

Design for All



Indian common man voices

Chairman's Desk:



Dr. Sunil Bhatia

Design is the first signal of human intention .Basic objective of the design is to improve the life of the human being and it should be sustainable without disturbing the ecological balance. Do we really understand the human being designing products/services or simply applying the trial and error method for designing to meet the objective that suits us? Without understanding the basis of human being as to how comes a designer can improve our lives. Designers are mostly relying on ergonomics and that is not sufficient and beyond this many known or unknown cumulative factors make men exact. I hold the belief that human is beyond known and unknown factors and our minds are not still that mature to explore further because our realization are buried under various kind of specializations. Modern education's role is dubious compared to ancient. 'Knowledge is prevailing extensively in our time but wisdom is nowhere that makes us ignorant & does not help in visualizing the real human lying at distant horizon.' There are many attempt by various school of thoughts and tried to define human but either they were victim of their specialized knowledge that prevented to come

out from the web of stereo thinking 'Human is product of nature (evolution theory) or human actions are oriented toward sex (Sigmund Freud) or human is defined by social (anthropology). Real human is buried under these major or some other minor popular theories. When I look at the simple day to day products designed by our ancestors and it has still relevance, it amazes and forces to explore the possibilities beyond these popular theories and defines the real human who was capable to create out of nothing and master in shaping & reshaping by learning & relearning and living with strong belief that there is no torment that could not be solved. Primitive human's achievement appeared by and large by observation or learned accidentally or in playful mood and out of ignorance things happened and his little mind was capable to store relevant information that helped in predicting as well as analyzing the past. 'Afford means what it offers-bad or good, that was the central for living.' Human mind has unique character that recalls the information when encounters the same situation or seeing mark of injury in his body it flashes the same what happened that time or it develops its own way of recalling either by dreaming or intuition or out of the blue something strikes etc. 'Human mind is reflective.' Recalling might be not limited to survival as other animals have but it makes the human beyond this. At what point he dissociated and proved he is different race and above all, is difficult to pin point. Idea of designing the pots, vessels of different shapes & sizes by different materials, clothes etc. are amazing. Prehistoric cups and bowls being made from whatever material was readily available and fit for purpose .American Indians were cooking in clamshells, certain Amazonian tribes favoring turtle shells and vegetable gourds, animal stomachs and bamboo stems being deployed in other parts of the

world. 'Problem was one but solution was many.' These activities appear insignificant in our time but played crucial role in forming & development of human. I believe somewhere real human who was capable in reframing the problems for solution is hiding behind some parameter that is yet to be explored. Once I encountered a crow with one leg and was moving on earth by jumping as lame person moves. Animals live with what is offered to them but man moves further and designed a wooden pole for making his movement comfortable similar to what two leg normal person does. Why does human think of replacing the missing leg of crippled person with pole or wheelchair or artificial limb? What makes the some to attempt and succeed in designing the simplest products like rope, wheel, baked mud brick, nail and screw etc. and why majority live with dormant minds to enjoy benefits out of other's fruits of struggle? Our religion is silent on this issue since it simply explains 'God has created human in His own form' and other studies discuss the human as what it appears outside.

Spirituality defines what human inner wishes want to be. An imaginative or real person whether alive or dead becomes his ideal and spends entire life in imitation to be like him. Imagination is power tool for human and helps in redefining the problems that he wishes to realize. Uniform imagination among group strengthens collective efforts and develops conscious agreement. These efforts indicate that everyone should strive to be absolute human of what we imagine or living or legend to whom we consider ideal. No one speaks with authority inspite of that everyone surrenders to this idea because there is no harm rather it boosts the inner strength and realization of goal becomes easy. Reality is different and human is lost in this tug of war in proving the superiority of inner with

exterior. If we consider what human appears or looks like outside is base then it helps us to grow materialistic and it is quite possible we may achieve a lot in this direction. A feeling of disappointment is also prevalent that indicates that real human being is buried under these layers of progress achieved in the long history. It might be possible that future generations might pay a price that will be unimaginable. Inner human leads us to imaginary world of spirituality where rationality disappears and common person feels lost, groping in dark and experience disappointing journey where nothing is concrete. Modern human is left with no choice but to follow what is visible to him in concrete and proceed beyond based on his observations. Designer is the only community that uses best of both world of inner as well as physical world of human for designing the products/ services. When professionals fail to justify with both worlds of inner as well as exterior does not comply and his act is not what is supposed to be. Sorry to say that moral degradation is visible in most of the act of professionals and designers are not spared. Design by our ancestors has never degraded the human values. It is different story that progress was slow, gradual and greed of an individual was under control compared to modern person. The real issue is 'How to define human Being?'

Why am I raising this question because it is crucial for further development for defining the concept of universal design to next level? What we have developed so far is the basic principle of universal design by eminent personalities is what I believe is based on what an average human being can perform in most of the circumstances and if designers follow these laid down principle it will help them in catering more people who were left out in our

earlier attempts of design. I am not saying their design was defective or faulty but modern designers never exhibit conscious effort to rope everyone by design. Ancient designers were designing that would benefit all and to carry forward design they assigned a particular community to look after the interest of particular design. Iron smith, gold smith, carpenters, potters and weavers were specialized in their respective crafts, traditions and exchanging their specialized forms of design from one hand to another generation by master and disciple technique. There was no written law but moral binding was so strong that master looks in disciple the character that can justify ethics of design. Our craft and traditional arts were rich and helping the millions families to earn their livelihood but that is gradually diminishing because of onslaught of industrialization. Slums are growing in cities, poverty is ruling the world at large .Pre-industrialization design was limited to particular groups and designer shoulder was loaded to cater the interest of various classes of the society as well were bound to understand the demand of the local people that helped in introduction of modification in design. Elite designers were looking after the interest of specific powerful and the rich and in return received patronages to keep alive their traditions. Otherwise in general it was the era of design for everyone and it was bound to have universal appeal. Modern designers are critical of the role of ancestors and they ignore their contributions because we have been trained without any values. 'Is there any chapter of moral values in their entire curriculum?' This is the reason it is difficult for them to appreciate what best is hidden in design products/ services of our ancestors. Every action of ancestor designer was inching toward betterment of the society. No major invention had come in to existence what they had done. I am

surprised that last major discovery was electricity that had revolutionized the thought process of mankind and their cumulative efforts was the reason of birth of industrialization.

All said and done the ancient designer appears to me wiser than modern designer and if we look carefully & deeply into their designed products/ services since that astonished everyone even today. In ancient times everyone was born designer and there was no formal training to be designer, no commercial gain was expected out of design products/services and no copyright or patent acts were existing to prove 'I am the first who has designed & holding real ownership and use by anyone of it without permission for commercial use would be treated as infringement and punishable acts.' In modern time design objective for the benefits of humanity is often lost in these terms of patent, copyright & royalty etc. Earlier society was benefiting with contribution of designed by common person and it was assumed that entire society owned. The individual who had developed the design used to think that he was a part of the society and what he had achieved was because of support of the society. He had evolved and acquired this status because of the society so it was his moral obligation to make this society worth living. His vision was of course wider and he cared for environment & living beings. Modern designers are working on pole a part objective because they feel they are formally trained and what they know should help in earning for their decent lives. Then all actions are for commercial transactions and believe 'I and my family is above all' and at what point it turns into greed he is unaware. What am I currently enjoying status because of my smartness and individual efforts. I must exploit to optimum for personal gains. It is the reason false ego pops up. 'Any society of men & women becomes

individualistic and survives on false ego, professionals act turn immoral and at times actions turn into criminal acts. Such civilization is bound for decay sooner than later.’ Individuals forget that they are what because of collective efforts of various groups that have given the basic platform to be innovative & creative.

Objective of ancient human design was it should be functional, simple, developed with sustainable products without disturbing much the environments and aesthetic sense was least significant. In our times some products are terribly loaded with functionality but generally missing in aesthetics and they do not hesitate in ruining the environment for their insignificant commercial gains. Look at the design of the wheel it was not properly designed by our ancestors but they had developed this simple design for various applications for easing their tasks say through introducing pulleys, in irrigation for lifting water, for transfer of power as we see in flour grinding machine by using different sizes of wheels attached with conveyor belt for transportation and so on. Every angle, every feature, serves a purpose in ancient design. Foundation of modern design rests on ancient one. The best designs in the world are based on purpose and function. When a design solves a functional problem as simply and elegantly as possible, the resulting form will be honest and timeless.

In this journey of development man was all along looking for simple solutions for complex problems. They have succeeded because they were with passion and greed was nowhere in his actions. One thing is clear to me that ancient man was looking for design of process with purpose in any system and never ignored the outside input for better solutions. They have understood seed was reason of plant or grafting and what soil is best for it, made them to design agriculture equipment. What are essential ingredients for growth of it was

reason of design of various fertilizers & water management and what could destroy it, was responsible for insecticides, haze designing and animal management. They were master in searching the natural as well as physical laws and that combined with process was the key element of their successes. How beautifully they had used natural law of friction for designing threads by twisting and for weaving for cloth amazed me. Their major thrust was on process and how to improve various events to achieve desired objective was the design philosophy. 'Human was central figure but design of process was foremost and role of specific person was nowhere and anyone can perform with common sense.'

Universal Design principle has come into existence for the betterment of our society but it is nothing but just an introduction of social obligations. What we have not taught in academic institutes, certain groups are trying to popularize it a social concept. It was right beginning since last few decades. Attempt was noble to unify the humans by using this principle through design but sorry to say it could not become the moral force in the minds of many modern designers and thus could not achieve that status what it should have. Many designers are afraid in applying this principle to their design. Our designers neither express their interest in applying these principles in while designing the products/ services nor do they express intention of using. Only academic and professional designers are noticed expressing some interest. Those who have understood the importance simply are talking about bathroom, kitchen or remodeling of houses without extra expending much of the finance and beyond nothing much have achieved. All this is based on wrong assumption or designers who feel they are working under so many constraints and adding one more will be additional

problem. If it is problem of wrong principle we should discuss in length for exploring what should be real foundation. I am a common man but I believe my earlier thought that justifies that we should focus on basic definition of human being and solution should be somewhere associated with that definition & our work will be simplified. Next is, if our basic principles is not reducing our constraints of designing and simplifying rather generating complexity, it means, we are somewhere wrong and moving in path that will lead to nowhere. 'Objective of the principle is clear & well defined; means needs lots of discussion for making acceptable to all.' Modern designers have infinite options and a group of people are guiding them to follow the specific path of universal design. They are educated and have understanding of what is good for them. My question is 'why will he follow path of our wish?' It is difficult to digest & question 'why that specific path?' Learned personalities fumble because path in which we are suggesting everyone to follow is not well defined and milestones are not placed yet. Everyone does not have guts to follow unusual paths and majority does what looks easy to them. They keep following the same path what suit them and no risks are involved. Designers are affected by the state of industries and economies. The economic, political and socio-cultural triggers leave inter-related influences that govern the societal landscape. The purpose of design is to serve this societal landscape and hence has to adapt with it. Ignoring universal design will cost heavily for future generations because society will be balkanized and unified society will turn more distant dream.

