are neither kings to live lavishly nor all ambitious for power and wealth .In India when Chinese scholars Hiuen Tsang and Fa-hien visited during the different era and their travelogue help the historians to study and analyze the detail of their time. Traveler, writer Ibn Batuta visited almost all the known world and covered Russia, China, India, Baghdad and Mecca and his information are vital. His works are eye opening for historians that civilization was much advance in certain places in those days what today's current west civilization cannot think. The first serious Traveler from England Mr. Ralph Fitch to have written accounts about India in year 1581-93. Credit goes to him for creating interest among the English to start trade with India. Traveling boosts and benefits the commerce, exchange of culture and sharing of new ideas of common people for different countries. Better means of transportation and communication have enormously increased in recent

times common persons interact with all. This helps in reducing the concepts of nationalism, patriotism and fundamentalism. Since we have advance communication system and it helps in knowing one another realities. Fictitious thinking vanishes and false propaganda lost its importance. Different ethnics' members are marrying and evolving for better relation. Earlier one group member even cared not dare to marry from other groups. Honor killing is nearly collapsing from present society.

Traveling helped Charles Darwin and he had evolved the theory of 'Survival of the fittest' during his voyage with his friend and captain of the ship. He traveled and observed many remarkable developments of nature in different places and concluded his theory that is holding with authenticity.

My idea of narrating the story of Darwin or Sir James Frazer is that everyone has unique way of observations and we should not deprive anyone to visit any place in this world. We do not know when some able or challenged person may revolutionize the mankind with their flash of the ideas while visiting any place. All places should be accessible to all.

'If you can't make it more accessible what's the point?' Accessible tourism is an ongoing endeavour by both public and private organisations to ensure that tourist destinations, products and services, be they private or public, are accessible to all visitors. Popularly considered only of interest to people with permanent disabilities, accessible tourism actually benefits all sectors of society, from those in wheelchairs to parents pushing buggies, elderly travelers, and

people with temporary injuries, such as a broken leg, as well as their relatives, friends and other companions.

My suggestion is we should stop blaming the governments that places are not accessible. I call this civilian and weak approach for crying and begging from government for facility. I believe in military approach where no soldier complain to government for not making road, bridge for their trasporting their equipments and supplies. They temporarilyly make the bridge and cross the hurdle and pack the entire thing for next future hurdles. Similarly we should develop a kit easy to design to meet the challenge of hurdles, erect according to need for accessblity and it should be effordable , easy to carry and repack it.

Between the idea and the achievement, there is one important word. : How

And it is the how that makes all the difference.

I have great admiration for Ms Jani Nayar of SATH, USA who has not only accepted the guest editor of this special issue but also persuaded others for contribution of articles on travelling and hospitality. She did her job with high spirit and her energy level is so high that who so ever come close to her will find similar energy. She has induction personality. This special issue output is her efforts, although this guest editorship is her first assignment and she has done justice to it and this is our first attempt to invite the organization (SATH) engage in accessibility of Travel and Hospitality and collaborated with us for publication of special issue on the concept of Universal/Design For All. I am thankful to staff of SATH and managing committee I hope our esteem readers may find this issue worth in enhancing their vast knowledge.

With regards

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Forthcoming issues:

1.

Chairman ICDRI, Mr. Mike Burks has accepted the invitation of our Guest Editor of our January 2009 Vol-4, No-1 issue of newsletter.

2.

December 2008 vol-3, No-12 issue is our special invited author's issue

3

November 2008 Vol-3, No-11 issue is special issue with Dr Rain Scott as Guest Editor

4.

October 2008 Vol-3 No-10 issue is Special issue as Prof Dr. Jeremy Myerson and Mr. Rama Gheerawo of the Helen Hamlyn Center, Royal College of Art, London, have agreed to be our guest editors.

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Prof Ricardo Gomes of Industry and Design, San Francisco State University has accepted the invitation of Guest Editor and organizing for special issue.

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Regular features Book received, News, Appeal,
Job opening, and many more are in this issue.

About SATH:



The Society for Accessible Travel & Hospitality (SATH), founded in 1976, is an educational nonprofit membership organization whose mission is to raise awareness of the needs of all travelers with disabilities, remove physical and attitudinal barriers to free access and expand travel opportunities in the United States and abroad. Members include travel professionals, consumers with disabilities and other individuals and corporations who support our mission.

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The SATH 13th World Congress will be held January 4-January 8, 2009 at Disney's Contemporary Resort at Walt Disney World® Resort.

Details about registration will be posted shortly.



Jani Nayar has been working with SATH, (The Society for Accessible Travel & Hospitality) since 1995. Having acquired 17 years of travel experience with her own travel agency she wanted to make a difference to the community of people with disabilities. Her long standing involvement with SATH was at first as a tour operator and now as our Executive Coordinator; She is our primary spokesperson and liaison.

SATH provides speakers for radio and television and contributes articles to numerous publications. In this regard she has been interviewed by CNNfn, CNN HeadLines and several radio stations. She has also contributed several articles on disability travel to several publications.

She has conducted training sessions on the internet for organizations such as Career Quest and Rest Ministries. As a representative of SATH, she conducts workshops and seminars at travel trade shows viz New York Travel Show, Vacation.com, International Institute for Peace through Tourism (IIPT), Caribbean Tourism Conference (CTC), South Asia Travel and Tourism Expo (SATTE), India, Rea Tech, Brazil, World Tourism Forum – Destinations 2006, and Africa Travel Association Annual conferences etc.

Her responsibilities also include being a speaker at support group, general public meetings at different types of exhibitions to educate the people about their rights as well as facilities provided for their travel. Jani Nayar's responsibilities

also include nurturing and guiding projects undertaken by SATH from initial set up to completion.

Acting as liaison with state and international governments and trade bodies, planning, organizing and executing sustainable projects on behalf of SATH is part of her work. These projects help them influence both their public and private sectors, making their nations accessible destinations. These projects provide help with the accessibility issues both physical and attitudinal.

She received a Bachelor of Science Degree from The University of Kerala, Trivandrum, India. She was ranked 1st among a student body of 1200.

Guest Editor:



Universal design in the context of Travel and Hospitality for People with Disabilities

When I received the invitation to be the guest editor of this newsletter, my initial reaction was one of slight apprehension and surprise, pleasant nevertheless. SATH (Society for Accessible Travel & Hospitality, www.sath.org) being an organization with no seeming connection to universal design or architecture and given my novice status on the subject, I appeared to be quite the improbable candidate for the job. However, a brief spell under the thinking cap was all it took to clear all my consternations. For an organization that works on raising the awareness of the needs of people with disabilities and the mature for seamless travel, universal design does play an intrinsic and fundamental role. For any kind of travel basic facilities, such as accommodation, transportation etc., are of utmost importance. For any traveler, all these aspects

of travel must be suitable irrespective of age, ability, ethnicity and financial capabilities. Universal design enhances everyone's options and experience.

Thank you, Dr. Sunil Bhatia for this opportunity. This is a great honor for us. It is a matter of great pride to be the first ever travel related organization to do this newsletter. We are striving to bring you the perspective of universal design through the travel industry's eyes. We seek your indulgence if we stray from the technical aspects of design which is the realm of Design For All.

Let's start with what travel is for people with disabilities.

As Simone Banter says "To stay home is not an option anymore. In spite of your disability, life has to be lived to the fullest". In the list of things that make life worth living, travel always finds a place at the top.

I repeat! Staying home is not an option anymore. Cruising to Alaska and exploring the wilderness there, a safari to see the Big Five (elephant, Rhino, Lion, Buffalo and the leopard), up close, canoeing in Canada, joining a group of travelers who are deaf touring Europe, rolling through the Inca ruins at Machu Picchu in your wheelchair - these have ceased to be just fantasies for people with disabilities and has become very possible irrespective of the person's disability.

The US Paralympics Team, after their participation in the games at Germany, was a happy group in two accessible motor coaches on their journey to Switzerland for a well deserved holiday. It was the year 1972. Sharon Myers was

one of them. She was looking forward to getting to her room in the five star hotels, have a shower and be ready for the fun and games. When they arrived at the hotel they found out to their dismay that the elevator that would take them to the rooms did not have wide enough doors! After contacting several hotels they were able to find one that could take them in. Again they were met with a similar problem. The bathroom doors were in their way of getting in. Fortunately the hotel manager had the bright idea of taking the doors off! Even though they had to put up with all those doors cluttering the corridors, they could finally stay at that hotel.

These days we have come a long way from that scenario. Even though there is a lot to be done yet, destinations are becoming "possible" for people with disabilities. Who could have thought that a person in a wheelchair could go to Machu Picchu! With the enactment of the Americans with Disabilities Act in 1990, more and more destinations and possibilities of travel have opened up for people with disabilities. With the estimated aggregate income of people with disabilities in the US exceeding a trillion in the year 2001, travel industry has found it to be "good and smart business sense" to cater to this segment of the population. When you have a disability, thinking of putting together a vacation sometimes looks like a Herculean task if not impossible. It is not just because of the disability, but also due to financial implications. Earlier, only the high-end hotels claimed to have wheelchair-accessible rooms as well as adaptations for other disabilities. Luckily it has changed a lot. The fact that people with disabilities are the largest customer base in The US has brought in a trend towards more feasible accessible travel. Hotel chains such as

Microtel Inns, Ramada Inn etc. are making every effort possible to accommodate this segment of travelers.

With over 10,000 Baby Boomers, those born in the years between 1946 and 1964 and turning 50 every day, this market is projected to grow astronomically. It's estimated that over 70 million people in the U.S. will be over 50 by the year 2015. And people over 50 control over 50% of the national buying power. Of the approximately 54 million Americans, it's estimated that at least 39 million are potential travelers. SATH, an educational non profit organization founded in 1976 to raise the awareness, remove physical as well as attitudinal barriers to free access and expand opportunities for people with disabilities, is striving to get the message across to the travel industry through various travel organizations such as ASTA India Chapter, CLIA, ARTA (American Retail Travel Agents) IIPT (International Institute for Peace through Tourism), ATA (Africa Travel Association) to mention a few. SATH provides assistance to travelers with disabilities to make their travel a pleasant and trouble free experience.

The key to an enjoyable travel is planning. It is the magic key to a safe and "seamless" travel. Special attention must be given to specific needs such as the width of the doors, height of the toilet seats, type of shower facilities and shower benches. People without disabilities will not be aware of the needs so you have to take responsibility to make them understand what exactly it is that you need to make your stay comfortable. The same goes for your transportation needs – be it air travel or ground transportation. They have to be

aware of your needs so that they will have the opportunity to serve you better.

“Overall, the travel industry has made great progress” says Adam Lloyd, founder of Gimp on the Go. “No place is going to be as easy or comfortable as home, but once disabled travelers get out there, they’ll become more confident.” Travel is like any other skill. More you practise, better you become.

When you watch the Paralympics, we cannot but agree with Sharon Myers when she says “It is the environment that makes me disabled”. As per the WHO, disability is determined by the interaction of the person with the environment and shifts the focus from the person himself. The environment can either exacerbate or minimize the experience of disability. Incorporating universal design not only works well for people with functional limitations but should enhance everyone’s experience. Universal Design is a concept to create products and ambience that are accessible for all irrespective of your personal characteristics, age or capabilities. They accommodate a large scale of preferences, capacities and abilities of the users. As defined by the National Endowment for the Arts, universal design goes beyond the mere provision of special features for various segments of the population. As serving the disabled is no longer just a question of law but economic good sense, and the necessities of the society change all the time, we find Universal Design with its seven principals is the right answer.

Jani Nayar

Executive Coordinator

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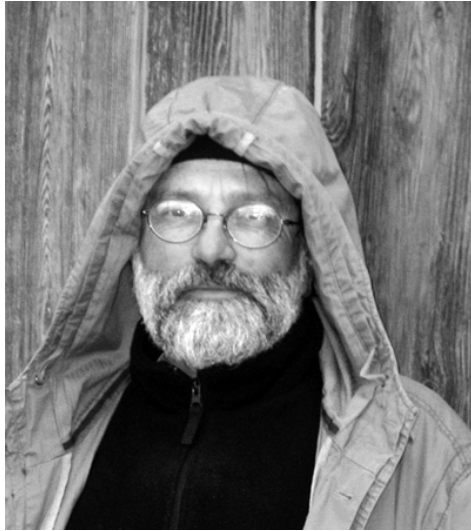
<http://www.sath.org/>



Rosanne Ramos

is Owner and Principal of Inclusion By Design LLC, a United States based consulting and design firm committed to creating built environments, products, systems, and graphic information for people across age and ability. Her hands-on, collaborative style of research, analysis, and design is a result of her multidisciplinary training in Architecture and Industrial Design combined with her 12 years of professional experience. Rosanne's work history is diverse in industry and scope. Her greatest talent is for understanding the multiplicity in human experience and using that knowledge to ensure accessibility in design and user-centered solutions. Her capabilities range from lead designer, project manager, and primary consultant to construction administrator.