Some philosopher has said man is a social animal. My question is what is animal then only we can classify animal is separate entity from man? Another groups say 'economy governed man' because he

acts where he produces something and in return gets some share of labor out of value addition. Biology has different definition and it indicates on survival of the fittest and gender quality is based on selection of best. Psychologists are still struggling to define man and woman. Few years back, I raised this question in some gathering of psychologists that psychology was not yet able to define what is human and how do they define man and woman. Its basic foundation is on borrowed definition either from biology or social sciences or other associated branches of knowledge and develops some of the definition as per their conveniences. Whenever they have tried to define man, either they talk of social or biological terms but failed to explain in exact psychological terms. Designer community is also living in same dilemma of psychologist. We do not have basic definition of human and design what suits us. It is exercise in twilight .We believe that man laughs and cries in universal manner so their needs are similar. Designer speaks in terms of ergonomics that to with combination of statistical average and final conclusion come by using anthropology to understand the evolution of man. It is borrowed & generalized definition in absence our definition and there is need to define the exactly. When I look at the Sari dress for a female and a Dhoti for the male it has universal appeal and does not use any of average and anthropology for establishing the design of the dress. It is the design of process. If you know the process of wearing, any size of person can cover her/his body by folding the unstitch clothes. This is real design and I believe people had developed some basic definition of human and their activities were around it and were designing simple solution of what we believe is so complex and this definition has lost somewhere in modernization.

My real anxiety is when a common person speaks "Today's Man is not what it used to be." It means he expects same behavior from present man what earlier man had possessed. We are in fact not clear what they expect from modern man but keep on talking about some change in behavior that is not suiting our mindset. We discard people at times by saying they are traditional. Time has changed and they are still living in old mindset. We are simply ignoring the well framed question because our minds are not mature enough to understand the implications that answer demands. Common man believes 'human is practical actions oriented with consciousness'. Animals are generally restless creatures except in hibernation and cannot stay at one place for a long and on other side man wishes to conserve his energy and tries to spend life in those places where water and food are easily available . This is the reason most of the civilizations had flourished around water bound areas and where lands were fertile. Whatever development is visible to us in any of eras, the basic force had been human action with consciousness. Ancient man felt that individually his survival was difficult and for binding in group they used communication as tools, initially with audio sign and gradually moved to visual communication signs. Visual communication was either body language or graphical imitation of what had been observed. All his practical actions led him in agriculture products and to measure the size of fields he developed mathematics. Concept of profits forced him to transport products from one place to another they developed a sort of astronomy where some stars were fixed and that was the reference point for consideration. Sea/river was the cheapest mode of transport prior to invention of wheel. The design of the boat or ship they learnt by the displacement of water through log and that led

them to design means of transport. The best part was how much load could be safely transported by boat led them to developed Archimedes principle.

The long history of human development would help us in understanding the continuity of need and help us to anticipate development of next level of universal design. Earlier human had realized that we have certain features are universal and majorities has variations, so their solutions are many for same problem. Our eyes adjust with intensity of illumination and it is not based on knowledge or conceptual understanding and it is responsible for different degrees of perception in us. Animals also do the same but they look at object what it can offer- good or ill nothing beyond.

Some animals has inbuilt system of regeneration of body parts and man did not this possibility. This fear of losing the parts has revolutionized in defending design and responsible of human centered interface design. The same fear they used for winning the war by killing or cutting the parts by sharp devices or weapons. This conscious efforts made two world one for peaceful and without harming others and another is destructive proving superiority by harming others. Human body is most fragile but he has learned the art of living peacefully for more than hundred years. Man knows how to stretch his life beyond expectation what other animal lack. Basic character of common person is that he always escapes from freedom and another side his struggle is for attaining absolute freedom. This duality is clearly visible in his actions and modern designer's actions are reeling under this grip. They are using the interface of devices in such level that with minimum efforts desired objective should be achieved. Design of Robots is another effort in this direction for absolute freedom. Modern person is more coward compared with

our ancestors and he wishes that his struggle should be taken by some responsible individual or groups so that he can live what way he is living. His special designated group or so called government promises to struggle on his behalf and in return exploit. Man never gets freedom and his absolute freedom by acquiring through innovations and creativities never germinates and dies as unknown creatures as other animals. Man has an inbuilt character is exploited by others or exploits others for no reasons. 'Role of exploitation has developed different traits in human and if succeed his expression are happiness joy etc. and failure led to anger, hatred frustration disappointment etc.' Why does he enjoy when exploit others, is mystery for mankind and other side he experiences pain and suffering if exploited by others? He is exploited either in the name of the relation what he is enjoying or under the fear of religion or under moral obligations or enlightens mind can see the future and realizes nothing is reality but everything is illusions and feels like to be exploited. Exploitation is not good for the society because it generates imbalance and progress will not affect uniformly. 'Why a man behaves as master and treats others as slave?' Modern America is what today because of abolishment of slave trade. This act has given opportunity to every citizen for equal participation in the state and it is mandatory their contribution is rewarded equally. That's why America is land of freedom & opportunity. America is country where least imbalance of any kind is between among the citizens and society progress is bound to be uniform and effortlessly switching from one level to next. Specialized groups are doing their job sincerely and help others to grow collectively. One such group has estimated that investment of value of one currency in design will regain of fifteen hundred times in future .With "ingenuity" to

successful "manufacturing," industrial design has become a "second core competency" for enterprises. These types of timely studies help in moving to next level.

Real world is progressing on 'caring' and 'creativity'. If any society does not follow this concept that society is bound to decay. It is in human nature the desire to live forever. The one thing that is universal, which never changes, is the search for purpose. It is the essence of the human spirit to seek a reason for being. Nothing created by nature is, after all, superfluous. Everything is deliberate. Every action occurs for a reason. The human eye can distinguish the essential from the non-essential; the aimful from the arbitrary. This philosophy has revolutionized the human and almost everything of manmade is either inspired from the nature or by product of the nature. Man's biggest asset is the art of forming and dismantling, creation & destruction and shaping and reshaping has come to rescue the nature and helped the human to evolved modern man. These actions made person innovative, creative and helps in understanding committed mistakes and looking for better solutions. This character of human has made to reform the question what other animal lack. It proves later on as real dynamo of the progress of the society. Man lives with limitation but he has knack to see beyond his limitations. Animals exploit their limitation to optimum for their survival otherwise they are victim of superior animals. Man has limited eye sight and by designing binocular he has extended his vision. Man cannot run fast and for long time, he has overcome by designing wheel and progressed to automobile that can even move faster than sound .Intensity of caring generates different level of emotions in individual and designers are struggling to find out the universal emotions in human so that they can ignore the role of

culture and others minor factors. 'The basic foundation of universal principle is care and respect for individual.' Emotions have universal appeal and affects almost in same manner and does not alter with caste, creed, culture and religion. Ethical issues are troubling modern designer and it is my advice that they should work more on emotions and less on culture. The success of the iPod is because it generates the same emotions for all ages, gender and nationality and it does not face any ethical issues, it respect the limitation of an individual. Human has wide vision and needs space to prove his worth ,he is craving for such equipment that will not only give in enjoying freedom for attaining his objective rather delighting him without disturbing environment and not at the cost of respect of others living beings unlike animals.

We are thankful to Mr. V.S Sunder of Institute of Mathematical Sciences for focusing on theme of Indian common man voice for universal design and invited different authors who belongs to different genre and profession but working for common goal of Universal Design.

With regards

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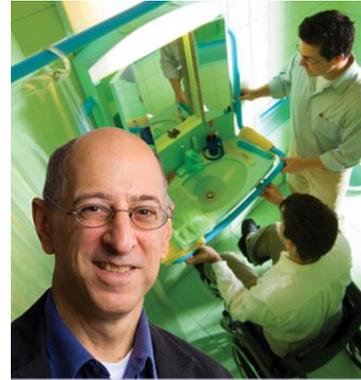
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Forthcoming issues:

December 2012 Vol-7 No-12

Edward Steinfeld, Arch. D., AIA , Professor of Architecture and Director Center for Inclusive Design and Environmental Access

School of Architecture and Planning University at Buffalo, State University of New York will be the Guest Editor of December 2012 Vol-7 No-12



A year 2013 dedicated to young designers

January 2013 Vol-8 No-1

Dr. Martina Keitsch, Associate Professor of Department of Product Design, Faculty of Engineering Science and Technology Norwegian University of Science and Technology will supervise to bring out special issue with students of undergraduate/ post graduate and Guest Editor will be Jonas Asheim and Anders Kjøllesdal



February 2013 Vol-8 No-2

Assistant Professor Dr Gaurav Rehaja of IIT- Roorkee will supervise this special issue



March 2013 Vol-8 No-3

Dr. Debkumar Chakrabarti, PhD. Professor and Head Department of Design, INDIAN INSTITUTE OF TECHNOLOGY GUWAHATI, IIT Assam, INDIA will supervise works of his students of undergraduate/ post graduate and Guest Editor will be Aditya Ponnada, a fourth year student of Bachelor of Design program.



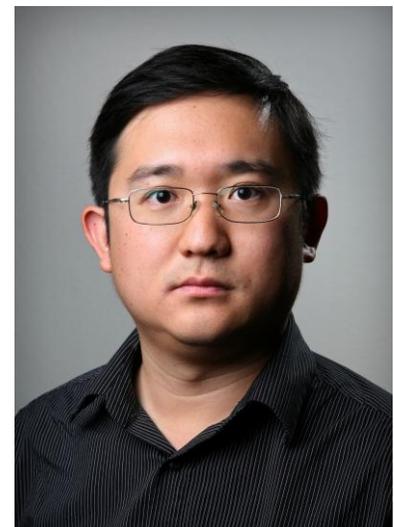
April 2013 Vol-8 No-4

Professor Rachna Khare, PhD (Architecture-Fulbright Scholar), Coordinator Doctoral Programme , Center for Human Centric Research (CHCR) School of Planning and Architecture Sports Complex, MANIT Campus, Bhopal, Madhya Pradesh (M.P.), INDIA will supervise her students to bring out special issue. Mr. Piyush Verma and Ms .Deepshikha Sinha will be the Guest Editor.