Under Rosanne's direction, Inclusion By Design has become an established leader in the field of inclusive strategy for both public and private projects. Her passion and commitment to socially responsible and sustainable design is her life's work.



Wayne Lloyd is a thinker and a writer with native instinct for inclusion. His extensive experience in construction, community development, project management and human relationship, brings an understanding and talent for clear communication to the work he is engaged in.

Wayne is part of the Inclusion By Design team leading Project Development and Management. He is a father, mentor and community organizer.

inclusion by design

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Designing Inclusion

**Rosanne Ramos and Wayne Lloyd,
Inclusion By Design LLC**

We are a multidisciplinary design firm committed to inclusion and social sustainability. We believe that in order for a community to be sustainable, it must be inclusive. Design impacts our daily lives, affecting the ways in which we navigate our environment, in our respective backyards and abroad. As a design firm, we have been privileged to assist a wide variety of clients, private, corporate and public, in evaluating existing conditions both built and human, and in applying user-centered design precepts to the process of creating improved accessibility in whatever project they are attempting to accomplish. In so doing, we have learned that a big part of our responsibility is to help our clients, contractors and suppliers let go of old methods, open up to new possibilities and invest in new thinking. We have been greatly encouraged by this evolutionary growth of understanding and the ability to think inclusively ourselves. We are inspired by the results we are seeing and continue to expand the development of Inclusive Design discourse.

Whether related to Sports, Recreation, Healthcare, Housing, Product Development and Manufacture, Tourism, Information or other field, every industry benefits and is made more efficacious by Inclusive Design. In the tightening and increasingly competitive marketplace of the modern world, Inclusive Design is providing a competitive edge to those willing to practice it by expanding potential markets for their particular goods and services. It is our experience that the

design process itself benefits in the same way and is more effective in delivering quality product when it is user-centered. Another layer of inclusion is added. There are obvious complexities created by opening up the design process to participation by end-users and the larger, effected community. The warnings about the possible detriment to content quality if the process is not carefully managed are not to be ignored. However, we have seen that with due diligence and a balanced skill set in place the advantages to a more open and inclusive process vastly outweigh the potential stumbling blocks.

In 2004 we had an opportunity to consult with a resort hotel on improving accessibility in accommodations for travelers to the island of St. John, US Virgin Islands. Early efforts revealed questions regarding the development of isolated accessible accommodations within a larger inaccessible infrastructure and vacation experience. We quickly noticed that everyone who entered the conversation was hungry for information. Our next question: who all would be part of this larger audience; what information did they need; what potential impact could Inclusive Design have in this resort community?

As we researched answers to these questions, our opportunity to work with one St. John developer, soon evolved into an island-wide initiative to explore accessibility in the island's travel and hospitality infrastructure. Eventually named, "Building A Destination For All 2005," it became a year-long collaborative project that grew to include USVI Government, the USVI Department of Tourism, the USVI National Park Service, Friends of the VI National Park, USVI Hotel & Tourism

Association, USVI Taxi Association, USVI Chamber of Commerce, our original collaborator, Maho Bay Camps and the a long list of residents of the island of St. John. The initiative culminated in a symposium, accessibility action plan, and bill passed by the legislature and signed into law by then Governor Trumbull, which set aside funds for a viability study towards the completion of an Accessible Caribbean Tourist Destination.

The project revealed a range of stakeholders with a variety of motives. There were the obvious governmental and commercial interests, but there also emerged a diverse group of private individuals and groups with interests of their own. However parallel to or divergent from our own ideas they appeared to be, valuing and accepting the interests and concerns of all comers proved critical to both the process and to the content quality of found solutions. We saw these stakeholders as potential collaborators; each agency, corporation and individual brought something important to the mix. There was a clear need for organization and structure to create communication across interests and for finding the common ground on which to begin building.

It fell to us, as designers, to discover what issues were brought to the table and what resources already existed in the group. Sometimes it meant we were pulling, sometimes pushing the process, but as communication and trust built, the project began to generate a vitality of it's own. We were no longer simply designing solutions to meet user needs; we were developing what would become part of our inclusive design process management.

As a design firm committed to Inclusive Design of places, spaces, products, information and systems, we understand why we embrace inclusive design as a practice. It was reassuring to hear the community come to their own understanding. In meeting after meeting with the participants we heard people talking about the economic benefits and the social sustainability our project would bring to the community. We invariably heard them add their recognition that it felt like the right thing to be doing. It was easy to create buy-in across the diverse group of collaborators assembled; excitement was high. But now we were faced with the how to part of the job; how to further identify opportunities for greater accessibility and user-friendly experiences; how to collect useful information and feedback from the end user to assure that our design was meeting expectations and needs; how to continue to raise the bar, re-define the standards, design beyond compliance and open new avenues of opportunity where none were seen to be possible before; how to share best practices between individual collaborators to create a unity of effort across the larger project; how to implement and maintain design for all in a diverse community that had never attempted such a wide collaboration before; how to know what is working and what is not and to continue to improve the effort after you think you have it right.

The answer is that we became managers and facilitators as well as designers. The investment in this management process has proven critical to the project's acceptance and Phase I success. Careful management of a broad collaboration

like this one capitalizes on resources and maximizes opportunities. Following up on “Building a Destination For All” will require us to develop an expanded client management process designed to respond to the extended project scale. By considering and involving the diversity of participation, that management process will help maintain focus and project momentum toward achievement of the community’s shared goal of realizing “A Destination For All.”

We have had a good beginning. If the excitement and promise that came out of this first effort are to be more than a flash in the pan, we will need to continue to fine tune our process and build on what we have learned. We have no doubt in our minds that Inclusive Design, practiced inclusively, is the next tool to be mastered by designers working towards Design For All. We are applying what we learned in the tourism industry to all our work and are seeing the same results. There is work to be done, thinking to expand, but nothing in front of us except solutions to be developed. We are excited by the thought that the era of Inclusive Design has found a strong purchase and attained a new level of maturity.



Collaborators access accommodation
Tom and his brother John discuss beach access with design intern
Michelle



Ileana and her sister identify an area of opportunity for improvement



Maggie Day, Vice President of Maho Bay Camps Inc. and Architect Glenn Speer discuss the next phase of Estate Concordia accessibility efforts with Rosanne Ramos, Inclusion By Design LLC.



Collaborators contribute in "Building a Destination for All."



Designers, travelers with disabilities and their travel companions test beach access

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Herman and Ileana, participants in the vacation experience, are preparing for a kayak tour

Abhishek Ray



This profile was prepared when Abhishek Ray was elected to the Ashoka Fellowship in 2006.

Abhishek Ray is using the emerging genre of Universal Design to engage with builders, architects, city planners and citizen organizations to create inclusive and user-friendly environments that serve not only the special needs of the disabled but take into account the diverse needs of the general population.

Born to a doctor mother and textile engineer father, Abhishek's formative years were deeply influenced by visits to old-age homes where his mother volunteered. His childhood passion was mechanics. A talented artist, Abhishek spent all his free time taking apart mechanical toys and then putting them back together or designing mechanical equipment on paper, sketching it with an obsessive eye to detail.

During his years as a student at the Rizvi College of Architecture in Mumbai, he was drawn towards people-centric architecture and worked on a number of projects linking architecture and industrial design to disability. His projects took him to the nearby slums and today he is a team member of the EU-commissioned program 'How to Build Better Cities for People' as part of the Millennium Development Goals. After graduation, Abhishek went back to his school as an associate professor where he successfully introduced changes in the curriculum. Soon after, he was invited by the Spastics Society of India in the capacity of an architect. This opened up a new realm for Abhishek to introduce Universal Design to the building industry.

Universal Design and an Indian architect

**Abhishek Ray, Ashoka Lemelson Fellow 2006, India
Kanika Jamdar, India**

Design is an all encompassing exercise, which caters to various needs of individuals in the built, and the virtual environments that we reside in. The ubiquitous dialogue in every design process has been the balance of form and function in the process and its consequent realization as a product or environment. Form and stylistic aspect of any design is the most apparent feature as compared to the overall functioning of the concept and the final product. The functional traits of a designed product or environment can be synthesized during the process and often left to the end user analysis. This end user analyses is what makes a conceptually and innovatively designed product ready for mass use and acceptance.

Mass acceptance and use is highly dependent on the rather seamless array of users who can or would want to use the product or be part of the environment that is being devised. Unfortunately this large user base is often not considered to be a part of the design evaluation process. Our processes consider able-bodied humans within the prime adult age group of 20years to 50 years and turn a blind eye to the needs of the others. Children and the elderly alongside people who are differently abled have had to forcefully adapt to the design or the environment that has been devised for an age group they are not a part of.

There is a need to galvanize design to a solution, which serves all. This intrinsic quality of design, which can serve a large

domain of users stands as the prime factor in its acceptability and mass usage and adds the Universal character to itself. "Universal Design" thereby is defined the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.

Universal Design focuses on increasing the usability of a place or product such that everyone has access to it regardless of his or her level of ability. Designers who incorporate the Universal Design concept, design to make their environments and products more user-friendly and usable by a larger population including children, older people and people with permanent and temporary disabilities.

At this juncture it is imperative to understand the seven salient principles that need to be considered during the process of design development that would make the eventual design universal. These principles have been categorized to serve as guidelines for designers in their design processes, or to evaluate an existing design or environment, in order to make his design accessible to all.

The first principle, **EQUITABLE USE**, throws light on making design useful for people with diverse abilities by providing the same means of use for all users, or an equivalent of the same, without segregating any user by equally providing for security, privacy and safety. At the same time, the design should appeal to all users.

Accommodating a wide range of individual preferences and abilities by adapting to the user's pace and facilitating the user's accuracy is the second design principle, **FLEXIBILITY IN USE**, which can be followed by giving choices in the mode of use, for example providing for left and right-handed access and usage.

The design should be easy to grasp, irrespective of the user's current experience or knowledge. Language should not be a barrier. This can be achieved by avoiding unnecessary complexities and by adapting to the user's intuition of the expected. A certain consistency while providing vital information must be maintained. This is the third principle of **SIMPLE AND INTUITIVE USE**.

The fourth principle, **PERCEPTIBLE INFORMATION**, guides the designer to communicate necessary information to the user independent of the user's sensory abilities. Different modes of presentation (tactile, verbal, pictorial) should be used to depict vital information to the user. A contrast between information and its surroundings, description of elements wherever possible, legibility of information, and device/technique oriented design for people with sensorial limitations is a part of this principle.

Hazardous elements should be kept away or eliminated from the design by providing adequate warning and arranging such elements to minimize any unconscious action, constitute the fifth principle of **TOLERANCE FOR ERROR**.

LOW PHYSICAL EFFORT is the sixth principle where comfort of the user is of prime importance by minimizing fatigue levels. Users should be allowed to maintain a neutral body position and repetitive actions should be minimized as much as possible.

Seventh principle, **SIZE AND SPACE FOR APPROACH AND USE**, helps in providing for optimum size and space to approach, reach and manipulate regardless of the user's body size and mobility. Varied hand and grip sizes and space for personal assistance should be accommodated for.

These principles of Universal Design are based only on usability, but in reality a lot more considerations need to be taken care of to make a place accessible to all by including gender, economics, cultural background, environmental concerns and so on in the design process.

Since long, living spaces have been designed keeping in mind an 'average' user. But how many of us fit into this description is questionable. Even the 'average' will out grow this category during his or her lifetime. As children, as older adults, or as people with temporary and permanent disabilities, many are not a part of this 'average' group. Universal design aims to bridge this gap between the average and the remainder.

Universal Design as a concept in design academics and application in a country like India is in a state of infancy. A country as diverse as India with its rich multi-ethnic and racial background has mainstream design attuned to the needs based on cultural and traditional aspirations. Alongside the cultural approach, one needs to also consider the rights

based, socially responsible approach to design process and application. Universal Design caters to all and addresses the fundamental right to access for a larger gamut of people from various age groups with normal and special needs.