May 2013 Vol-8 No-5

Dr. Kenneth Joh is an Assistant Professor in the Department of Landscape Architecture and Urban Planning at Texas A&M University, Program Coordinator of the Graduate Certificate Program in Transportation Planning, and an Assistant Research Scientist at the Texas Transportation Institute. He will be the Guest Editor of this special issue



July 2013 Vol-8 No-7

Christian Guellerin is president of Cumulus, the International Association of Universities and Schools of Design, Art and Media since 2007. The organization counts 178 establishments in 44 countries. He is also the executive director of the Ecole de design Nantes Atlantique, which trains professionals to create and innovate for socio-economic development, with an interface between technology, economics, and the sciences. Today they're expanding to China and India. He writes on design and pedagogy. He will act as philosopher & guide for this special issue and students of different streams will participate in this special issue.



August 2013 Vol-8 No-8

Dr. Antika Sawadsri PhD in Architecture, Planning and Landscape University of Newcastle upon Tyne, UK. Lecturer, School of Interior-Architectural Design (2004-present) Faculty of Architecture King Mongkut's Institute of Technology Ladkrabang (KMITL) Thailand will supervise this special issue of student designers.



September 2013 Vol-8 No-9

"Inclusive Tourism: international perspectives, accessibility and inclusion in the Brazilian tourism" is topic suggested by Prof Regina Cohen Pro-Access Group - Federal University of Rio de Janeiro and she will be Guest Editor.



Content of November 2012 Vol-7, No-11

1. Chairman's Desk:.....	2
2. Guest Editor:.....	23
3. Universal Design in Education: Revolutionizing the Educational sector:.....	27
4. No Country for Wheelchairs:.....	37
5. Making Public Libraries Inclusive For Persons With Disabilities – An overview:.....	47
6. Luxury vs. universal design:.....	63

Other regular features

Guest Editor's Desk:



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Sunder had been a research mathematician for more than thirty years when he was diagnosed about ten years ago with having multiple sclerosis. During this time, his mobility has been steadily deteriorating, to the extent that he essentially `works out of a wheel-chair'. For more than a year now, he has been writing a bi-monthly column in The Times of India called Different Strokes for Different Folks with the avowed goal of sensitising people to needs of the `differently abled'. More about his double life as mathematician and journalistic campaigner for PWD can be found in his home-page at <http://www.imsc.res.in/~sunder> and in his blog <http://differentstrokes-vss.blogspot.in>.

Guest Editorial:

V.S. Sunder

This edition of Design for All may, I am afraid, be put together a little too hastily to hang together as a cohesive unit. While I am making excuses, let me list the following unusual features which compound the woes of this editor's job:

I have never before edited anything outside the field of mathematical writing. In short, I am entirely new to this kind of game, and have been drawn into even an awareness of such things as barrier-free environments or the need for inclusivity in society or the concept of Universal Design only during the last year or so, after I started necessarily noticing how people like me who had any manner of disability are periodically at the receiving end of a raw deal from a society with precious little sensitivity to the hassles faced by the not-quite-so-fortunate. I shouldn't blame other people. I myself had never been overly sensitive to the problems faced by people with disabilities (PWD) until I myself was stricken by a neurological problem. About a year ago, I started writing a newspaper column to highlight these very issues, and that is probably the reason I was assumed to have some literary competence and asked to guest edit this issue of 'Access for All' – which I agreed to do on the basis of I know not what!

This edition has four articles by four (sets of) people with very different backgrounds: I've already told you enough about myself; and I have written a short little piece describing how far the best in

our hotel industry has to travel before understanding the basic principles of Universal Design. The other authors are, respectively:

1. Abha Khetarpal, a triple Masters' degree holder in English, Economics and Psychotherapy and Counseling; she counsels students with disabilities; and is a widely published author in addition to being the President of an NGO Cross of the Hurdles. Here she discusses the complex problems that need to be faced before reaching a level where our system of education might be regarded as having addressed the basic criteria underlying Universal Design principles.

2. This is actually a consortium of three authors: Rahul Cherian is a lawyer, disability policy activist and a co-founder of Inclusive Planet, the world's largest social network for persons with visual impairment; Shivani Gupta holds a Diploma in Architecture Technology and an MSc in Inclusive Environments from the University of Reading, UK and is co-founder and Director of AccessAbility, one of the leading organisations dealing with Access Consultancy in the country; Dipendra Manocha is the current director of the Regional Resource Centre (Delhi) of `DAISY for all' (an open international standard for accessible multimedia). And these three heavyweights have put together a brilliantly crafted document on Making Public Libraries accessible for Persons with Disabilities which should be used as a standard by any right-thinking library.

3. Then there is an eye-opening article by Sunil D'Monte who spells out in no uncertain terms just how one of the poshest shopping areas in Bangalore is a veritable nightmare for one who is

constrained to a wheel-chair. Sunil is clearly one of those people with the sensitivity and ready ability for viewing the world from another's eye which singles him out as the kind of person the world needs more of before it can hope to become a better place. All these assertions are readily verified by glancing over his many writings that can be found under the banner of Nirmukta (as an easy internet search will reveal). The reason you have to be content with hearing all these opinions of mine about him is that he himself produces only a two-line bio-data about himself, and prefers to not even give a copy of his photograph!



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Abha Khetrapal

Abha Khetrapal is the President of Cross of the Hurdles, an NGO, looking after needs of the people with disabilities. She is triple master's degree holder in English, Economics and Psychotherapy & Counselling. She is Counsellor for the students with disabilities University College of Medical Sciences, (UCMS) & GTB Hospital Delhi, serving on honorary basis. She provides free online and tele-counselling regarding personality development, adjustment problems, depression, educational and career guidance to the people with disabilities in India. She has got papers published on national and international journals. Her articles are often published in national and international newspapers and magazines.

Universal Design in Education: Revolutionizing the Educational Sector

Abha Khetrapal

Designing and planning for the people with disability in underdeveloped and developing countries like India, is nothing less than planning out of stigma. Here issues of access and inclusion are seen as separate components in various projects and programmes and are consequently regarded as an extra work or an added burden.

Environments need to be created in such a way that everything is accessible to everyone from the beginning rather than focussing on adapting things later. When designers apply design principles in such a way that their products and services meet the needs of potential users with a wide variety of characteristics, including disability, such a design is known as Universal Design. Adopting such designs would make this world a more "livable" place for every one of us.

Universal design is not only an approach to the design of products and environments but it also includes instruction and methodology to receive or impart education or learning. It takes into consideration the variety of abilities, disabilities, ethnic backgrounds, reading abilities, ages, and other characteristics of the student body. Neuroscience reveals that these differences are as varied and unique as our DNA or fingerprints.

Universal Design for Instruction (UDI) is an approach to teaching that consists of the proactive designs and use of inclusive

instructional strategies that benefit a broad range of learners including students with disabilities. Universal Design ensures an adoption of holistic mainstreaming approach for the students with disabilities in the education sector. Education provides children with disabilities the skills to allow them to become positive role models and join the employment market, thereby contributing substantially and positively in National Income. Education alone can prove to be a stepping stone to alleviate discrimination of all kinds and tackling poverty as inclusive education promises to enable children with and without disabilities to grow up together

The best way to improve education for children with disabilities is to improve the education sector as a whole. In a country like ours where teachers are untrained, where they work with large class sizes and few resources, where classrooms are structurally unsafe, access and equity cannot be ensured to all the students. Traditionally, in the name of providing education to all we have been trying to accommodate individual needs, without changing courses. One important point to be taken care of while thinking of Universal Designing in Learning is that UDL would not benefit the students with disabilities but it would also cater to needs of the educators with disabilities.

Why should it be necessary for teachers to present the bulk of their instruction through speech? Aren't there several ways to offer much of the same material visually or in audible forms? Brailing or tape-recording of texts, and in-classroom sign language interpreting, are expensive. So there can be ways to make education more convenient for time-pressed students, more comfortable for people from diverse backgrounds, and more flexible for persons having

different learning styles. And this is what Universal Design commits to offers.

In a Universally Designed learning environment which is an inclusive one, the teachers teach students, and not disability labels. For example, texts on disks can be listened to by students who are blind and by many who have learning disabilities. They may also be listened to by any student while driving.

Physical access to classrooms and other education facilities is an important initial step towards educational equity for the students with disabilities. Providing accessible spaces and materials is often essential to learning. During the design and construction process requirements ought not to be compromised by economic constraints, aesthetic considerations, and other forces. Universal design dictates that:

- **School furniture should maximize comfort and minimize the potential for injury**
- **It should be free of protrusions with rounded edges and non-glare surfaces**
- **Points of transition such as steps, ramps, intersections, and entry doors need special attention Care has to be taken regarding lighting.**
- **Path surfaces should be stable, firm, and slip resistant and should be in harmony with surrounding areas**
- **For school-aged children with hearing impairments, emotional disabilities, attention deficit disorders and many for many other**

students who suffer transient hearing losses from ear infections, colds, and allergies, acoustical standards have to be maintained.

- **Poor indoor air quality can affect the learning process. Students with disabilities are the most vulnerable to poor indoor air conditions. So close attention to indoor air quality has become mandatory. Heating, ventilating, and air conditioning systems should control humidity, eliminate contaminants at their source, incorporate high efficiency air filters, and be easily inspected and cleaned.**

But all this is not sufficient. It must be ensured that all students with disabilities have an equal access to the general curriculum or enjoy comparable opportunity to derive benefit from what school curriculum brings for them. Currently, typically taught curriculum in schools is a “one-size-fits-all” curriculum which is present in the form of textbooks. It generally lacks flexibility in how it presents information to students, how it permits the students to respond, and how it engages the students in the learning process. To make typical textbooks and other curriculum materials accessible to disabled students, they must undergo numerous time-consuming transformations and interpretations, to the extent that the student’s participation in classroom activities is prone to get fragmented or delayed.

Simultaneous changes in the classroom environment along with the curriculum are the essential elements required if full equity with inclusion has to be achieved. For an education institution, whether in a regular mode or distance mode of education, creations of a learning environment should be the targeted goal. Embedding solutions at the designing level would ensure removal of the need of retrofitting things later on as they might not be cost effective. The

UDL framework is based in the neuroscience of learning, and its principles emphasize three key aspects of pedagogy: the means of representing information, the means for the expression of knowledge, and the means of engagement in learning. A person who happens to have a characteristic that is termed a "disability," ought to have an access to content of the course and fully participate in class activities. The basic premise of Universal Design in Instruction or Learning aims at shifting the methods from delivering instruction to promoting learning. Thus a universally-designed curriculum includes:

- **Multiple means of representation**
- **Multiple means of expression**
- **Multiple means of engagement**

UDL facilitates design of a curriculum which is quite responsive as well as a flexible one. It offers options for how information is presented, how students respond or demonstrate their knowledge and skills, and how students are engaged in learning. UDL implementation provides accessible opportunities to all the students to participate in the general-education curriculum. It would lead to an overall progress in the educational system by reducing instructional barriers for all kinds.