Design advocacy remains as the best method of inculcating the importance of this universal aspect of design through the seven basic principles. However one needs to address and adapt to the local scenario for its eventual application. The seven principles broadly allow for this adaptation to occur in order to reach the universality and remain highly dynamic and open to change.

Indian design schools need to imbibe Universal Design Principles from the very formative years of design education. There is no formal training offered in this field. However I firmly believe that the principles of Universal Design are based on observational inferences and end user analyses of a concept thereby allowing for easy and practical human centred testing of environments and products.

Universal design is a revolutionary and leap forward in the evolution of design in the future and shall play a vital role in developing equitable environments for all.

Abhishek Ray
Ashoka Lemelson Fellow 2006

Co-Author
Kanika Jamdar

ECUADOR, A BARRIER FREE COUNTRY

**Arq Sandra Jacome,
ECUADOR**

We would like to express our deep gratitude to the Society for Accessible Travel & Hospitality represented by Jani Nayar, for the invitation to participate in Design for All Institute of India's Newsletter, to present the experimental project "Proyecto de Apoyo a la Gestión Local en el Ámbito de las Discapacidades en el Ecuador "(A Project to support local management for special needs in Ecuador).

The following document is a testimonial of the experiences CONADIS (el Consejo Nacional de Discapacidades, the National Council for Disabilities) and AME (la Asociación de Municipalidades Ecuatorianas, the Association of Ecuadorian Municipalities), have been going through in relation to a project of vital importance as is the participation in the social inclusion of people with disabilities and the challenges they face daily due to their realities and complexities.

Ecuador is a beautiful country; located on the Equator, in South America, with 13.7 million inhabitants, where the current President Mr. Rafael Correa has initiated a government policy to eradicate and prevent disabilities, provide support and rehabilitation for people with disabilities. This project has been named "Ecuador sin Barreras" (Barrier Free Ecuador).

This Policy was envisioned by the Ecuadorian Vice-president, and is carried out mainly by CONADIS and AME.

Public Policies are promoted to provide solutions for people with disabilities with the intention to build a welfare state, both in the field of physical and mental well being to create an environment for good living.

The Project involves the search of solutions for the elimination of architectural, urban, transportation and communication barriers as well as creating an adequate and adapted environment for rehabilitation and therapy in several cities.

Ecuadorian Vice President, Lenin Moreno's personal experience, as a person with a physical disability, is a main factor for motivation and the support received to develop this Public Policy.

Based on Executive Order # 338 of May 23, 2007, the Vice President's office, CONADIS and AME signed an agreement, which made it a priority to provide support to the states to manage the field of disabilities in Ecuador,

The Project focuses on two components:

- 1. Removal of Barriers in the fields of Architecture, Urban environment and Transportation.**
- 2. Creation and maintaining Basic Rehabilitation Units.**

Project achievements

This project came into being due to the necessity to assist, in some way, all the people with some form of mobility

impairment in the country, which at present, is about 1,608.334 inhabitants, which represents approx. 12.14% of the total population; statistics says that at least 184.336 families have a member with some disability in their homes. Considering that their rights have not being met properly, these people are deprived of attaining their full potential in their lives.

3. Component 1: 1. Removal of Barriers in the fields of Architecture, Urban environment and Transportation.

This component researched and analyzed the construction of ramps for easy access into the public service buildings and spaces. The idea is to adapt the public lavatories, provide horizontal and vertical signs on the streets, create accessible transportation, communication at every strategic place that has a great circulation of people, (streets, parking places, parks, cultural centers, religious places, etc) for helping the PwDs who live in the Municipalities and Counties of this project.

To achieve this purpose, awareness campaigns were conducted to point out the importance of the project to the people. These campaigns were broadcast on various media outlets such as the newspapers, radios, TV etc. to call in the community and professional associations to train them to comprehend this project. The main goal of this training was to attain the acceptance and the cooperation of the people at different levels of participation.

The first stage of the project was executed in September 2007, with the participation of 98 Municipalities. Full 67 of

them agreed to work on removal of architectural, communication and transportation barriers with the building of ramps for the PwDs to access different places. They were agreeable to initiate putting up vertical and horizontal signs. The remaining 31 Municipalities participated in the construction of Basic Rehabilitation Units (BRU).

The economic contribution from CONADIS for each Municipality participant was \$15,000 dollars. An additional \$15,000 dollars would be contributed by the Municipality. The possibility still remains for the Municipalities to make a larger contribution depending on the size of their individual project.

At this stage training sessions were conducted with the objective to have trained staff to supervise and evaluate the development of the project. In addition, meetings with the representatives of the different municipalities took place in the cities that had progressed better during the implementation of the project. The purpose was to exchange experiences for mutual benefit and to replicate the achievements of some, for the benefit of other cities. In this exchange of knowledge and experiences, there was participation of authorities such as the Mayors, deputy mayors, Councilpersons and CONADIS Coordinators. For this process, the Technical AME team put together a fundamental strategy to use different types of audits for the usage and functionality of the ramps and public lavatories.

There were some activities together with people with disabilities showing real situations that the PwDs have to face every day. This practical training was to raise the awareness of the municipality's delegates and other participants and

sensitize them on the problems faced by PwDs due to their physical disabilities.

Expected results were achieved and the need for some changes was identified. The need for making some changes and technical adjustments were proposed by the participants after the audits.

Thus Technical Staff accomplished their goal: "Sensitizing for a new civic coexistence".

Component 2: 2. Creation and starting of the Basic Rehabilitation Unit

According to the research "Ecuador, Disability in Numbers", irrespective being in a rural or urban sector, the 79% of the people with disabilities do not have social security coverage; the 84% of them do not have health coverage and 90% of them need medical services due to their physical problems. More than 500 thousand people present multiple severe limitations to perform some activities and they are restricted in daily activities such as to move from place to place, education and learning activities, to be part of the community life, personal self care, daily domestic activities, and a job with fair remuneration.

The 33% of the PwDs had received therapy in around 60 public medical services until the 2005. In our country, since most of the Rehabilitation Centers are located in the capitals of provinces it makes it difficult for some to get proper medical attention.

Historically, the social departments of the ministries have been responsible for the state policies, as well as fulfillment of the rights of the persons with disability. At present the Rehabilitation Service of the Ministry of Health is located in 13 major cities around the country, where other government and private institutions also exist. However the facilities are not able to fulfill the demand. Projecting a population increase by 2010, there will be 1,780,087 inhabitants with physical disabilities (an increase at the rate of 2.05%), the coverage of the specialized services in Rehabilitation will be more deficient, making it necessary to have larger social, economic, politic and human efforts to improve assistance to this vulnerable group.

Hence 31 Basic Rehabilitation Units were created, placed in Municipal Medical Centers or as part of Health Units from the Public Health Ministry. This BRU meet the needs of people with disabilities which may potentially evolve into temporary or permanent, especially of neuromuscular-skeletal kind of low or medium risk or high-risk ones, previously treated by other complex rehabilitation services, as a complementary support therapy. These BRU offer therapeutic attention mainly with electro-kinetic agents in order to reach the maximum functional-somatic recovery and complementing the integral well being of the patients by means of pertinent referral to other professionals or entities in the attempt of developing an integral rehabilitation network.

The initiation of changes in this sector to deal with disabilities in every municipality was made possible due the commitment, technical knowledge and social responsibility of the local

authorities. This was possible especially by the means of work done in the promotion, spreading and raising of the awareness provided to the community in terms of respect and equity of rights and opportunities. The concept of people's participation also contributed to the whole process, not only as planners, but also as community performers working together with authorities to achieve common well-being.

Inclusion of the Tourism Subject as a proposal to the project

The future shows that new challenges must be faced with ethics and responsibility. The project started in Ecuador has an added value, to create new options in Tourism to a sector of the population that has been left out for a long time.

The State, looking for a consolidation as a Social Welfare State, identifies certain cases of social convergence; one of its core is the Tourism Sector, which functions as a fundamental variable for the development of a country such as Ecuador.

The traditional tourism activity leaves out, in most cases, the access and entertainment of the diverse tourism sceneries for PwDs. Ecuador, with a territory of 255.970 Km², is one of the most important tourism destinations, it has the second biggest reserve of sweet water in the world and has the privilege of having an important mega-diversity of the planet. Its capital, Quito, was the first city in the world to get the distinction as Cultural Heritage of the Mankind in September 8th of 1978. We must accept the challenge of building a country with facilities that the PwDs from all over the world would need to travel in the country.

The city of Baños is a great example of how a project for PwDs could be done, allowing better access to the tourist attractions. This city held the First Seminar of Tourism for People with special needs promoted by the Counselor Alfonso Morales, who uses a wheelchair and who dedicates his life to providing the PwDs, both natives and foreigners, ways to enjoy a leisurely paced tour in his city.

Second stage of the Project development

Under the Universal Design Concept, “a world with accessible and functional cities, where people live together in fair conditions”, the Ecuadorian Government has considered the need to continue with the project developed last year, giving the opportunity to other Municipalities, to participate in this project, learning from the experience of 2007 and setting up the laws to implement accessible designs.

Ecuador, through the law of Promotion and Attention to the Programs directed to vulnerable sectors in local governments, consider the investment of at least the 10% of its non-tributary incomes.

CONADIS¹ and AME² join efforts to continue supporting technically the Municipalities that are part of this second stage of the project, both suggesting some works of adaptation of the areas with basic infrastructure, based on

¹CONADIS Team work: **Stage 1:** Dr. Ramiro Cazar, Dra. Maria Olivia Coello, and Provincial Coordinators.

Stage 2: Dr. Julio Hinojoza, Sr. Xavier Torres, Dr. Eugenio Peñaherrera, Arq. Fabián Guerrón, Arq. Geovany Franco, Srta. Gloria Llano and Provincial Coordinators.

² AME Team work: **Stage 1:** Arq. Magdalena Álvarez, Lcda. Fany Zurita, Arq. Patricia Valarezo, Arq. Sandra Esparza, Dra. Mónica Ullauri.

Stage 2: Arq. Fernando Argüello, Arq. Mariana Salinas, Arq. Sandra Esparza y Dra. Mónica Ullauri.

the purpose to optimize the investment of the applied resources.

It is necessary to participate in the exchange of experiences between the countries that develop similar projects and has obtained successfully results.

In case of having the support of the Society for Accessible Travel & Hospitality, details of new ongoing process about this subject will be shared at a future date.

Arq Sandra Jacome,
ECUADOR,

Annexe 1

Some Photos of the Experience lived in Ecuador



Carchi Province, Tulcán City.
Accessibility audit in the city



Carchi Province, Mira City
an adequate urban order

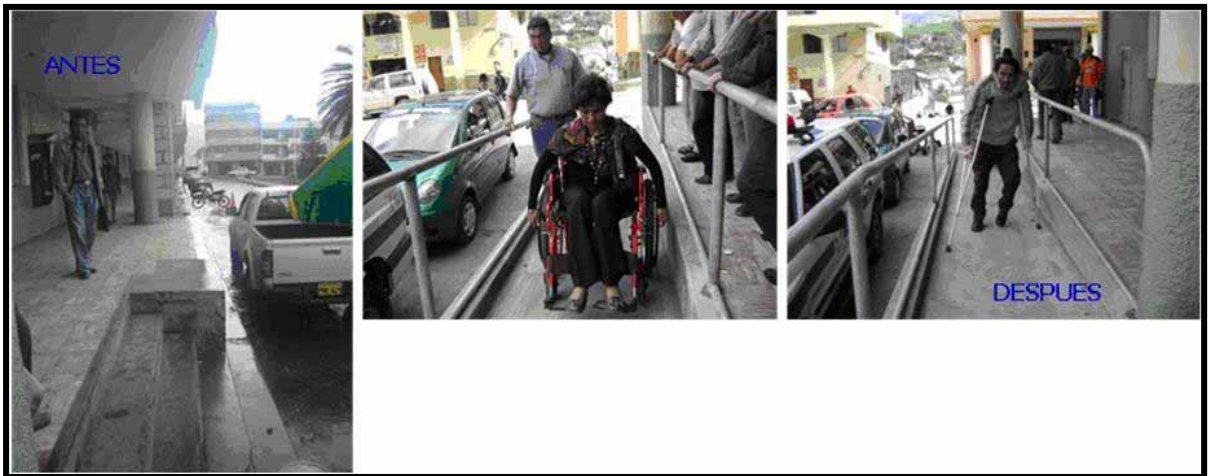


El Oro Province, Santa Rosa city.
Accessibility audit





Morona Santiago Province.
PwD Access to the Lavatories



Bolívar Province, San Miguel city.
Accessibility audit of the Municipality Building (before and alter)



Galápagos, San Cristóbal Island
Accessibility audit



Bolívar, Guaranda city.
Graveyard access



Manabí province, San Vicente city.
Access to the beach.