Teaching materials available to everyone may be different:

- **In form: short stories in classroom books, audio versions, books on computer-based media, and books in Braille or large print;**

- **In level of difficulty: stories of different lengths using various numbers of illustrations, stories with sentence structures of varying complexity, and so on;**
- **In presentation: fonts and books of different sizes to facilitate their manipulation.**

Many students in academic classes come from a wide gamut of ethnic and racial backgrounds. There are some who do not have English as their first language. There may be students with different learning styles, including visual or auditory learners. Students with disabilities are also seen pursuing post secondary education. They could be having visual impairment, low vision, hearing impairment, mobility impairment, learning disabilities, and psychiatric health impairments.

So a classroom environment must respect and value diversity. Another step in establishing Universal Design in Learning can be putting a statement on the syllabus inviting students to come and meet the administrative staff to discuss disability-related accommodations and other special learning needs.

Keeping in mind the unique needs of everyone in the classroom, there can be use of multiple modes of content delivery. These can include non-conventional methods like:

- **Internet based interaction.**
- **Delivering orally the summarized web based materials.**
- **Providing captioned videotapes.**
- **Providing printed materials in electronic format.**

- **Providing text descriptions of graphics presented on Web pages.**
- **Providing printed materials early. This would help the students to prepare for the topic to be presented and access materials in alternative formats.**
- **Creating web based materials in simple and consistent formats.**

This would be beneficial for the students with learning disabilities as well as for the students for whom English is a second language.

- **Providing effective prompting during an activity and getting feedback after the completion of assignment.**
- **Encouraging different ways for students to interact with each other and with the instructor.**
- **Facing the class and speaking clearly.**
- **In-class questions and discussion, group work, and Internet-based communications.**
- **Providing multiple ways for students to test their knowledge. For example, besides traditional tests and papers, the faculty could consider group work, demonstrations and presentations as options for demonstrating knowledge.**
- **Making sure equipment and activities minimize sustained physical effort.**

Variations in presentation can make the same text more accessible to all students, especially those with learning disabilities. For instance, a social studies lesson can be taught using an electronic format of the text.

It can be

- **Can be read aloud using screen reading software (useful for students with reading problems)**
- **Can include dialogue, music, sound effects, and video clips (helpful to students who learn through more sensory involvement)**
- **Can be changed to different print sizes, colors, spacing, or highlighting (helpful for students to see and remember)**
- **Can be printed as a personalized copy (helpful for most students)**

The basic objective behind UDL is an increased emphasis on* *the students attending the regular classes*. *For having Universal Design in Learning in the real sense of the term we require the following criteria to be met:

- ***Equitable use***
- ***Flexible use***
- ***Simple and intuitive use***
- ***Perceptible information***
- ***Tolerance for error, and***
- ***Less physical and cognitive effort.***

Students with disabilities can be blocked from meaningful interaction with knowledge and outside world due to an inflexible text and instructional set up which may inadvertently create physical, sensory, affective, or cognitive barriers. They may have the same tools as everyone else but they might not have an equal access to education because of poorly designed educational environment.

But there can be several strategies that educators can employ to give these students access, including using a curriculum that has been universally designed for accessibility. Universal Design along with assistive devices can thus level the playing ground where the students as well as the teacher with disabilities can show their full potential.



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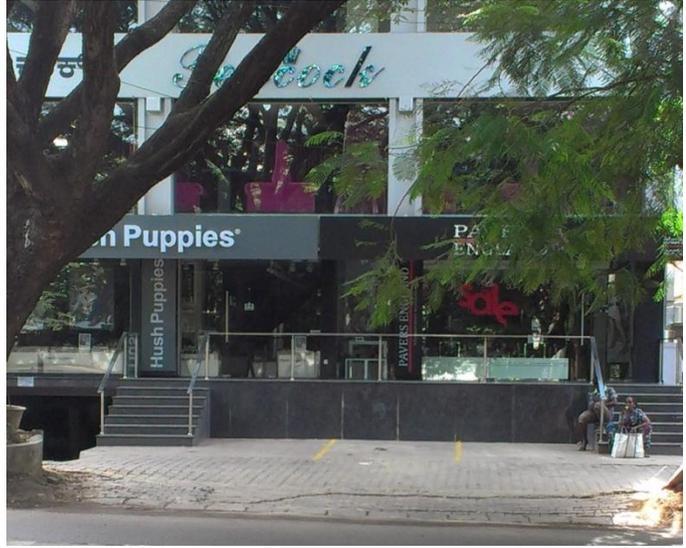
No Country for Wheelchairs

Sunil D'Monte

Quick: What does the entrance to your apartment building look like? Your office? The shop where you bought your last pair of jeans? The last coffee shop you hung out at? If you can't remember, or had to think hard to picture it, consider yourself privileged. Because to Indians with disabilities, these are matters of enormous consequence. Chances are, they will know exactly what these places looked like. And that everything in this article will be old news and glaringly obvious to them. Which is why, dear reader, the "you" and the "we" of this article are others like myself – people who do not have physical disabilities. My aim in writing this article is to do some consciousness raising amongst "us".

A few weeks ago, I took an early morning walk down Indiranagar 100 Feet Road, Bangalore, a posh shopping street in a posh part of town. My goal was to photograph as many stores as I could, to figure out if a person in a wheelchair could enter these stores. I was motivated to do this when one day I found myself trying to picture the entrances to all the office buildings I've worked in. I discovered that I only had a vague idea of what they looked like, and I couldn't recall the details – in particular, whether they had had wheelchair access or not.

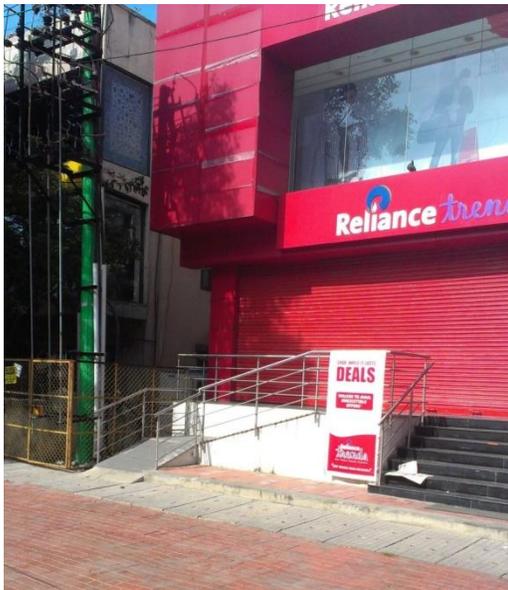
Here are the photographs of the stores:





I saw around fifteen stores in all, and got photographs of all but a few (which had security guards outside). The situation was much worse than I expected. Nearly every store had steps and no ramp.

Out of the whole lot, only two had ramps of any description. Here they are:



If you're thinking *would a wheelchair be able to go up those ramps?*, you're not alone. The answer to that is: No. To see why, here is an explanation on ramp gradients, from a document titled [Designing for Accessibility – an Essential Guide for Public Buildings](#) (written for compliance with the UK's [Equality Act](#)):

"The maximum permissible gradient is 1:12, with the occasional exception in the case of short, steeper ramps when refitting existing buildings."

What this means is: for a height of 1 foot, you need a ramp that is 12 feet long.

This document from the US law, the Americans with Disabilities Act, explains some of the exception cases for old buildings where a 1:12 gradient is not possible:

(i) "A slope between 1:10 and 1:12 is allowed for a maximum rise of 6 inches."

"A slope between 1:8 and 1:10 is allowed for a maximum rise of 3 inches. A slope steeper than 1:8 is not allowed."

Neither of the above two ramps meet that criterion. Indeed, they seem to have been designed not for wheelchairs at all; rather to move equipment trolleys in and out of the store.

A good resource for examples of good and bad construction is this page by the Australian Human Rights Commission: [The good, the bad and the ugly – design and construction for access](#). Apart from ramps, it also describes many other essential design features, like:



A ramp with appropriate handrails and kerb rails Image via Australian Human Rights Commission; links to source

- **Tactile Ground Surface Indicators**
- **Stairway design**
- **Visual indicators**
- **Door openings, thresholds and circulation space**
- **Reception desks and counters**
- **Signage**
- **Lift call buttons**
- **Floor surfaces**
- **Restrooms**

What does Indian law say? The Persons with Disabilities (Equal Opportunities, Protection of Rights and Full Participation) Act, 1995 mentions "Non-discrimination in the built environment":

"The appropriate Governments and the local authorities shall, within the limits of their economic capacity and development, provide for-

- ramps in public buildings;***
- adaptation of toilets for wheel chair users;***
- braille symbols and auditory signals in elevators or lifts;***
- ramps in hospitals, primary health centers and other medical care and rehabilitation institutions."***

(It's not clear to me what the requirements of private property owners are.) In 2007, India ratified the UN Convention on the Rights of Persons with Disabilities (CRPD). Then in 2011, the Rights of Persons with Disabilities Bill, 2011 was drafted in order to plug the gaps between the 1995 act and the CRPD. I hope that it will remedy some of these issues. For example, it says "The Central Government shall establish the National Centre for Universal Design and Barrier Free Environment in order to assist the country to become universally accessible and inclusive in terms of accessibility".

In talking about rights, it's important for us secular humanists to remember one thing – this is not just about rights, it's about rights and dignities. People with disabilities ought to be able to enjoy the social participation that “we” all enjoy – as the CRPD puts it, “to live independently and participate fully in all aspects of life”. This should not be a compromise or an accommodation. Many years ago, I was in Paris along with some family members, and we visited the Louvre Museum. One of my relatives was elderly, and she used a wheelchair. Our experience of visiting the museum with her was far, far better than anything I've seen in India – but there was still many things that gave us pause. Because it seemed like the lifts and the ramps were added in as an afterthought. Time and again, we would find the steps to go to the next floor right in front of us, but the lift or the ramp was nowhere to be seen – we'd have to go look for it. This caused her a lot of distress. While her *rights* to visit the museum were certainly being respected, her *dignities* were not – she felt marginalised, and that she was being a burden on us. Universal accessibility should instead be “baked” into our buildings right from the start of construction.

If you want to get some idea of what it is like for people with disabilities when they navigate daily life, here's a short film by the UK's Disability Rights Commission, titled “Talk”. The film “flips the script” and imagines a world which is dominated by and identified with people with disabilities, where able-bodied people are the ones who are marginalized.

What can we do?

Challenging oppressive norms in India is a daunting prospect. What can we do against the mass ignorance, the corruption, the apathy?

First let's get some questions out of the way. *Should we do something about this?* My answer: yes, we should. At Nirmukta we've often talked about morality and ethics and oppressive social systems and privilege, and I think it is an ethical obligation for those who occupy privileged social positions to fight for those who don't. *But how much can I do? How many issues can I fight for?* This is true. It's overwhelming isn't it? Most of us care about some social issues that concern us, while other issues are off our radar, or we aren't even aware of their existence. I think the first step is simply to educate ourselves enough, so that these other issues come onto our radar. And then we can find actionable steps to help. Here are some low-cost ways that I can think of:

1. Remove people's "ignorance excuse". Start talking about the lack of physical accessibility in India. When you're out with your friends, point out inaccessible spaces to them. Ask your employers or the managers of your favourite restaurant why they don't have wheelchair access. This is important because once you plant these seeds of awareness in people, it takes away their "ignorance excuse". Just as I hope to have removed your "ignorance excuse" with this article.

2. Use social media. I posted the photos above to the respective Facebook pages of these companies (links: [Costa](#), [Coffee Day](#), [Jack & Jones](#), [Croma](#), [Reid & Taylor](#), [Sony](#), [Reliance Trends](#)). Some of the responses were encouraging, and some not ("Thank you for your suggestion"). Imagine if all of us started doing this – taking pictures with our cellphones, and then posting them to the company's Facebook pages. Marketing managers care a lot about the image of the companies they work for, and if that image is taking a

hit, they're going to notice. It's easy to do, cost you nothing, and might make a difference.

(Acknowledgment: I am grateful to Nirmukta for permitting us to re-publish this article which first appeared at <http://http://nirmukta.com/2012/10/11/no-country-for-wheelchairs/> - Guest Editor.)

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Shivani Gupta

Shivani Gupta, Director AccessAbility is a pioneer in promoting physical accessibility for all that she became involved with post a UN-ESCAP training in Non Handicapping Environments in 2000. Recognizing the dearth of professional persons working in the field she decided to devote her life to this and educate herself further. She holds a Diploma in Architecture Technology and a MSc in Inclusive Environments from the University of Reading, UK.

With a first-hand experience of disability today under Shivani's leadership AccessAbility is the most recognized Access Consultancy in the country, with elite clients such as the ITC Hotels, UNDP, University of Hyderabad etc. AccessAbility is also partnering with the National Centre for the Promotion of Employment for Disabled People for awarding the NCEPDP-Mphasis Universal Design Award

given to individuals and organisations who have done exemplary work in Universal Design

She has co-authored several books published by the Government on the issue that are used by architects and designers. Shivani is also a co-author of the 'Universal Design India Principles.' She is regularly invited to be a part of committees setup for promoting accessibility by the Government. She has organized and been invited for numerous training programmes and talks for raising awareness about the issue.

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Rahul Cherian,

Rahul Cherian Jacob is a lawyer and disability rights activist and is the founder of the Inclusive Planet Centre for Disability Law and Policy operating out of India. He assists disability rights organizations and the government with law and policy reform to ensure that persons with disabilities can exercise their rights on an equal basis with others. Some of the areas he is currently involved in include reform of banking regulations, broadcasting and air travel for persons with disabilities.

He was one of the original team that drafted the copyright related Treaty for the Visually Impaired and he is the legal advisor to the World Blind Union on the Treaty. He was instrumental in providing input and assistance to disability rights organizations and the copyright office in India in relation to the recently introduced copyright exceptions for persons with disability. He also assists the copyright offices of other countries with respect to reform of their copyright laws for the benefit of persons with disabilities.



Dipendra Manocha,

Mr. Dipendra Manocha heads the training and technical support and coordinates DAISY Consortium's projects in developing countries. (<http://www.daisy.org>) DAISY works towards providing publications in accessible formats to persons who cannot read normal print. He has managed or coordinated several technological development or implementation projects such as: setting up an Online Braille Library in India, setting up of IT training facility for persons with blindness, content Creation Project for University books in Braille, E-Text and Talking Books format being supported by Ministry of Information and communication Technology, Government of India.

Making Public Libraries Inclusive For Persons With Disabilities – An overview¹

Problem Statement

It is estimated that India has between 70 million and 100 million persons with disabilities (“PWDs”). Depending on their disability, PWDs have varying degrees of problems in accessing libraries and the material available at libraries. PWDs cannot access the premises of libraries since the buildings themselves are not accessible. People who blind or have low vision cannot access reading material in libraries since the reading material are not in formats that are accessible. It is estimated that less than 0.5% of books are available in formats that are accessible by people who are blind or have low vision. It is therefore critical that libraries in India are made inclusive so as to become accessible by PWDs.

Suggestions For Improvement

Given below are suggestions to make the public library system inclusive to PWDs based on internationally recognized best practices:

1. Accessibility

Structural modifications must be made to the library to ensure that PWDs can use the library building easily and safely, without any barriers or obstructions. Some of the modifications required include accessible parking, clear paths of travel to and throughout the

¹ *This document prepared by Rahul Cherian, Inclusive Planet Centre for Disability Law and Policy(www.inclusiveplanet.org.in) with input from Dipendra Manocha, Daisy Forum of India (www.daisyindia.org) and Shivani Gupta, AccessAbility (www.accessability.co.in)*

facility, entrances with adequate, clear openings or automatic doors, handrails, ramps and elevators, accessible tables and public service desks, and accessible public conveniences such as toilets, and drinking fountains. Other reasonable modifications may include visible alarms in rest rooms and general usage areas and signs that have Braille and easily visible character size, font, contrast and finish.

For further information see Annexure 1.

2. Media Formats

Persons who are blind, have low vision, dyslexia and other print disabilities cannot access reading material in their printed formats. They require reading material in alternate accessible formats such as Braille, large print, audio recordings and electronic formats including digital talking books etc. Libraries must procure an extensive catalog of reading material in these formats.

Note: Copyright Amendment Bill 2010. The Copyright Amendment Act, 2012, passed earlier this year permits educational institutions, NGOs, libraries and PWDs to convert books in to these alternate formats without requiring permission from publishers.

Libraries must therefore take the initiative of converting printed material into accessible copies and also enable PWDs to be able to convert printed material into accessible formats.

For further information on the standards to be adhered to when the library undertakes conversion to accessible formats see *Annexure 2.*

3. Assistive Aids and Equipment

PWDs require certain assistive aids and equipment to be able to fully utilize the services of the library and the information available therein. Some forms of accessible formats specified above can only be accessed using assistive aids. Libraries must provide the assistive aids/equipment specified in Annexure 3

4. Library as a distribution centre

Each library must work as a distribution point for accessible books. For this purpose, each library must be connected to other libraries including specialized libraries that provide only accessible books² and a centralized database of all material in accessible formats. The website of each library and the centralized database must adhere to the Web Content Accessibility Guidelines (WCAG) 2.0 as outlined by the World Wide Web Consortium (W3C). Each library must take orders for accessible books from library users and source the books from other libraries.

Libraries must work together to enable interlibrary exchange of hard copy Braille books.

5. Training and sensitization

Adequate training and sensitization must be given to library staff to ensure that they are able to interact with and assist PWDs. Training and sensitization programs must be evolved in consultation with the disability sector and be must conducted with the assistance of experts in the disability space.

² *Some examples of specialized libraries for accessible books are www.inclusiveplanet.com, www.daisyindia.org and www.bookshare.org. Between these libraries, they have over 1 lakh books in accessible formats.*

6. Specialized services

The library should offer specialized services to PWDs including home delivery of books and reading service at designated times at the library.

Annexure 1³

Accessibility

a. Outside the library

i. The main gate of the entrance of the library must be made accessible in accordance with applicable accessibility standards. If the main entrance cannot be made accessible, a secondary accessible entrance should be provided.

ii. At least one parking space marked with the international symbol for the disabled close to the library entrance must be provided.

iii. Clear and easy to read signposting must be provided.

iv. Unobstructed and well lit access paths from the main gate to the entrance of the library must be provided. All steps must be replaced/complimented with ramps having less than 5% gradient, with railings on both sides.

v. Smooth and non-slip surface must be used throughout.

b. Getting into the library

i. A person in a wheelchair or using crutches or a walker should be able to enter through the door and pass through security check points, if any. A blind person with a cane or a guide dog should also be able to enter without encountering obstacles.

ii. Applicable accessibility standards must be adhered to.

³ ***Based on checklist prepared by International Federation of Library Associations and Institutions available at <http://archive.ifla.org/VII/s9/nd1/iflapr-89e.pdf>***

- iii. Sufficient space must be provided in front of the door to allow a wheelchair to turn around.**
- iv. Entrance door should be wide enough to allow a wheelchair to enter.**
- v. Doors should be openable with one hand for wheelchair users.**
- vi. Glass doors, if any, must be marked to warn persons with low vision**
- vii. Wheelchair/walker or other mobility aides must be able to pass through security checkpoints, if any.**
- viii. Stairs and steps must be marked with a contrasting color**
- ix. Pictogram signs leading to elevators, if any, must be provided**
- x. Elevators, if any, must be well lit with buttons and signs in Braille and synthetic speech.**
- xi. Elevator buttons reachable from a wheelchair.**

c. Inside the library

- i. All parts of the library should be accessible.**
- ii. The catalogs must be available in accessible formats.**
- iii. Clear and easy-to-read signs with pictograms must be provided.**
- iv. Service desks should be located close to the entrance.**
- v. A certain number of tables and computer workstations should be adapted for persons in wheelchairs.**
- vi. Shelves must ideally be reachable from a wheelchair**

vii. Chairs with sturdy armrests must be provided

viii. Unobstructed aisles between bookcases must be provided

ix. Visible and audible fire alarms must be provided.

d. Toilets

The library should have at least one toilet for PWDs, equipped with the following:

i. Clear signs with pictogram indicating the location of the toilets

ii. Door wide enough for a wheelchair to enter and sufficient space for a wheelchair to turn around

iii. Room enough for a wheelchair to pull up next to the toilet seat

iv. Toilet with handles and flushing lever reachable for persons in wheelchairs

v. Alarm button reachable for persons in a wheelchairs

vi. Washbasin, mirror at the appropriate height

e. Information Desk and Circulation desk

i. The desks must be of adjustable height to enable persons in wheelchair to be able access the desk

ii. Chairs must provide at the desk

iii. Induction loop system for hearing impaired persons

Annexure 2

Standards for material converted into accessible formats by libraries

a. Master Digital Documents of converted material must be maintained in DAISY XML format.

b. All Master Digital Documents in Indic Languages must be encoded in Unicode [UTF8/16]and formatted using a royalty-free Open Type Font.

c. All Master Digital Documents must be tagged according to DAISY standards to capture semantic information for parts, units, chapter headings, subsections, pagination, ordered and un-ordered list, tables, images along with their alternative text, math equations, title, author, footnote, end-note, text box, abbreviation, acronym, etc.

d. Metadata information about the publication as prescribed in the DAISY Standards must be added to all Master Digital Documents.

e. Distribution of digital copies of the Master Digital Documents through web sites or otherwise must be done in epub format.

f. If other standards are used for different target populations those standards must be compliant with the National Open Standards Policy and the Interoperability Framework for E-Governance in India.