Annexe 2:

CREATION AND STARTING OF THE BASIC REHABILITATION UNIT



Version 1.2 updated on 20.July.2008 **Recommended *Minimum* Requirements for Disabled Friendly Hotel Architecture**

Volker Posselt Neugasse 21 69117 Heidelberg GERMANY
Tel: +49 6221 329 544 Fax: +49 6221 657 432
posselt@rollontravel.de www.rollontravel.com

If you are planning to construct a new hotel, hostel or guesthouse kindly follow this simple guidelines *for all of your rooms* to provide more hospitality to disabled and elderly customers. Following these guidelines for all rooms does not mean that you don't have to build accessible facilities according to your local standards and laws.

What do disabled customers need?

Before booking a room, a disabled customer simply need to know if he can use an accommodation or not. Every disability is different, so it is impossible to do it right for everybody. But if architects follow this recommendations the general needs of most disabled customers can be satisfied.

Situation

Many architects and hotel developers don't know how to build accessible rooms.

Even special accessible rooms are all designed different. There are different standards for accessible architecture all over the world but most countries don't enforce any standard.

Main Problems

The bottlenecks are the too narrow bathroom doors, the design of the bathrooms and steps on the way to the rooms or into the bathroom.

Architectural Guidelines

- All passages and doors should be at least 80 cm wide
- NO steps from street level to the rooms
- Slopes and ramps should be at least 1! high on 10! long
- Doors should not open heavy and stay open
- The Lift should be spacious and at least 110 cm deep
- 80 cm space next to the bed
- Provide the architectural layout of your rooms to disabled customers

Architectural Guidelines for the bathroom

- The bathroom door has to be at least 80 cm wide
- NO steps to or inside the bathroom
- 80cm space next to the toilet
- Clear circulation space to turn a wheelchair. (Circle with a diameter of 150 cm)
- A roll in shower area is preferable to a bathtub
- NO step to the shower but only an area with deeper level (slopes)
- Handheld shower head

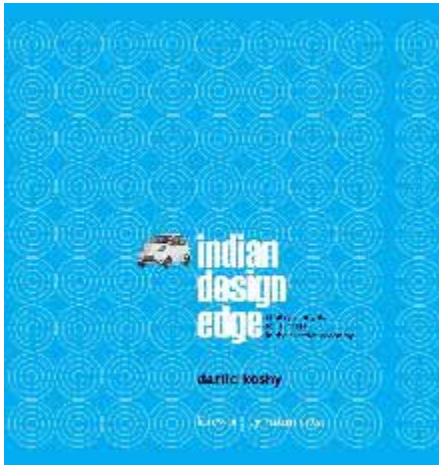
Minimum Safety Guidelines

In case of emergency the staff will have to assist disabled customers to evacuate. Be aware that *deaf people can not hear the fire alarm!*

Book Received:

Indian Design Edge

Dr. Darlie Koshy



Indian Design Edge, attempts to trace and touch upon the evolution and growth of Indian design which makes it possible for design to add and realize value and to create brands in the new age economy.

Hardback | 8 x 9 | 176 pp

ISBN 9788174366702

Rs.695.00

About this book

Breaking the glass ceiling of existing perceptions and mindset about Indian design, Dr Darlie Koshy, an internationally acclaimed design management expert, in Indian Design Edge, attempts to trace and touch upon the evolution and growth of Indian design which makes it possible for design to add and realize value and to create brands in the new age economy.

This book is a step towards creating a vision for India to assume leadership in the world of design. Indian Design Edge has a 'hands on, minds on' approach emanating from years of experience as an academic leader, researcher, top manager, consultant and, above all, an innovative thinker. There are illustrative design case studies, historical milestones, policy perspectives, industry insights and scenario analyses inspiring the reader to explore, discover and unleash the power of Indian design for success and growth.

About the author

Director of NID, Dr Darlie Koshy began his professional career in the handlooms and textiles sector and later joined the NIFT as a founding faculty member and held the position as the

Chair of the Fashion Management Studies, contributing substantially to the institute's positioning in its formative years. In 2000, he was appointed the director of the NID and soon joined the Executive Board of the world apex body of design, ICSID. Dr Koshy has spearheaded a complete transformation of NID in a short span of eight years which is now recognized as one among top twenty-five design institutes in the world slated to become shortly the country's first multi-disciplinary, multi-campus national design university.

News:

1.

We are pleased to announce that our July 2008 editor Professor Jim S Sandhu has been invited by the French Presidency of the Council of Ministers, the Austrian Government and the European Commission to chair a session at the 2008 e-Inclusion Ministerial Conference 30 November to 2 December. It will be held in Vienna in the Reed Messe Congress centre.

This conference in Vienna is a landmark event, bringing together information society and inclusion in the economy and society. Its objectives are to celebrate achievements and showcase successes in the field of e-Inclusion in Europe and beyond, take stock of what still lies ahead, reinforce existing commitments and refine the future European e Inclusion agenda.

The conference attendance is by invitation only and will see the participation of more than 1200 delegates including Ministers, top-level executives from industry and public administrations and first class academics, providing a platform for high-level debate and facilitating the exchange of ideas.

Professor Sandhu will chair the session entitled "Inclusion 20/20: Sharing International Experiences". The other invited speakers are Mr. Derek Hanekom (Deputy Minister of Science and Technology, South Africa), Ms. Jayalakshmi Chittoor (Programme Coordinator, Centre for Science, Development and Media Studies, Noida, U.P., India), Br. Andrew de Carpentier (Director, Holy Land Institute for the Deaf, Salt,

Jordan), and Mr. Cezar Alvarez (Digital Inclusion Coordinator of the Federal Government Brazil).

The session will examine the growing need to share international experience and best practice in order to support the inclusion not only of the elderly and persons with disabilities, but also of disadvantaged societal groups – especially in low income countries.

2

Announcing the Launch of Free2Wheel – Indian Tourist Guide Exclusively for Travelers with Disabilities



Free2Wheel, a first of its kind information service in India, endeavours to encourage people using wheelchairs in getting out and about. This web site has over 1600 listings of places of interest in Delhi and NCR like budget and star hotels, shopping malls, historical monuments, restaurants/bars/pubs/nightclubs, cafe, currency exchange counters, and tourist information centres etc. Each listing is accompanied with an accessibility overview of the site.

This portal provides an interactive zone, and we invite you publish your travel-logs, upload pics of your latest escapades, rate and comment on the enlisted places so that most people can benefit from your experiences. Most importantly, we will

be grateful for any feedback that can assist us in improving this website and the soon to be released travel guide.

Free Your Wheels & Enjoy Delhi !!

Log onto www.Free2Wheel.co.in

Kind Regards,

Vikas Sharma | Chief Access Consultant | AccessAbility
Postal Address: D8/8073, Vasant Kunj, New Delhi -110070
Office Address: 111/9, Kishan Gargh, Aruna Asaf Ali Road,
Vasant Kunj, New Delhi – 110070
Tel: + 91 11 3266 0862 | + 91 11 2452 6098 | Mob: + 91
9910 383 522
Website: www.AccessAbility.co.in

EmployAbility | AbilityForum | Free2Wheel

3.

Dear Friends,

It gives me tremendous pleasure to inform you that 'Incredible India' campaign of the Ministry of Tourism (Government of India) has listed our latest initiative Free2Wheel (www.Free2Wheel.co.in - the only Indian Travel Guide for Disabled Tourists) on their home page at www.IncredibleIndia.org

Not only this the first time that a premier website of the Ministry of Tourism has collaborated with a Social Entrepreneurship but this also reiterates the Government's commitment to promote Inclusive Tourism in the country.

Kind Regards,

Vikas Sharma | Chief Access Consultant | AccessAbility
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Vasant Kunj, New Delhi – 110070
Tel: + 91 11 3266 0862 | + 91 11 2452 6098 | Mob: + 91
9910 383 522
Website: www.AccessAbility.co.in

3.

Prime Minister Dr. Manmohan Singh on Tuesday

announced a package of measures for the all-round development of Assam.

The Prime Minister, who was on a two-day visit to Assam during August 25-26, reviewed the entire gamut of issues concerning development, security and welfare of the people of Assam, along with Assam Chief Minister Tarun Gogoi and prominent members of his cabinet.

On this occasion, the council of Ministers submitted a memorandum.

Dr. Singh said a world-class university would be set up in Assam. The State Government will provide suitable land for the project.

Under the proposed Centrally Sponsored Scheme for "Model schools", every block in Assam will get one Model school.

The Prime Minister said the Ministry of Road, Transport and Highways will take up the OholaSadiya bridge which will be completed by 2013. The Numali-Gohpur bridge linking Jorhat to North Lakhimpur will also be taken up and completed by March 2013. The State Government will finalise the alignment and provide land at the earliest. The North Guwahati-South Guwahati link will be completed by December 2010.

He said the centre would provide the necessary assistance for setting up a centre of the Rajiv Gandhi Institute of Petroleum Technology, in Assam.

The Central Government will set up a national design institute at Guwahati, on the pattern of the National Institute of Design, Ahmedabad.

The Prime Minister said the North East Industrial Investment Promotion Policy (NEIIPP) will be suitably reworked so as to provide maximum advantage.

The Central Government will assist the Government of Assam in setting up a State Skill Development Mission to encourage employment and skill development among the youth.

Two India Reserve Battalions would be raised and deployed for riverine policing. The Centre will help to train them and

also provide specialized equipment. The Border Security Force (BSF) will provide fixed Border Out Posts (BOPs) in riverine areas to strengthen riverine patrolling.

The Central Government will assist the State Government in establishing a State-level University of Science and Technology as well as a Law School and Judicial Academy in Assam.

Flood control measures for an integrated development of Majuli will be accorded high priority and adequate funds will be provided for the purpose. A high level Monitoring Group, with representatives of the Central Government, the State Government and the Satradhikars, will be set up to guide the process. An allocation of Rs. 20 crores as Additional Central Assistance for Majuli, will be made available to the Government of Assam.

The Central Government will provide additional assistance of Rs. 250 crore for the integrated development of the Bodoland Territorial Council (BTC). In so far as the other autonomous Councils of North Cachar Hills and Karbi Anglong are concerned, the State Government will prepare and submit a plan for the integrated infrastructure development, to be funded from the 500 crore rupee corpus recently announced by the Union Finance Minister for infrastructure development in the North East.

The Central Government will set up a Science City in Guwahati. Together with the Planetarium, this will give a boost to science education in Assam and the entire North East Region.

As requested by the Chief Minister of Assam, the Central share in important schemes for rural areas, in the areas of rural water supply and rural sanitation, has been enhanced to 90 per cent for the benefit of Assam as also the other North Eastern States.

The Union Tourism Ministry will make a blue print for the integrated development of tourism for the North East, with Guwahati as the hub.

The Prime Minister also discussed with the Chief Minister and his cabinet colleagues the other issues raised in the memorandum. He assured the State Government that the problems of flood erosion, excise duty exemptions, broadband

connectivity in rural areas would receive serious consideration by the Government.

He declared that the Central Government would continue to make all possible efforts for the development of the people of the North East, and that resources would not be allowed to become a constraint. (ANI)

4

Italian interior design institute to open branch in Mumbai

The 'Istituti Callegari Milano' - an Italian Fashion and Interior Design Institute having 120 branches in Italy, has announced its launch in India.

The institute's first branch will come up in Andheri, [Mumbai](#) which will be a replica of the Italian Institute.

"Istituti Callegari, aims to provide a high quality teaching and learning experience for all our students. As an institution, Istituti Callegari is committed to help its students to achieve their full potential through a range of professional courses", an official from the institute told NNE.

"The [Mumbai](#) branch of the institute will have only 18 students in each batch to ensure personal attention with the faculty", the official added.

The Istituti Callegari was founded in 1937 and since then has always been involved in professional training and specialization in the fields of fashion and design.

Istituti Callegari is a renowned Italian brand specialized in training the most sought-after professional figures in the fashion and interior design industries.

"Istituti Callegari students will have the opportunity to study the elements that determine themselves in close contact with the concept of "made in Italy". Istituti Callegari enhances the student's conceptual skills as it helps them to begin with an idea and then take that idea through construction process to a finished product".

Valentino, Prada, La Perla, United Colors of Benetton, Diesel, Replay and Squibb are a few companies who trust Istituti Callegari for their company training, for their employees'

professional development and for recruitment of qualified personnel.

Anna Florenzi, famous author and designer with major Fashion And Design Companies in Italy and Europe is the institute's official in-house designer.

The teachers who work at the Istituti Callegari are qualified professionals trained in Italy.

The institute will offer specialized training in 5 areas viz.

Styling, Fashion Pattern Making, Interior Designing, Accessory Designing and Times & Method Analyst.

The minimum eligibility criteria for the courses are as follows: High School (Part Time Course); High School + Course Related Experience (Full Time); HSC (Full Time)

Interested students may contact:

A/12, 1st Floor, Narayan Plaza,
26-A, Chandivali Road, Saki-Naka

Andheri (E) **Mumbai** - 400072

Tel. 28473326/28471541/28477353

Fax: 91-22 28475445

E-mail: mumbai@istitucionallegari.com

Web Site: www.istitucionallegari.in/eng

5

User Interface Design Update Newsletter - August, 2008.

Back-to-School Reading

View in HTML -

<http://www.humanfactors.com/downloads/aug08.asp>

(html version includes references)

In this issue:

Susan Weinschenk, PhD, CUA, Chief of Technical Staff, gives her recommendation of must-read books for usability and user experience professionals.

5.

Dear Colleagues,

I am pleased to announce the publication of Volume 2, Issue 2 of the International Journal of Design -- Special Issue on Cultural Aspects of Interaction Design. The table of contents is listed at the end of this email. All contents are freely available online. You can read, download, or forward these articles to your colleagues.

We sincerely invite you to submit your best work to the International Journal of Design. Please refer to Author Guidelines online at www.ijdesign.org.

Best Regards,

Lin-Lin Chen
Editor-in-Chief

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Special Issue Editorial: Cultural Aspects of Interaction Design

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Requirements for the Design of Advanced Driver Assistance Systems – The Differences between Swedish and Chinese Drivers

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Exploration in Emotion and Visual Information Uncertainty of Websites in Culture Relations

Tzu-wei Tsai, Tien-Chun Chang, Ming-Chuen Chuang, Ding-Ming Wang

Political and Cultural Representation in Malaysian Websites

Adrian Min Choy Tong, Keith Stuart Robertson

Social Interaction Design in Cultural Context: A Case Study of a Traditional Social Activity

Ko-Hsun Huang, Yi-Shin Deng www.ijdesign.org

6.

NID is offering a new program in photography

Have a look at the link to see the details

http://www.nid.edu/study_programme_pgc.html

Dr. Deepak John Mathew Asso. Sr. Faculty NID-
Communication Design

7



8.

Inclusive Tourism facilities mandatory for projects & tourism sites: MoT

By Krupa Vora | New Delhi

To further augment the tourist arrivals in the country, Ministry of Tourism (MoT) has made it mandatory for all projects and tourists sites being developed that are being funded by it to incorporate elements of Inclusive Tourism, a segment that comprises and services People with Disabilities (PwD). As part of this mandate, all projects funded by MoT from now on will have facilities to cater to PwD like ramps, parking areas, restrooms etc. which will make travel convenient for PwD tourists. However, the Ministry is yet to take a call on developing facilities for tourists with special needs for projects that are already underway.

Speaking to Travel Biz Monitor, Devesh Chaturvedi, Director, MoT said, "It is mandatory for all MoT funded projects to provide facilities for Inclusive Tourism. This will help expand the scope of travellers coming into India." There will be no separate investment for creating facilities for Inclusive Tourism as they will be part of the blue print of the projects.

"The projects and requirements to address the needs of Inclusive Tourism is very large, however if this is taken up in a phased manner it will work wonders for the tourism industry of India. Also, initially the facilities should be implemented at select destinations like for instance ones in the Golden Triangle, to study the effectiveness. Later the initiative can be implemented at other tourist destinations

across the country," said Rajiv Kohli, President, American Society of Travel Agents (ASTA) India Chapter. Last month ASTA, Society of Accessible Travel & Hospitality (SATH) and MoT in conducted a series of seminars addressing the need for developing Inclusive Tourism in India.

9.

model center opens in **India**

FOR IMMEDIATE RELEASE:

Contact: Julie Holmquist

Sept. 17, 2008

(952) 838-9000

PACER, IBM partner to open model center in India for **people with disabilities**

The first comprehensive **assistive technology center** serving people with disabilities in India opened on Sept. 13, thanks to a partnership between PACER Center, **IBM Corporation**, and the **Spastics Society** of Karnataka (SSK) in **Bangalore, India**.

"This center will be a model for the rest of the country," said Paula F. Goldberg, executive director of PACER Center, a national parent center in the U.S. "We're very excited about this tremendous opportunity, and we appreciate the support of corporations in India and the U.S. to make this center a reality."

More than 350 people attended the Sept. 13 inauguration of the **Spastics Society** of Karnataka **Assistive Technology Centre** for Education and Life Skills Training on the campus of the SSK, a nonprofit agency serving children and young adults with disabilities. The new center will give **people with disabilities** in India the opportunity to learn, communicate, and participate more fully in many work and life activities.

Through a collaborative effort involving parents, professionals, and consumers, the center will provide numerous services, including technology consultations, workshops on technology-related topics, individual training, and library facilities. The new center was modeled after PACER's Simon Technology Center in Minneapolis, Minn.

The opening of the center "is a milestone in international cooperation," said inauguration keynote speaker Paul Ackerman, Ph.D., an international consultant on disability and a noted author. He was formerly with the **United States Department of Education**, providing assistance to projects aiding children and adults with disabilities in India.

Shanker Annaswamy, **Manager Director**, **IBM India** Pvt. Ltd, also spoke at the inauguration. "IBM is committed to enable differently challenged people with technology and expertise. Our volunteers and consultants are engaged in supporting this centre," he said. "It's heartening to see how quickly children are adapting and growing when they get access to these types of **assistive technologies**."

The inauguration's guest of honor was Shri. P.M.Narendra Swamy, Honorable Minister for Women and Child Development, Government of Karnataka. The ceremony was also attended by Mrs. **Rukmini** Krishnaswamy, executive director of SSK, Bridget Ames, coordinator of PACER's Simon Technology Center (STC) in the U.S., and others.

PACER Center provided training for the SSK staff and solicited corporate donors and assistive technology vendors to contribute technology, financial gifts, and volunteer time to help build and support the center. IBM donated the hardware and **Accessibility** Works software. IBM consultants and volunteers will also help support this center.

About Assistive Technology

Assistive technology (AT) is a device or technology that helps a **person with disabilities** perform tasks they were unable to accomplish or had great difficulty doing.

About Spastic Society of Karnataka

Spastics Society of Karnataka is a Non-Government Organization (NGO) dedicated to the welfare of persons with neuro-muscular disorders and **developmental disabilities**.

For more information, visit:

<http://spasticssocietyofkarnataka.org/>

About PACER

A national organization based in Minnesota, PACER works to expand opportunities and enhance the quality of life of children and young adults with disabilities and their families, based on the concept of parents helping parents. Learn more at www.PACER.org.

About IBM

For more information about IBM, visit <http://www.ibm.com>
<<http://www.ibm.com/>>

Appeal:

1.

My name is Masood Nasser and I am a practitioner in the field of OLM, IA, and **Web analytics** from 1996. I have turned an entrepreneur since the last 7 months with my first product being launched.

The following interview is for my upcoming book, the Synergy between online Branding, web analytics, and **Information Architecture**.

The Interview has 10 Questions and will not take more than 10 minutes to answer. All these are **multiple choices** with the exception of your name and email ID. I am an IAI member and will never use these lists for any marketing purpose. Scouts honor!

Survey for a book on the synergy between Information Architecture, Web analytics and Branding
Masood Nasser

3.

CMC 2009 conference proceedings will be published by the IEEE Computer Society CPS and all papers in the proceedings will be included in EI Compendex, ISTP, and IEEE Xplore.

2009 International Conference on Communications and Mobile Computing (CMC 2009)

January 6-8, 2009

Kunming, Yunnan, China

Call for Papers & Expo

CMC 2009 intends to be a global forum for researchers and engineers to present and discuss recent advances and new techniques in communications and mobile computing.

CMC 2009 conference proceedings will be published by the IEEE Computer Society CPS and all papers in the proceedings will be included in EI Compendex, ISTP, and IEEE Xplore.

Important Dates:

Paper Submission Deadline: 31 July 2008

Review Notification: 31 August 2008

Final Papers and Author Registration: 30 September 2008

Kunming is known for its year-round pleasant climate and is often called the "Spring City" or "City of Eternal Spring". A historic site of 6 million people and the capital city of Yunnan province, Kunming is a transport hub to Yunnan's other breath-taking destinations, such as Lijiang, Dali, and Shangrila.

In addition to research papers, CMC 2009 also seeks exhibitions of modern products and equipment for communications and mobile computing.

If you have any questions, please email us at cmc2009@world-research-institutes.org

Organizing Committee

General Chair : Michael King, World Research Institutes, USA
Technical Program Committee Chair: Cheng-Xiang Wang, Heriot-Watt University, UK

Symposium Chairs: Lawrence Yeung, The University of Hong Kong, Hong Kong, China; Pingyi Fan, Tsinghua University, China; Hamid Sharif, University of Nebraska-Lincoln, USA

Publicity Chair: Nitin Upadhyay, Birla Institute of Technology and Science (BITS), Pilani Goa Campus India

Technical Symposiums

1. Wireless Communications Symposium
2. Wireless Networking Symposium
3. Optical Communications and Networking Symposium
4. Mobile Computing and Internet Symposium
5. Computer and Network Security Symposium

Nitin Upadhyay

Publicity Chair (CMC-2009, China)

Computer Science & Information Systems Group

Birla Institute of Technology & Science (BITS), Pilani-Goa Campus

NH-17B Bypass Road

ZuariNagar, Goa-403726

INDIA

Email: upadhyay.nitin@gmail.com, nitinu@bits-goa.ac

4.

The Charles Wallace India Trust is an arts, heritage conservation and humanities scholarship fund. It supports talented Indians in

the early or middle stage of their careers (25 to 38 years, with 4 years experience) to spend focused time in the UK, helping to achieve their artistic, professional or academic ambitions.

The Trust invites applications for the year 2009 - 2010 for the following

- * Fully funded awards in the arts and heritage conservation.
- * Visiting Fellowships of between two and three months, also fully funded.
- * Grants towards the costs of short research or professional visits (these do not cover full costs)
- * Grants towards the cost of the penultimate or final year of doctoral study at a UK university.

The fully funded awards cover fees, living expenses as well as international airfares. More details about these awards, the selection criteria and application are available on www.britishcouncil.org.in/scholarships

Closing date: 31 October 2008

For further information, please contact cwit@in.britishcouncil.org

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The British Council is a registered charity 209131 (England and Wales) SC037733 (Scotland). Our purpose is to build mutually beneficial relationships between people in the UK and other countries and to increase appreciation of the UK's creative ideas and achievements.

5.

We take pleasure in informing you about the forthcoming Part II Special Issue of i-manager's Journal of Educational

Technology (Vol No: 5, Issue No: 3; Oct – Dec '08), which is focusing on "*MEANINGFUL LEARNING WITH EDUCATIONAL GAMES*" with Dr. Myint Swe Khine, Associate Professor, Emirates College for Advanced Education, Abu Dhabi, as Special Issue Editor.

We invite your contribution towards this issue to enrich our readers with your expertise and acumen.

Kindly find the Call for Paper attached herewith to know more on the range of topics.

Ms. Shony

Sr. Associate Editor

i-manager's Journal of Educational Technology

Phone: 91+-4652-227816

email: editor_jet@imanagerpublications.com

url: <http://www.imanagerpublications.com/>

Program & Events:

The Ministry of Science & Technology, Government of India and Bentley Systems, Incorporated today launched the 2008-2009 Future Cities India 2020 competition finals. Currently in its third year, the competition encourages students to help prepare India's cities for the year 2020 by providing design solutions to real-world infrastructure challenges. This year's competition challenge focuses on Indian Railways' recently announced plans to redevelop 22 of its centuries-old railway stations into world-class facilities. Students must create a conceptual design plan to upgrade the New Delhi Railway station, the first facility on Indian Railways' redevelopment schedule. The program, which is open to all students attending schools in New Delhi and the National Capital Region (NCR), is sponsored by the Department of Science and Technology (DST) and Bentley Systems. Additional co-sponsors this year include McGraw-Hill Education and The American Center.