Annexure 3

Assistance Aids/Equipment

For Assisting persons with Visual Impairment or blindness:

Persons with vision impairments or blindness would benefit from software and hardware for enlarging displays on the monitor or reading material through a speech synthesizer.

Some of the most common assistive aids/equipment are:

For magnification –

o Screen-magnification software. This program allows people with low vision to access computer information by enlarging the screen display or tailoring the display to accommodate their disability.



o Large magnification devices such as closed-circuit television magnifiers (CCTV). This system employs a video camera lens to enlarge text from three to thirty times normal text size

o Handheld magnifiers

For Screen reading –

o Screen reader software programs enables individuals who are blind or visually impaired to access the information on a computer screen

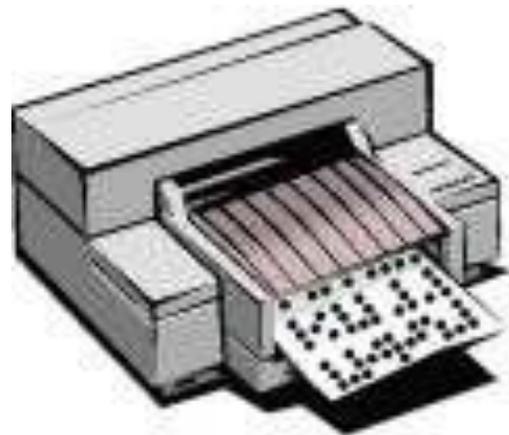


through voice output.

o Scanning and reading software helps those with low or no vision. Scans printed text and verbalizes the text via synthetic speech using optical character recognition technology.

For Braille support -

o Braille Translating Software - To produce correctly formatted and coded Braille one needs a Braille Translation Software. A document prepared by a word processing program is loaded into the translation software. The final document may be printed in Braille by a Braille embosser.



o Braille Embosser - Braille embossers print Braille output from a computer by punching dots onto paper and enable users to make hard copies of documents

For Assisting people with Hearing Impairment or Deafness

Users with deafness or have hearing impairments do not have problems using the computer except problems will arise from programs and websites that have audio cues.

o Sound Sentry This option directs the operating system to display a visual signal when a sound is generated by a Windows application. Sound sentry is built into Windows and Apple operating systems.

For Assisting people with Learning Differences

Specialized software programs and hardware for people who have learning differences will display print as well as provide auditory reading of the text simultaneously.

For Assisting people with Physical Disabilities

Persons with physical disabilities may need assistance in using the computer apart from having physical accessibility. The following items increase computer usability and safety:

- o Special input devices such as trackballs, joysticks, switches, touch pads, and augmented keyboards (micro keyboards or oversize keyboards with enlarged keys)**
- o A computer camera/tracker allows users to manipulate the cursor through head movement.**
- o Software utilities that replaces the functionality of a standard keyboard with a full-featured, onscreen keyboard.**
- o Motorized wheelchairs to be used by physically impaired users especially motorized chairs whose seat can raise so that users can reach books on higher shelves on the rack.**
- o Availability of reaches to access books that may be placed too low or too high on the book rack.**

Useful Links

American Library Association:

<http://www.ala.org/ascla/asclaisues/libraryservices>

International Federation of Library Associations and Institutions:

<http://archive.ifla.org/VII/s9/nd1/iflapr-89e.pdf>

World Wide Web Consortium:

<http://www.w3.org/WAI/>



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Luxury vs. universal design

V.S. Sunder

A recent trip I made required me to fly out of Thiruvananthapuram (or Trivandrum as it was called in the days of the British Raj and for some more years thereafter) and I thought it would be nice to be able to see Kovalam beach. But this required my knowing in advance that I could stay in an accessible hotel. So I thought that surely the Taj chain of hotels would be able to provide me with the needful, and I emailed the Taj group with my query as to whether I would be able to access their hotel on my wheelchair. I got a polite response from some central source to the effect that they were `cc'-ing their response to the concerned hotel who would be getting in touch with me. Three days went by with no such attempt to get in touch with me. So I tried calling the hotel in Kovalam and was told politely but firmly that unfortunately every room required you to climb about 10 steps!

So I had to take recourse to the unfortunate truth that very often, the only thing that works in India is to go through high level contacts. In this case, I turned to my brother who had been a senior and respected executive with the Taj group (before he saw the wisdom of moving to a life in academia) and asked if he would use his contacts to find if indeed there wasn't even one room in the entire hotel that would be accessible to a person on a wheelchair. Within a couple of hours, he called back to say that the person in charge of this hotel happened to have been a trainee under him in his days with the Taj Hotels. And within an hour after that, I got emails from this `ex-trainee' and the manager of the hotel to the effect that there was in fact exactly one room in the entire hotel that

was accessible to a wheelchair and that I could have it for the night I wanted it!

And so it transpired that my wife and I did indeed spend an afternoon and a night at this hotel. Our brief sojourn there started when we arrived there a little after noon and decided to have lunch immediately after checking in and before proceeding to our room. The one restaurant inside the hotel building was on a higher floor which I could access only by using a service elevator and being led through long corridors and inner bowels of the kitchens of the hotel. Then we emerged into the familiar opulent ambience of the restaurant, where we met and were welcomed by the manager of the hotel, and soon after we were seated, the chef came to our table and recommended, then prepared some of the most delicious seafood I have eaten! After a lunch that can only be described as over-indulgence on our part, we were ready to retire to our accessible room for a post-prandial nap! So we once again went through the kitchens and the service elevator and back out past the lobby to our room which I could access through the French window overlooking the garden - but only after it had been opened by someone after having climbed up a slope and then down the mandatory four steps to open the front door!

After having rested our over-fed bodies, we wanted to go down to the beach. So we went back up to the lobby to and out how this could be done, and the woman in the lobby told us very courteously that there was a nice sea-side restaurant we could go to for dinner. When quizzed about accessibility of the restaurant, she said although there were some 3 to 5 steps to get into the restaurant, we could sit on a lawn overlooking the sea where a table could be prepared for us.

When we got down there, even after being directed to the lawn, we found that some number of steps had to be negotiated in order to reach our table. Of course, many people solicitously hovered over us, while a couple of people lifted the wheel-chair up to the desired plateau, and we spent a pleasant evening savouring the smells and sounds of the surf at Kovalam.

Everybody at the hotel was most helpful and courteous, but that does not take anything away from my point that this nice time could not have been had if I had come alone or was absolutely incapable of walking even a few steps (which is fortunately not the case). As I keep trying to say, people like me need to be able to at least occasionally not feel dependent on other people. However willing you may be to carry me up some stairs, or come and open the door of my room for me and let me in, or to even take me to the men's room when I need to go, surely it is not hard to see that people like me would like to do at least some things (in fact, as many things as possible) by ourselves.

Not just 'handicapped people', surely there must be any number of aged people with creaking knees who must visit such hotels. Can they enjoy the luxury afforded by such hotels only after paying the toll of climbing some n steps? Anyway, not having a regular elevator in a hotel like this border on the absurd.

The ideology of universal design strives to ensure that designs take into consideration that that which is being designed can be utilised by people with or without disabilities - in short, by everybody, and does not exclude anybody because of faulty or inadequate planning. If the premiere hotel of our country - to whom the cost of providing their guests with a luxurious and comfortable stay is never a

constraint or a consideration (the cost of installing an elevator can be recovered from the charges paid on ten rooms!) - cannot or will not pay attention to universal design and the need for including all our people in all aspects of our life, then the concept of UD will unfortunately be consigned to the fate of remaining nothing more than a figment of someone's fevered imagination.

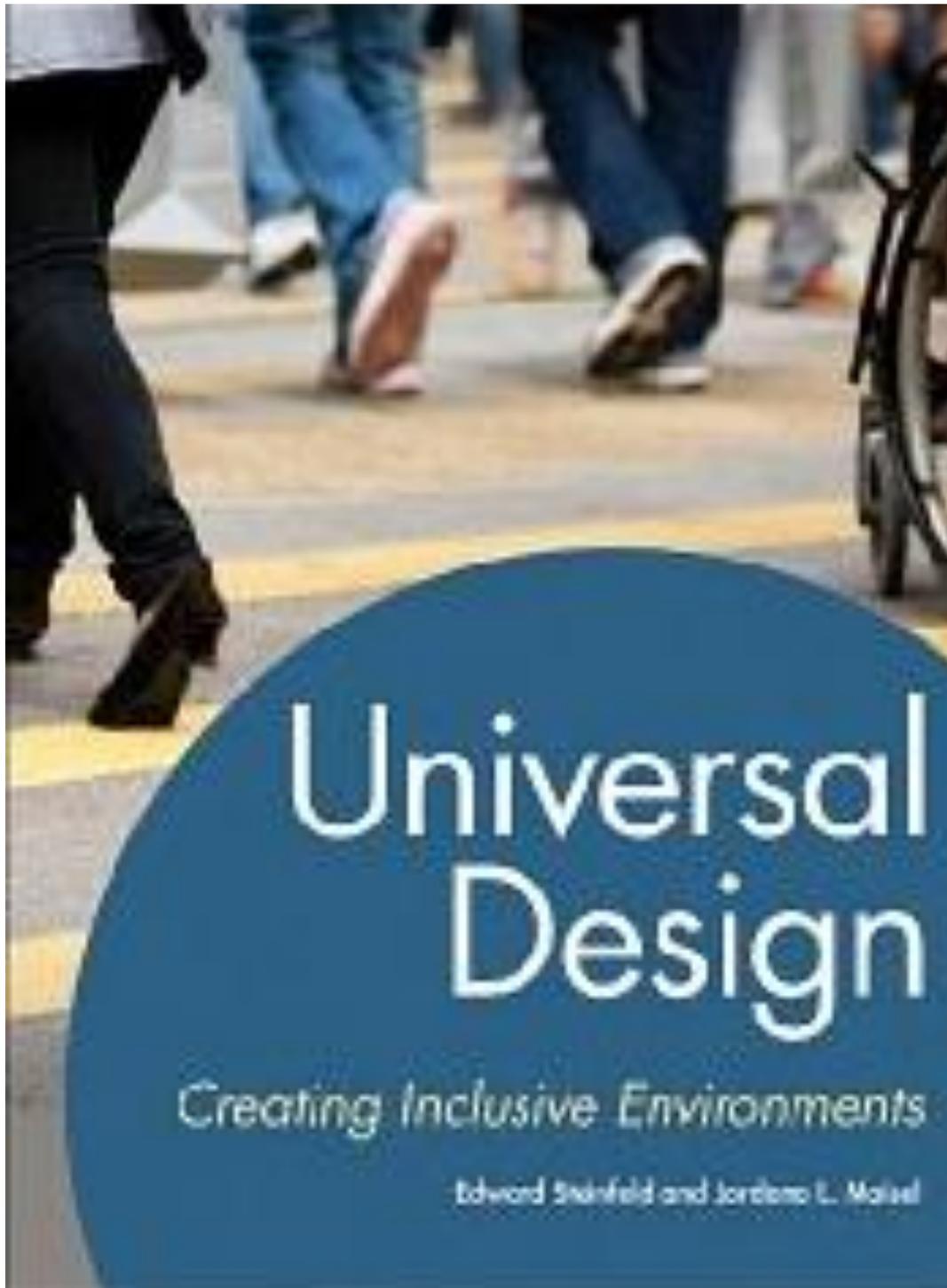


V.S. Sunder

The Institute of Mathematical Sciences

Chennai 600 113 India

BOOK RECEIVED:

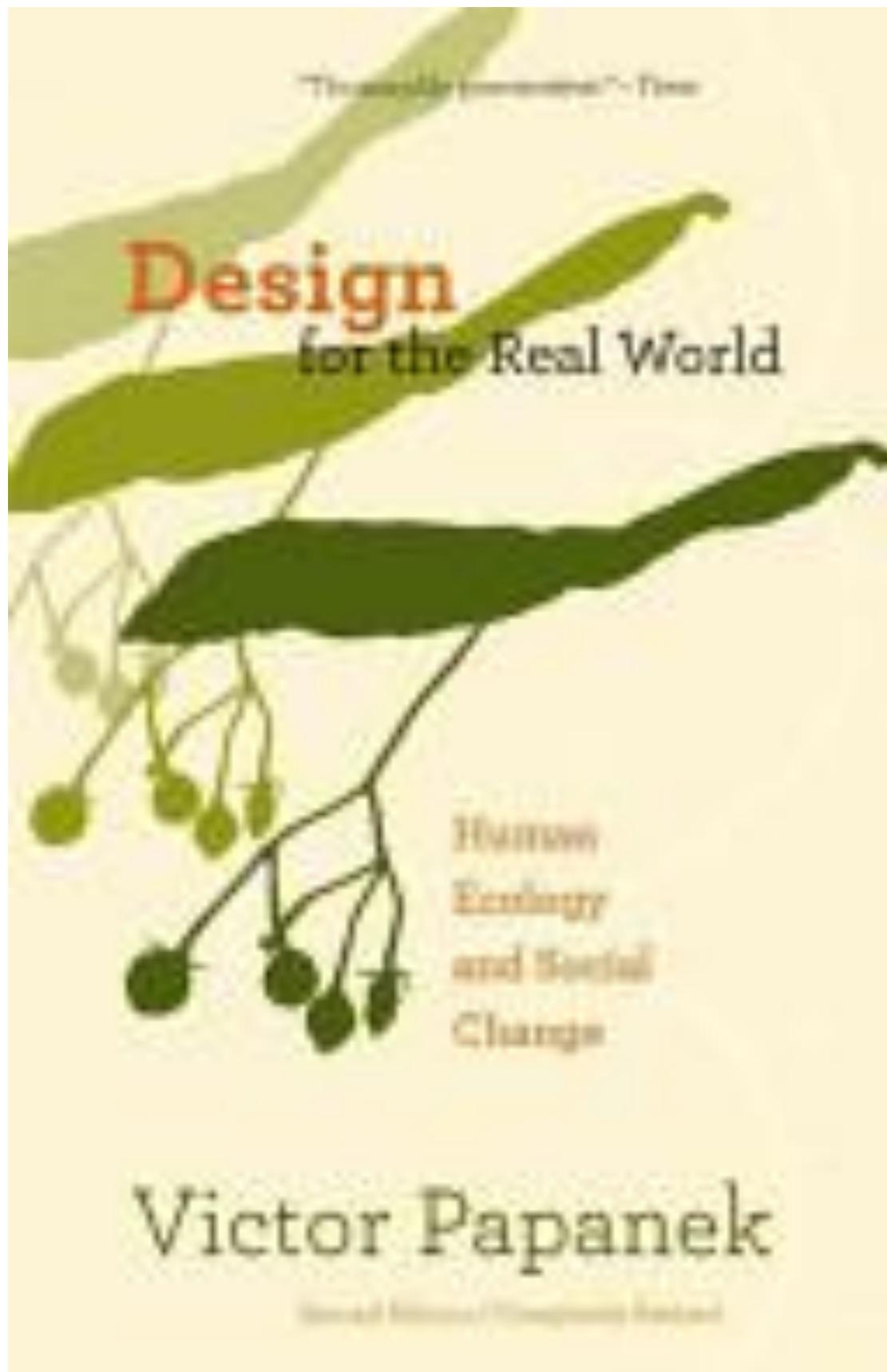




Advancing Ethnography in Corporate Environments

Challenges and Emerging Opportunities

Brigitte Jordan, Editor



NEWS:

1.

ITU rolls out plan to standardise power supplies

Shaun Nichols

The International Telecommunications Union (ITU) has rolled out a plan which would see a number of personal electronics devices standardise on a single power supply design.

The UN agency said that its plan would see a common Universal Power Adaptor (UPA) design implemented for home and small office equipment. Possible implementations include networking devices, set-top boxes and land-line telephone equipment.

Under the proposed schematic, the UPA hardware would be designed to reduce power consumption and would also be optimised for use in areas which do not have reliable energy grids. In addition to conventional AC power, the supplies would also be designed to work with portable power and solar energy units.

In addition to improving energy consumption, the agency hopes that the universal design would also improve environmental practices by implementing a common hardware set which could be easily recycled and refurbished for use in multiple devices.

Officials hope that the UPA design would be embraced with similar enthusiasm to the 2009 resolution to standardise mobile phone chargers. That effort saw the GSM Association agree to adopt a common method for charging mobile handsets.

"Our global standard for universal phone chargers received a very warm welcome from vendors and consumers, and I am certain that this new universal power adapter standard will enjoy the same worldwide success," said ITU secretary general Dr Hamadoun I. Touré.

"These important environmentally-oriented standards will markedly reduce e-waste and greenhouse gas emissions, while saving money

for vendors and consumers through more efficient use of raw materials and energy."

2.

IIT-D all set to open design innovation centre

A spate of new projects will soon grace the campus of the Indian Institute of Technology (IIT Delhi). While the institute has already set up its Student Innovation Centre with seed funding provided by the batch of 1986, it is now ready to set up yet another centre. "The Government of India has approved an innovation centre to be set up at the IIT campus. This is going to be a design centre and will be different from the existing student innovation centre that already exists," said RK Shevgaonkar, director, IIT (Delhi).

Research in this innovation centre will focus more on interdisciplinarity. Although the existing faculty will be employed for the purpose, the institute is also planning to hire trained professionals and additional faculty.

While the centre will become functional in six months' time, students will have several options to choose from such as aesthetic design, product design and animation.

"At present, there is a student innovation centre that operates in IIT Delhi. But the new innovation centre will float additional courses for students, such as those relating to becoming an entrepreneur. These interdisciplinary courses will make students more aware of the innovations," said Shiben Kishen Koul, deputy director (strategy and planning).

The institute has also received an initial seed capital of R25 crore from the Ministry of Human Resource Development (MHRD) for this purpose.

It will also teach students how to formulate an innovative idea and put it into practice.

"This centre will teach students three basics - first, how to generate an innovative idea; second, how to convert that innovative idea into a product and third, to convert that product into a business. The students will always have the option of sitting for the institute's placement process," Shevgaonkar said.

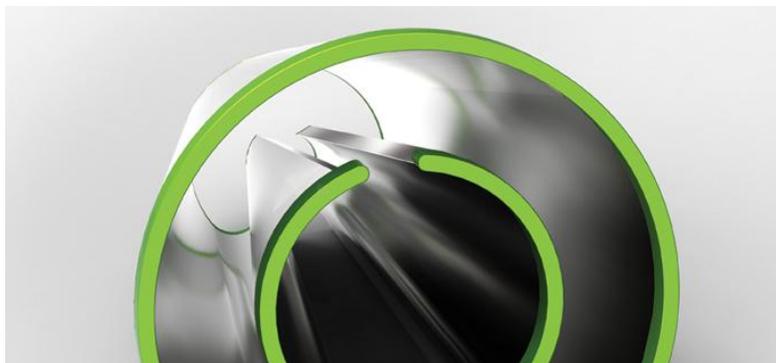
(Courtesy : Hindustan Times)

3. Abhishek Anupam won red dot design concept 2012

Twist is a pencil sharpener that can be used with pencils of different diameters. Its spring steel body adjusts to suit the pencil's diameter.

The stationery market is flooded with pencils of various diameters, as well as dedicated sharpeners that have been designed for all of them. People need to buy multiple sharpeners to suit their pencils. Twist, on the other hand, is a universal sharpener. It can accommodate pencils of various diameters. The principle of 'form follows function' guided the designer.

The form is simple – bent spring steel with two blades. The spring steel allows the sharpener to expand to suit thicker pencils, and to regain its original form after use. The two blades allow the user to rotate the pencil in either direction. In this way, it suits both right-handed and left-handed people. The slit facilitates the easy removal of any broken leads, which generally tend to get stuck inside sharpeners.



4.

City planners face challenge over Universal Design denial

LAHORE: A delegation consisting of Japanese experts from an organisation named 'Independent Living' on Monday purposed that the Universal Design should be incorporated in city planning in Pakistan. They were addressing a seminar titled 'Independent Living and City Planning for Physically Handicapped Citizens'. It was held at Lahore College for Women University's (LCWU) City and Regional Planning Department.

The seminar was organised in collaboration with International Society of City and Regional Planners (ISOCARP) of the Netherlands, Milestone Association of the Special Persons, Pakistan and Mainstream Association Japan. LCWU Vice Chancellor Prof Dr Sabiha Mansoor presided.

The Japanese delegation includes Toshihiko HATA, Masayuki HIRATA, Yuko ARAI, Tomohiro and others. Faculty of Engineering and Technology Dean Professor Dr Farhat Saleemi, faculty members and a large number of students were present on the occasion. A Japanese expert from NPO Mainstream Association shared the experiences of the handicapped persons to bring a change in development process of Japan. The Japanese delegation proposed several recommendations to be included into the policy making and building design to make LCWU a barrier-free campus for students having different kinds of disabilities.