Scott Lofgren, global director of Bentley's BE Careers Network, said, "Infrastructure sustains our world and serves as the interface between people and our planet. It provides the critically important facilities, services, and installations needed for the functioning of our society and the well-being of its people.

"The people of India know this all too well and face the challenge of improving their infrastructure to help support the country's booming economy. Meeting this challenge will require many new architects and engineers, which is why Bentley believes it is important to get young people interested in these professions today."

Lofgren continued, "Future Cities India 2020 engages some of the brightest, most talented young minds of India in infrastructure design projects to encourage them to choose a course of study that leads to a career in one of the architectural, engineering, and construction disciplines. In doing so, this initiative helps sustain the infrastructure professions and, ultimately, will lead to more and better infrastructure for the people of India."

Each team in the 2008-2009 Future Cities India 2020 competition must address three requirements for designing the conceptual solution:

- Use the existing land and infrastructure to best advantage,

- Accommodate internal access zones, with separate parking zones at Paharganj and Ajmeri Gate terminals,
- Use environmentally responsible materials.

During a preliminary competition held last week, a panel of distinguished judges that included Dr. Purnima Parida of the Central Road Research Institute, Ms. Meenakshi Singh of the National Capital Region Planning Board, Mr. Anuj Maitrey of Infrastructure Leasing & Financial Services Limited, and Mr. Kapil Mangla of Nirman Architects & Interior Designers, selected the following 15 student teams to participate in the Future Cities India 2020 competition finals: Team 1 KV Tagore Garden, Team 1 Manav Bharti International School, Team 1 Modern School Vasant Vishar, Team 1 APJ School Sheikh Sarai, Team 2 APJ School Sheikh Sarai, Team 1 APJ School SAKET, Team 1 Oxford School, Team 1 Convent of Jesus & Mary School, Team 1 APJ School Noida, Team 1 APJ School Pitampura, Team 1 Vasant Valley School, Team 1 Father Agnel School, Team 1 APJ School Faridabad, Team 1 AIS SEC 43 Gurgaon, and Team1 AIS Saket.

Winners of the finals competition will be awarded scholarships and trophies, and the teachers and technical professionals who serve as counselors and mentors will receive awards and recognition.

For more information about the Future Cities India 2020 competition, visit www.futurecitiesindia2020.co.in.

- End -

About BE Careers Network

BE Careers Network is dedicated to helping students graduate with the technology skills needed for today's infrastructure professions, including civil engineering and architecture. It accomplishes this by providing programs for students, teachers, and schools, including free and discounted software licenses, training, curriculum counseling, and scholarships. The programs are geared to the needs of students in middle schools, high schools, technical schools, colleges, and universities. For more information about BE Careers Network, visit www.becareers.org.

About McGraw-Hill Education

McGraw-Hill Education is a leading global provider of educational materials, information and solutions for the Pre-K through 12th grade, Assessment & Instruction, Higher Education and Professional markets. As an innovator and a global leader in high-quality teaching and learning solutions, McGraw-Hill Education's mission is to help improve the

world's prospects and provide individuals with vital knowledge to enable them to reach their full potential throughout their lives. For more information about McGraw-Hill Education, visit www.mheducation.com.

About The American Center

The American Center in New Delhi presents a broad range of activities promoting professional, academic, and cultural relations between the people of India and the United States.

It represents

the American Embassy vis-à-vis the Government of India in official business related to education and culture; provides funding for and administrative support to the bi-national Fulbright Commission, established in 1950 and now known as the U.S. India Educational Foundation (USIEF); supports programs and exchanges that allow Indians and Americans to share ideas and experiences on diverse issues; and maintains the American Library at the Center, which provides timely, reliable and comprehensive information on contemporary American politics and government, economics and trade, foreign affairs and defense, the rule of law, human rights, and the environment.

About the Ministry of Science & Technology's DST

The Department of Science & Technology (DST) was established in May 1971 with the objective of promoting new areas of Science & Technology (S&T) and to play the role of a nodal department for organizing, coordinating, and promoting S&T activities in the country. The DST has major responsibilities for specific projects and programs as listed below: formulation of policy statements and guidelines on science and technology and coordination of areas of science and technology, in which a number of institutions and departments have interests and capabilities; support of basic and applied research in national institutions throughout the country and provision of minimum infrastructural facilities for testing and instrumentation; support of critical technology programs; support of autonomous research institutions, whose specialization ranges from advanced medical research materials to astronomy; fostering international cooperation and establishment of special joint centers/projects; support socially oriented S&T interventions in rural areas for weaker sections; support knowledge-based and innovation-driven entrepreneurship development to create self-employment opportunities; popularization of science and technology; providing scientific services in terms of surveying and maps for defense, external affairs, state governments and several other developmental agencies through Survey of India (SOI)

and National Atlas and Thematic Mapping Organization (NATMO); providing meteorological services for agriculture, water resources management, disaster warning, and civil aviation, as well as providing seismicity data through India Meteorological Department (IMD); and Management of Information Systems for Science and Technology and Natural Resources

Data Management Systems (NRDMS). The present program was initiated by NRDMS, which has a mandate of developing spatial infrastructure, GIS, and natural resources data collection for social and economic development. NRDMS, in its initiative to harness young minds' creative skills to address local issues by way of design, interaction, communication and spreading awareness, developed the Future Cities India 2020 program in India in collaboration with Bentley. For more information about the DST, visit dst.gov.in.
About Bentley Systems, Incorporated

Bentley is the global leader dedicated to providing comprehensive software solutions for sustaining infrastructure. Architects, engineers, constructors, and owner-operators are indispensable in improving our world and our quality of life; the company's mission is to improve the performance of their projects and of the assets they design, build, and operate. Bentley sustains the infrastructure profession by helping to leverage information technology, learning, best practices, and global collaboration – and by promoting careers devoted to this crucial work. Founded in 1984, Bentley has more than 2,800 colleagues, offices in more than 50 countries, annual revenues surpassing \$500 million, and since 1993, has invested more than \$1 billion in research, development, and acquisitions. Nearly 90 percent of the Engineering News-Record Top Design Firms are Bentley subscribers, and a 2008 Daratech study ranked Bentley as the world's #2 provider of geospatial software solutions. For more information about Bentley, visit www.bentley.com.

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2.

"MULTIDISCIPLINARY APPROACH TO HEALTHY & PARTICIPATORY AGEING"

Jan 22nd to Jan 24th 2009- Mumbai , India

A silent revolution has been occurring in the last 100 years - unseen, unheard, and yet so close as people 65 years of age and older have been the fastest growing segment of the different countries around the world.

In a rejoinder to this dramatic demographic trend, it is important to focus on the challenges of ageing in the 21st century. To facilitate their active integration in the life of the society, it requires collaborative efforts, which involves not only the family, but also the community and the Government - Consequently it points to the important fact that different groups of people need to network. Keeping with this, S.V.T. College of Home Science has planned for this International conference on "MULTIDISCIPLINARY APPROACH TO HEALTHY & PARTICIPATORY AGEING" which is also coinciding with the Golden Jubilee Celebration of S.V.T. College of Home Science.

This conference is aimed at engaging the various sectors of the rural and urban community in a process of reinvesting the concept of ageing and rethinking policy, through an intergenerational, cross-cultural and multi-disciplinary approach. The conference hopes to address the many key questions central to the ageing population by bringing together different professionals engaged in working for the elderly to share their ideas and research findings. The specific objectives of this conference are manifold:

- * To review and address the realities and issues related to ageing in the contemporary society.
- * To create awareness about the needs of the elderly and also appreciate the contribution that older persons make to own societies,
- * To highlight the resources/facilitie s necessary to deal with the increasing population of the elderly
- * To identify the innovations enhancing the lives of older people to ensure independence, participation, fulfillment and dignity.

*** To deliberate on the sustainable policies of care for the elderly to ensure that the well-being of elders in need is effectively safeguarded by our society**

*** To strengthen the networking of different governmental and nongovernmental professionals working in this field so that the beneficiary i.e. the elderly in a country can benefit.**

Another highlight of this International conference would be an "Exhibition on different facets of the elderly" for the public to enhance their awareness of the challenges or concerns related to ageing.

Who Should Attend : Professionals from multidisciplinary backgrounds.

- * Home Scientists**
- * Nutritionists**
- * Psychologists**
- * Social scientists**
- * Social workers**
- * Health/Medical professionals**
- * Governmental representatives**
- * Policy maker/Policy implementers**
- * Volunteers/Decision makers in NGO**
- * Human resource professionals**
- * NGO'S**
- * Senior Citizens Associations**
- * Students**
- * Corporate**

Dates to remember :

Last date for registration: 30th December, 2008

Proposal of Oral/Poster Paper Submission :30th September, 2008

Notification & Confirmation of Acceptance : 30th October, 2008

Final Paper Submission :30th November,2008

Venue:

ISKCON Auditorium

Hare Krishna Land, Juhu, Mumbai- 400049 Host: S.V.T College of Home Science SNDT Women's University, Juhu Complex Participating

Organizations International Longevity Center - India
HelpAge India Supporting Organizations Silver Inning Foundation

Contact: Secretariat, MAHPA 2009,
S.V.T. College of Home Science,
S.N.D.T. Women's University,
Sir Vithaldas Vidyavihar,
Juhu Road, Santacruz (West),
Mumbai , Maharashtra, India
Pin: 400049 Tel: 022-26602504/ 26608179 ;
Fax: 022-26606427
Email: mahpa2009@gmail.com Website :
http://www.svt.ac.in/svt_portal/www/index.html

Hurry take advantage of Early bird discounts:
http://www.svt.ac.in/svt_portal/www/registrationfees.html

Last date for registration: 30th December, 2008

Source:

<http://silverinning.s.blogspot.com/2008/08/international-conference-on-ageing-in.html>

Sailesh Mishra

Founder President - Silver Innings Foundation, A dedicated Organisation for Elders and their Family Members
Founder – ARDSI , Greater Mumbai Support Group
Advisor - Society for Serving Seniors
Managing Committee Member - ARDSI , Mumbai Chapter

Website : www.silverinnings.com

3.



4.

13th World Congress for Travelers with Disabilities & The Mature
January 04 - 08, 2009

Disney's Contemporary Resort at Walt Disney World, Florida

For more information call 212 447 7284
Email: jani@sath.org

"He is able who thinks he is able." -Buddha
"You must be the change you wish to see in the world"



FICCI - Design Conclave 2008

“Design for Growth”

Session Brief

Day One: September 25, 2008						
Session 1: (10.00 am - 11.15 am)	Inaugural Session					
Session 2: (11.30 am - 01.00 pm)	Making Indian Industry Globally Competitive through Design					
The Design sector has the potential to accelerate the current economic growth rate to double digit. Indian Automobile Industry has shown that by creating some outstanding models through innovative design and price competitiveness. This session will discuss strategies to replicate these outstanding models in other Indian industries for globally competitive industries of future.						
Session 3: (02.00 pm - 03.15 pm)	Design & Industry: Making India a Design Hub					
The information technology revolution has made India a back end processing hub of the world. Design can also be one promising sector, which can become a design processing hub of the world. Indian designers are already designing for the world. Be it a part of Hollywood animation film or a product design for European consumers. The session will discuss various strategies to promote India as Design Hub i.e. Automobile Design, Communication Design, Interactive Design, Interior Design, Jewellery Design, Product Design & Textile Design. This session will also explore the relationship between leadership and design success. It will also study how visionary leaders have navigated corporate success.						
Session 4: (03.30 pm - 05.00 pm)	Innovations through Design					
In today's competitive world, Innovation is the key to stay ahead of competition. Design has to be innovative to attract & retain customers. The session will portray outstanding success models of Design innovation across the board, which can be replicated by loss making companies looking to turnaround their operations for profitability, companies which are looking at higher growth numbers than the existing one and companies looking to sustain their robust growth model.						
Day Two: September 26, 2008						
Session 5: (09.45 am - 11.15 am)	National Design Policy: Incentives, Implementation & Promotion for Growth					
This session will review the National Design Policy's achievements and shortcoming. The panel will also discuss the potential opportunities and impediment. One of the objectives of Design policy is to promote Design education aggressively due to acute shortage of Design Professionals. This session will find ways & means to fill the gap between supply and demand of Design Professionals and how Industry can participate in promoting design education as a Public-Private-Partnership model.						
Session 6: (11.30 am - 01.00 pm)	Design for SMEs Growth					
Small and Medium Enterprises contribute 90% of Indian Industrial Output. SMEs Provide 18 million jobs in India and their success can be attributed to their innovative and cost effective offerings. Indian SMEs have a huge potential to create innovative products and move towards global markets. The session will have discussion on various strategies to identify the global market place and latest design trends to become true growth engine of Indian economy.						
Session 7: (02.00 pm - 03.30 pm)	Design & Environment					
Environment protection is of great concern worldwide. Everyone is looking to chip in with various eco-friendly activities to improve the ever deteriorating environment. The session will discuss the various Design Trends, which have been contributing towards a greener environment. From papers for printing to various alloys for electronics products to eco-friendly accessories everywhere the designs are being created keeping in mind of a greener & healthier tomorrow. The sessions will also discuss the need for eco friendly transportation designs and its impact on consumer buying behavior.						
Principal Sponsor HAFELE	Competition Sponsor SABIC Innovative Plastics™ سابك sabic	Associate Sponsor Lokusdesign The Indian Design	Principal Supporting Institute IDC IIT Bombay	Supporting Institutes nifd NATIONAL INSTITUTE OF FASHION DESIGN NIFT NATIONAL INSTITUTE OF TECHNOLOGY DELHI	Supporting Association IDA INDIAN DESIGN ASSOCIATION	Competition Endorsed By IDSA INDIAN DESIGN SOCIETY

6.

Conference on Advances in Usability Engineering

(CAUE – 2008) 27-28 November 2008

VIIT, Pune – India

Invited Speakers

Whitney Quesenbery is a user researcher and usability expert with a passion for clear communication. As the principal consultant for Whitney **Interactive Design** (WQusability.com), she works with companies around the world to develop **usable web sites** and applications.

Dr. Ananthakrishnan is a Senior Member of IEEE (USA). and has done considerable research and innovation and published over 65 Conference/journal papers in India & abroad in the areas of interaction, educational media design & development, instructional resources design & development, computer-based & e-learning courseware design & development, human-computer interaction and use of ICT More speakers will be added

7.

CALL FOR NOMINATIONS
INDEX: AWARD 2009
Deadline December 8

INDEX: J ATGA Aspen Design Challenge: Designing Water's Future
Open call to students around the world: Use your creative talent and strategic design skills to address the global water crisis.
www.aspendesignchallenge.org

INFORMED ANECDOTES I
An investigation into the lives of elderly people to provide a new understanding of old age as inspiration for new designs solutions.

DDC
Danish Design Center
Danish Design Center

NEWS
08.26.08
CALL FOR NOMINATIONS FOR INDEX: AWARD 2009
On August 27, 2008, the international design 3W...
[Read more](#)

07.08.08
OVER 200,000 VISITORS TO INDEX: IN MELBOURNE
The recently ended INDEX: AWARD EXHIBITION in Melb...
[Read more](#)

IMPORTANT DATES:
08 AUG 27: CALL FOR NOMINATIONS
08 DEC 8: NOMINATION DEADLINE
08 DEC 15: DEADLINE INDEX: ATGA Aspen Design Challenge
09 AUG 21: INDEX: AWARD EXHIBITION
09 AUG 28: INDEX: AWARD 2009

COUNTDOWN INDEX:AWARD 2009
DAYS LEFT: 345

INDEX: is supported by:
ØKONOMI- OG ERVERVSMINISTERIET
JlFondet

Job Opening:

1 Degree in graphic design (if possible with an emphasis on design)

- Experienced in working independently
- **Senior designer** with at least 3-4 years working experience in other companies/agencies (possibly worked abroad)
- Should be willing to travel abroad to work closely with our German team on projects, if & when required
- Experienced in compiling presentations and presenting in front of clients
- Knowledge in packaging design for fast moving consumer goods (FMCG) and cosmetics
- Software knowledge: MAC- User: Photoshop/Illustrator and Indesign, possible even art work and lithograph creation
- Experienced in executing and handling jobs & interacting with the clients
- Knowledge of other work-fields such as photo-art direction, litho and final art work.
- Good command in English

I really appreciate your help and hope to hear from you soon.

Should you have any questions please feel free to contact me anytime.

Kim Lishke Managing Director

Bangalore 560 043

India

- k.lishke@red-pack.com
www.red-pack.com

About the Company:

Incorporated as Pramati Technologies Private Limited in April 1998, Pramati is one of the best known engineering brands from India and a preferred partner in enterprise software and **Web 2.0** applications development. Pramati helps customers build and manage robust solutions with its own **Java™** **Application Server product** and a service suite of architecture, deployment and **performance engineering** around middleware and SOA. Pramati helps software vendors with services that enable them to adapt faster to market changes, lower engineering expenses and innovate better.

More information about the products can be found at:

Pramati Products: <http://www.pramati.com>

Dekoh: <http://www.dekoh.com>

SocialTwist: <http://tellafriend.socialtwist.com>

Position – Job Description for UI Designers

Positions: 3

Location: Hyderabad

Experience: 2 + years (fresher with sound background may also apply)

You will be working with the User experience (UX) team and supporting a large team of **Software Engineers**, you will be work on upcoming projects and continually improve solution designs.

Responsibilities:

- **Conducting** user needs analysis;

- Translating business requirements into successful user interface designs;
- Designing innovative user interfaces based on user research and design standards;
- Developing user interface design specifications
- Participating in the product usability testing process by collaborating on test plans, attending test sessions, and developing design solutions.
- Develop products, which are efficient and compliant with customer requirements.
- Design learning interfaces, visual representation styles, content presentation patterns and interactivities
- Developing prototypes, wire frames, style guide (PowerPoint/ flash/CSS/ HTML/JS)
- Interact with internal project stakeholders and meet their expectations by ensuring that deliverables for the team are completed as per schedule and of the highest quality
- Co-ordinate with external teams for the Schedule and production and testing of deliverables
- Define and improve processes, to ensure increasing productivity, efficiency and product quality
- Define and enforce technical and functional standards for User experience / Visual Design processes and deliverables

To be considered for this role, you will possess:

- Master's Degree or global equivalent in Human Computer Interaction, Information Design, Industrial Design, Human Factors, Cognitive Psychology, or related HCI discipline is preferred.
- Excellent Oral, Written and Visual Communication skills
- A strong portfolio to submit with your application
- Proven user-centered design experience
- Strong use of initiative and an innovative approach to design
- The ability to program, prototype, or script in at least one programming language or prototyping environment is also a plus.
- Ability to lead team for productivity, quality deliverables and set and enforce standards

Position – Job Description for Senior Visual Designers

Positions: 2

Location: Hyderabad

Experience: 5 + years

You will be working with the User experience (UX) team and supporting a large team of Software Engineers, you will be work on upcoming projects and continually improve solution designs.

Responsibilities:

- Design learning interfaces, visual representation styles, content presentation patterns and interactivities
- Interact with internal project stakeholders and meet their expectations by ensuring that deliverables for the team are completed as per schedule and of the highest quality
- Developing prototypes, wire frames, style guide (CSS/HTML/JS) and multi-media presentations
- Creating the layout and design of widgets that attractively present brands and products

To be considered for this role, you will possess:

- Master's Degree in graphic Design, **Commercial Arts**.
- Thorough knowledge of HTML/CSS/AJAX/ Cross browser dependencies
- Experience in Photoshop, **Illustrator**, Flash and other **web design applications**
- Excellent Oral, Written and Visual Communication skills
- A strong portfolio to submit with your application
- Strong illustration and **graphic design experience**
- Ability to lead team for productivity, quality deliverables and set and enforce standards

Position – Lead User Interaction/ Front-end Software Engineers (Ajax, Flex, LAMP, ROR)

Positions: 4(1 position in respective technology)

Location: Hyderabad

Experience: 5+ years

Role:

You will be working with the User experience (UX) team as part of large team of Software Engineers. Projects include a complete overhaul or new designs of User Interfaces; Interaction & Visual rendering etc of Enterprise Applications, eCommerce and **Consumer Web Applications**. The Lead Front-end Software Engineers will be responsible for customer interaction, mentoring other software engineers.

Desired background and skills:

Soft Skills

- **Computer Science** schooling (undergraduate or graduate level) or compelling related experience.
- Thorough understanding of programming practices in the industry and web standards
- Knowledge of Usability and Accessibility standards desirable
- Ability to work within strict project deadlines and **effective time management**
- Strong communication skills for multi-disciplinary & collaborative environment
- Great interpersonal skills to work in team environment
- Must have great attitude and passion for what he/she does
- Proactive and driven individuals who doesn't need hourly micromanagement.
- Proven ability and innate skills in mentoring, managing & leading group of engineers

Technical Skills

- MUST BE EXTREMELY GOOD WITH AJAX/LAMP/ROR/ FLEX/DHTML/ CSS
- Should have sound knowledge on cross-browser compatibility issues with respective technologies
- Should be comfortable developing end-to-end user interface starting from Photoshop/Flash to **web page authoring tools**
- Good understanding of Core Web Technologies (Web Server, HTTP, Browser and HTML DOM)
- Conceptual knowledge about Multi-tier Web Architecture and its components
- Good understanding of Databases
- 5 to 10 years of experience in UI development including AJAX and Flash

Kindly send your updated profile along with work portfolio to

Rashmi Razdan

Human Resources

Pramati Technologies Pvt Ltd, Hyderabad.

[rashmir@pramati.com]

2.

Europe's largest digital agency with a workforce of more than 1500 employees world wide. The India arm of LBi is currently looking for Interface developers. Details of the job can be found below:

Skills:

Expert in XHTML, CSS with hands on experience in creating tableless layouts Working knowledge of Javascript
A good knowledge of developing W3C complaint websites.

Additional Skills:

A good eye for details to pick up nuances of design. A sound understanding of Accessibility and semantic layouts.

Experience: 1 - 3 years

Position: Permanent or contracting (as desirable)

Salary: Best in the industry

Location: Mumbai

Please mail me in person to apply for the job along with work samples.

Email: tanay.kumar@lbi.co.in, tanay.kumar@lbi.com

Website: www.lbi.com (group website), www.lbi.co.in (Indian arm)

3.

Citi Technology Services is looking for the candidates with following skills.

The walk-in is at our Andheri office from 10:00 AM to 2:00 PM on August 30, 2008.

Kindly email me your/friends resumes to amit.bhopi[a] [gmail.com](mailto:amit.bhopi@gmail.com)

1)SQL DBA Sr

5 years of experience (Relavent preferred) in production environment .Hands on Installation , Upgrades & applying Hot fixes/Service

Packs Replication is MUST (Prefer Handson) Clustering - Optional but preferred

Log Shipping is MUST along with sound backup-recovery experience

Should have exposure to tools like Litespeed/SQL Backtrack/Netbackup etc

Must have excellent troubleshooting skills

Experience in Performance Tuning -- Specific to DBSS AppDBA

Good communication skills

2) Oracle DBA Sr

5 years of experience (Relevant preferred) in production environment on **Unix**

Hands on Installation , Upgrades & applying VTM's Knowledge of 10G (Hands on experience preferred) Dataguard & Standby exposure is MUST Shd be Excellent on Backup & Recovery

Should be familiar with Clusters MUST shd have conceptual knowledge of Dataguard,RAC

Excellent troubleshooting skills Good in Performance Tuning

UI Manager (Engineering Manager) to join their UI team in Bangalore.

The experience would be between 7 to 10 yrs with Ajax, Web 2.0 expertise.

Kindly revert with your updated resume to darshan@wengerwatson.com

Wenger & Watson Inc.

4.

Secure payment service company based in **Bangalore**.

Skilset we are looking for:

Web 2.0,

WAP Programing,

Ajax would be an advantage.

Please send in your updated resumes to dbshankar@yahoo.com

5.

I kian Furnitures **Pvt Ltd**, Bangalore - a well known lifestyle furniture & accessories company has showrooms based in **Bangalore**, Chennai & Hyderabad. Under the 2 brands Friuli & Kian, it sources furniture from high end Italian manufacturers and South East Asian suppliers. With an upcoming manufacturing facility in Bangalore and large scale contract projects, we require designers for the following profiles:

1_ Designer - Furniture & **Interior Design - Graduates** with a strong technical understanding of the manufacturing process and an eye for detailing. Required to be able to visualise and propose spatial concepts to the clients in 3d.

2_ **Design Management - Graduates** with good understanding of **brand communications** and an eye for aesthetics, to interact with Italian suppliers, architects and clients. The candidate would be expected to promote brands & projects and understand the emerging market trends.

The above positions are available for the Bangalore office.
Interested candidates are requested to contact with their resume and work portfolio at the following email ids:
Veronica - veronica@kianindia.com
Looking forward to a positive response.
Awanish Kumar
Ikian Furnitures Pvt Ltd.,
Bangalore
awanish@kianindia.com

5.
2-4yrs exp UE required for Top Telecom company in Bangalore.

Participate in all phases of UCD process
Gather and review user and task data from a variety of sources and by practicing **usability engineering** methods
Develop prototypes of various detail and fidelity, including wireframes, mockups, and interactive prototypes
Develop designs for web-based and desktop software products
Expert in Adobe, Macromedia, and other tools and languages required to develop usable **User Interface**
Sound basic knowledge of HCI, Human Factors Good aesthetic and creative sense
Enthusiastic, Energetic

Send mail to slourd-gmail.com

6.
Dig Design Studio is engaged in innovative communication and **interaction design activities**.
The studio is looking to hire a total of 6 designers by November – a mix of senior designers and junior designers in the above mentioned disciplines.
We envision that these designers will add to form an eclectic team and each one will bring in experience and skill unique and not replicable.
We hope you may be one of these designers.
You need to be interested in interaction and **communication design** with a strong eye for the understanding user as well as client needs.
Please mail 'Opening Details + Visual Communication / **Interaction Design**' to sneha(at)digdesigns **studio.com** - I will be able to send details of these positions.
Mail resume and portfolio links to openings(at) digdesignstudio. com
Sneha
Dig Design Studio
www.digdesignstudio.com

7.
UI designer for his product development team at SCA Technologies, Gurgaon. Although I don't have much details on the exact job requirement, I would recommend interested

people to get in touch directly with Mukesh Goswami, Director
- Product Development at mukesh.goswami@sca-tech.com

Job Location: Gurgaon

Job: Full time or Contract

8.

Jeannie Yang
Recruiter, International

IDEO

100 Forest Avenue, Palo Alto, CA 94301

direct +1.650.289.3560

email jeannie@ideo.com

For career opportunities, please visit us at <http://www.ideo.com/culture/careers/>

Interaction Designer – Shanghai

IDEO is seeking a mid to senior **level Interaction Designer** to join our Shanghai office. This individual will lead and participate hands-on in a large variety of projects, shaping user interactions with products, services and environments from a human-centered perspective. Specific responsibilities include:

Empathize with users

Clarify complex systems through creating effective information architectures and use flows

Effectively layout clear and visually compelling interfaces

Explore and gain inspiration through creating low and high fidelity user interface prototypes that allow users to walk through a user experience at various points throughout the design process

Bring delight to user interactions by defining physical touch points with products and crafting the visual and time-based aspects of user experiences

Effectively communicate with clients through active listening and clear verbal and written communications

Understand and manage the scope and boundaries of projects.

Because of the varied nature of work taking place at IDEO, Interaction Designers share a core set of skills that are complimented by a diverse range of deeper areas of expertise. We are looking for candidates with:

5+ years of experience in Information Architecture, Concept Model Design, Visualization

Understanding of Human-centered approach to design and comfort level going out into the world for inspiration.

Strong hardware/software prototyping and production skills; arduino/processing experience is desired.

Ability to develop intermediate/ advanced interactive onscreen UI prototypes, preferably in Flash or Macromedia Director

Strong command of visual design capabilities, including composition, layout, information hierarchy, typography, and color judgment.

Expertise with Illustrator, Photoshop, Final Cut Pro, or/and After Effects

Experience creating physical controls/interactions is preferred.

Comfort working in multidisciplinary teams on a range of projects, including product interaction, software tools, and applications to the web.

Passion for design and ability to effectively share your point of view and expertise with project team members and clients.

Strong collaboration skills and ability to lead, inspire, and nurture teams with direction, vision and planning.

Excellent verbal/written communication and presentation skills in English and Mandarin.

Experience working for a **creative consultancy** or strong brand focused company is ideal.

Experience with the Chinese market is ideal..

About IDEO

IDEO is an internationally renowned innovation and design firm that uses a human-centered approach in design to help organizations create products, brands, services, environments and strategies. We help our clients identify new directions and offerings by designing for people's latent needs, behaviors, and desires. As social issues enters the mind of the 21st century society, IDEO is integrating themes such as sustainability and social responsibility into our designs. A partial client list include: Eli Lilly, Hewlett Packard (HP), Intel, **Marriott**, McDonald's, Microsoft, Nestle, Nissan, Nokia, **Pepsico**, Samsung, and SAP.

IDEO consists of design thinkers experts in the disciplines of design, engineering, social science, and business strategy. Our strength in innovation stems from our unique culture based on collaboration, diversity, curiosity, openness to ideas, and empathy that defines each of our eight locations: San Francisco, Palo Alto, Chicago, Boston, New York City, London, Munich, and Shanghai. Since 2005, the **Boston Consulting Group** has identified IDEO as one of the most innovative companies in the world, and a survey conducted by IMD, Egon Zehnder, and Fast Company placed IDEO fifth on a list of the most admired US innovators. Beginning in 1991, IDEO topped **BusinessWeek**'s list of design award winners for fourteen years straight. Other awards include nineteen **Red Dot awards** and more than fifteen iF Hanover awards.

To Apply

Please visit our website at <http://www.ideo.com/culture/careers/> to submit your cover letter, resume, and portfolio. Your cover letter should explain why you are a good fit for this role. Your resume should include your education, experience and interests. Your portfolio should contain 4-5 unique and

9

DBar Inc. is a full service graphic design studio based in New delhi. We specialize in developing brand & **corporate identities**, publications, **direct mailers**, websites, marketing and promotional collateral etc. You can read more about us at <http://www.designbarinc.com/>.

We have a client base spanning **India**, the US and the UK with clients like **PVR Cinemas**, Broadway Abroad (NY), Montag Group (U.K.), **Businessworld**, HP, Rave Magazine and many others. Creative Director of DBar Inc. also serves as the Official **Ambassador** for the **Webby Awards** (NY).

Our design motto is to do quality work and raise the bar of design in India. We believe in good work and selective clients.

We are small team and looking for enthusiastic designers to join us. Looking for someone with a strong sense of typography and visual aesthetic. Design education preferred. We are looking for professionals for print media and for the interactive media with knowledge of flash and web development. New graduates with a good portfolio may apply.

If interested, please feel free to email us at info@designbarinc.com or get in touch with me directly. Thanks

Best,
Shahna Garg
Creative Director
DBar Inc.
+91 98112 28831

10

Purnansh* wants to extend the team and is looking for 'Industrial designers' and 'Design engineers'

Interested people can call us or get in touch with us by Email.

Purnansh is a recently started design house by two IITians. We are based in Pune.

We strive for INNOVATION impart STYLE, to ensure a satisfying user product INTERACTION.

We specialize in Product design, Packaging solutions and Environment design.

To know more about our expertise please visit www.indiamart.com/purnanshdesi_gn or www.purnansh.com

Regards
Pulkesh
Purnansh design
(B. Des., IIT Guwahati, 2002)

Email: purnanshdp@gmail.com, pulkesh.g@purnansh.com
Mobile : +91 93724 55246

11

looking for some young creative talent to work on brand identity and styling projects....
in mumbai and pune...please call asap to catch up....
cheers
pattu

bhagyashree patwardhan

fatfree design
+919819486506

12

We urgently require Information Architects with 2-3 years experience on long term contract / full-time employment basis for a media client project located in Mumbai.

Candidates from Mumbai are preferred. Interested candidates may write to us and send us their resume at ashish@sapling.in

Ashish Ganu

Partner - Sapling Design Solutions

website: www.sapling.in

Mail: ashish@sapling.in

Tel: +91 22 25410675

Mob: +91 99690 78134

13.

we have usability engineers requirement in Chennai for major healthcare IT MNC company. Job profile requirements are :

1. Define and practice UCD process.
2. Gather and review user and task data from a variety of sources and by practicing usability engineering methods.
3. Develop prototypes of various detail and fidelity, including wireframes, mockups, and interactive prototypes
4. Develop designs for web-based and desktop software products
5. Expert in Adobe, Macromedia, and other tools and languages required to develop usable User Interface
6. Sound basic knowledge of HCI, Human Factors Good aesthetic and creative sense Enthusiastic, Energetic

Interested; send a note with profile to kaushikmanoj@gmail.com

14.

User Experience Manager, SAP Labs India, Bangalore

Contact: andreas.hauser@sap.com ; shraddhanjali.rao@sap.com

Are you interested in helping SAP deliver an innovative business solution for the mid-market offering superior user experience?

We are looking for an experienced User Experience Manager to lead one of our team of designers, responsible for defining the user experience of SAP's new mid-market solution "SAP Business ByDesign". Your team is part of a global UE team with locations in Germany, China and India.

User Experience (UE) professionals at SAP are empowered to influence the product with strong visibility across the organization. You will be part of our experienced multidisciplinary UE team, working with development, product management and customers to create user-centered business applications which are implementable, just and above all focused on superior user experience.

Responsibilities

Lead and manage a team of Interaction Designers and User Researchers, overseeing their work, and ensuring that they pursue the highest levels of the best practices of their professions.

Manage and encourage plans for professional development among team members.

Manage and evaluate the work and deliverables of team members, providing timely and useful review feedback.

Work with development managers and product managers to establish an efficient collaboration model with UE professionals.

Lead by example by designing and specifying the user interaction with products using cooperative and iterative design techniques, including a reliance on usability testing and other forms of user research.

Educate and facilitate the adoption of a user-centered design process in the responsible location.

Leading the development of process and strategies that enhance the user experience team's contribution to the business, company, and industry in the responsible location.

Promote enterprise-wide consistency by collaborating with user experience teams working with other product lines and by applying established user interface standards.

Skills and Qualifications

Expert in Interaction Design and Information Architecture with proven track record of successful experience in software development.

Experience in leading and managing a multidisciplinary/ multi-cultural team of user experience design professionals.

Strong leadership skills and proven experience in managing a User-Centered Design process throughout product lifecycles.

Strong creative and problem solving skills.

Skilled at rapid prototyping, including the use of rapid prototyping tools. Experience with on-demand and modern Web technologies such as Flash, Flex, JavaScript, and CSS. Willingness to learn new technologies. Knowledge of SAP tools a plus.

Experience in the interaction design of web-based business applications.

Domain knowledge and experience with enterprise or mid-market business applications preferred.

A passion for representing the user's perspective in the design and development process.

Excellent communication and organizational skills.

Masters degree in Human-Computer Interaction or a related discipline.

A minimum of 7 years experience designing high-quality products for global markets within a team environment.

A minimum of 5 years experience leading and managing teams of designers, researchers, or equivalent user experience functions.

About SAP

SAP is the world's leading provider of business application software for the real-time enterprise.

Contact: andreas.hauser@sap.com ; shraddhanjali.rao@sap.com

15.

Shayak Sen and I am cofounder & design head at Cheese Corporate Care, a boutique design startup.

We are focusing on mostly UI and usability aspects and are actively looking to hire people.

We are based out of Bangalore. Please mail me your contacts details at shayak@cheesecare.com or call me at 9008864085 or 08041462931

16.

Cisco WebEx is looking for "UI Designers "on contract"/"on contract to hire" basis, in Bangalore

Responsibilities:

- * Create user friendly 'task flow maps' and prototypes
- * Present design rationale and obtain stakeholder buy-ins
- * Create visual designs that address user and business goals
- * Generate xhtml & css
- * Work closely with the Engineering team and conduct UI assurance

Requirements:

- * 3-5 years experience in designing web applications
- * Strong visual design skills in color, typography and layout
- * Expertise with Adobe Photoshop, Dreamweaver & Flash
- * Good communication & interpersonal skills

Interested candidates may get back to me (and NOT to the group), with their resumes at murajama (at) cisco (dot) com

Candidates with online portfolio/demonstrable work experience/design samples will be preferred.

(More jobs are available in our website www.designforall.in)

For free Registration: write to
subscribe@designforall.in

Write to us about change of e-mail address:
address@designforall.in

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Forthcoming Events and Programs:

Editor@designforall.in

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