Addressing the seminar, LCWU City and Regional Planning Department head Dr M Atiqur Rahman said, "There is a need for a paradigm shift in city planning regulations for development authorities and building control agencies in Pakistan so that design parameters for a barrier-free city planning can be included for new housing projects. Cities and towns must qualify for the design parameters as defined in the Universal Design for Independent Living to make our cities a better place to live in for all the citizens, including the elders, youth and the disabled."

Milestone Society President Shafiqur Rahman in his address said they would challenge all development activities in the city of Lahore if the Universal Design for accessibility was not implemented. The students of City and Regional Planning showed active participation as the organising committee of the seminar.

Vice Chancellor Dr Sabiha announced the LCWU would play its vital role for policy formulation at provincial level for realization of the development rights of handicapped citizens for inclusive city planning.

(Courtesy: The Daily Times)

PROGRAM & EVENTS:

1.

Social Capital and Entrepreneurship Workshop at CSCW 2013

At the 16th ACM Conference on Computer Supported
Cooperative Work

February 23-27 in San Antonio, Texas, USA.

There is a strong relationship between social capital and entrepreneurship. Yet we know little of how groups across cultures and socio-technical configurations interact and *collaborate online to transform innovation into commercial and social ventures*.

This one day workshop will explore, through different perspectives, the challenges for CSCW in supporting the development of social capital for entrepreneurship, highlighting the gaps and opportunities for designers.

A key part of the agenda for this workshop is to form understandings of the formation of social capital and entrepreneurship activities in contrasting cultures and socio-technical configurations.

We hope to foster dialogue between academics in different disciplines interested in interdisciplinary research in social capital, entrepreneurship and CSCW.

2.

Accessible ICT: Priorities for Future Research on Accessible Information and Communication Technology Systems and Services

22 January 2013

Institution of Engineering and Technology, 2 Savoy Place, London
WC2R 0BL

The aim of this conference is to obtain a consensus on priorities for future research on accessible information and communication technology systems and services. Funding bodies need to ascertain

the best strategy for investing their finite resources in research and development to benefit disabled and elderly people. The scope will include network-based services (social networks, collective intelligent systems, augmented reality, cloud computing, advanced location aware services and ambient intelligent systems) as well as novel user interfaces and technology transfer.

Speakers include Mike Short, Brian Collins, Gregg Vanderheiden, Graham Worsley, Patrick Roe, Alan Newell, Deborah Pullen, Gunela Astbrink and Guido Gybels.

The agenda is at <http://www.cardiac-eu.org/about/conference.htm>

To register for this conference, please go to http://www.theiet.org/events/eventsonline.cfm?u=/iebms/reg/reg_p1_form.aspx?oc=10&ct=SEMINAR&eventid=15065

3.

Business of Design Week returns with spotlight on design Annual conference BODW highlights innovation and industry

(1st October 2012, Hong Kong) Asia's leading annual design event is back from the 3rd to 8th December, 2012, for more exhibitions, forums and programmes to explore the growing business of design, innovation and branding.

Organised by the Hong Kong Design Centre (HKDC) since 2002, the week long conference brings the best of the global design community to Hong Kong, offering a chance for design experts and executives to network and share innovations and ideas. The premier gathering also encourages industry and business to unleash the power of design by focusing on their vital relationship and complex interplay.

With China already the world's largest exporter of design goods and emerging to the forefront of the global creative industry, the Hong Kong conference is an excellent networking opportunity for delegates. The event is also becoming a vital link in growing the aggregate demand and boasting the global value chain for design in the world economy.

This year's BODW includes a showcase of Danish design with numerous experts and executives from the Scandinavian country set to appear and speak. Among the top Danish design experts scheduled to attend include Johannes Torpe (recently named Bang & Olufsen's creative director), Jacob Holm (president of furniture studio Fritz Hansen), interdisciplinary architect Rosan Bosch (designer of LEGO PMD's fanciful office), Eva Kruse (founder of the Danish Fashion Institute), Mads Ryder (CEO of porcelain house Royal Copenhagen), and graphics legend Bo Linnemann (founder of Kontrapunkt) who has contributed to the trademark look of international brands such as Carlsberg, Microsoft, Coca-Cola, and IKEA.

Other creative geniuses coming are the influential founders of Danish cross-disciplinary design studio KiBiSi, Lars Larsen and Jens Martin Skibsted. Top British architect Thomas Heatherwick will be here to explore his philosophy of space, people's livelihood and sustainable development. Another key speaker is German industrial designer Richard Sapper. The designer of the classic Tizio Table Lamp, the Alessi Melodic Kettle and many other products now part of MOMA collection in New York, will share his experiences on creating functional aesthetics.

Other international design experts speaking include from commercial art director Mirko Borsche from Germany, cutting-edge Japanese advertising director Masashi Kawamura (PARTY Creative Lab), tech start-up star Jeremy Fisher of Wander (USA), and rising Chinese architect Ma Yan-song responsible for the Absolute Towers in Toronto, nicknamed the 'Marilyn Monroe Building'.

In addition to a three day forum, special events around the week include the popular Detour public exhibits and displays, the BrandAsia Forum, the Technology For Design seminar, and, this year, the Hong Kong Design Centre (HKDC) Awards cum 10th Anniversary Gala Dinner. Topics covered over the conference include technology, heritage & culture, branding, education and product & fashion.

Official website: www.bodw.com

Should you require any additional information, please contact DT Communications:

Delase Gazo

(d) 852-3696 6962 (e) delase.gazo@dt-asia.com

4.



 School of VISUAL ARTS®
MFA PRODUCTS OF DESIGN

PRODUCTS DESIGN

OPEN HOUSE
& INFORMATION
SESSION

SATURDAY, NOVEMBER 10, 11AM - 1 PM, New York City. RSVP NOW!

DESIGN THINKING. DESIGN MAKING. DESIGN DOING.

The MFA in Products of Design is an immersive, two-year graduate program that prepares exceptional practitioners across various disciplines for leadership in the shifting terrain of design. We educate heads, hearts and hands to reinvent systems and catalyze positive change through the business of making.

5.

Cameroon 2013 - International Workshop "Ageing and Healthy Environments"

There has been great interest in the workshops taking place in Cameroon in May 2013 and the full program should be finalized in early December 2013. Due to the level of interest we have opened up the program to accept a number of abstract with the deadline for submission being 30 November 2012.



6.



entries for the 2013 Mark of Excellence Systems Integrator Awards will be accepted through Sept. 14, 2012. The industry-recognized competition honors excellence in innovation and achievement in custom home electronics, services and installation technologies. The 2013 Mark of Excellence finalists will be announced in November and the winners will be awarded at the Mark of Excellence Awards Reception on Jan. 9, 2013, during the 2013 International CES.

New categories include Tech for a Better World and Accessible and Universal Design Technologies.

7.



The European Commission opened on 22 May the competition for the third "Access City Award" for the most accessible cities in Europe. The annual prize recognizes and celebrates cities that are dedicated to providing an accessible environment for persons with disabilities. The new edition of the Access City Award is now open for applications. The deadline for submission is September 5, 2012. <http://ec.europa.eu/justice/access-city>.

8.

  **INTERACT 2013**
designing for diversity

Cape Town, South Africa
2 – 6 September 2013
Cape Town International
Conference Centre

CALL FOR PAPERS
www.INTERACT2013.org

INTERACT 2013 solicits submissions addressing all aspects of human-computer interaction. The conference theme, "Designing for Diversity", recognizes the interdisciplinary, multidisciplinary and intercultural spirit of human-computer interaction (HCI) research and practice. The conference welcomes research and reports of practice that acknowledges diverse disciplines, abilities, cultures and societies, and that address both the technical and social aspects of HCI. Within the broad umbrella of HCI, we seek high quality contributions addressing new and emerging HCI disciplines, bridging cultural differences, and tackling important social problems. INTERACT 2013 provides a forum for practitioners and researchers to discuss all aspects of HCI, but special consideration will be given to papers taking account of the conference theme "Designing for Diversity". The first submission deadline, for full research papers, is 8 January 2013 (abstracts), 15 January 2013 (full papers).

SUBMISSION CATEGORIES

- Full research papers
- Short research papers
- Interactive posters
- Industrial programme
- Demonstrations and interactive experiences
- Special interest groups (SIGs)
- Panels
- Doctoral consortium
- African Masters Consortium
- Workshops
- Tutorials

SUBMISSION DEADLINES

- Full research papers:
 - Abstracts: 8 January 2013
 - Full papers: 15 January 2013.
- Workshop, Tutorials, Panels and SIGs: 29 January 2013.
- Short research papers, interactive posters, industrial programme, demonstrations and interactive experience, and doctoral consortium: 25 March 2013.

VENUE

The main INTERACT 2013 Conference will take place at the Cape Town International Convention Centre, whilst the pre-conference events (workshops, tutorial, doctoral consortium) will take place at one of the local university campuses in Cape Town.

Cape Town is a city like no other. Cape Town is South Africa's Mother City, South Africa's oldest city, and one of the most beautiful cities in the world. Cape Town is the archetypal melting pot, buzzing with creativity, colour, sounds and tastes. Its natural assets, from Table Mountain to pristine beaches and diverse cultural offerings, give the city a distinctive feel. While walking through the city's streets and meeting its people, most people fall in love with the city's natural beauty, creative freedom and incredible spirit.

Cape Town is renowned for its achievement in the fields of science and medicine, but also for its creative side, earning it the status of World Design Capital 2014 (see www.capetown2014.co.za). Its business district, speciality shops, hotels, restaurants and renowned attractions fall within the immediate downtown setting of the Cape Town International Convention Centre.

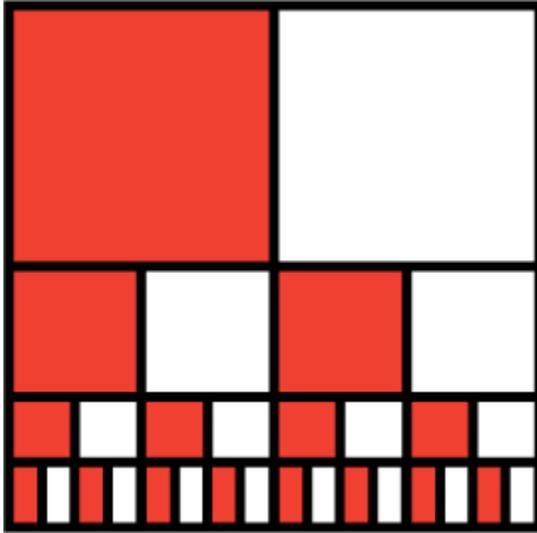


9.

TYPE GRAPHICS DAY
2013

7-9, March 2013 at DoD, IIT Guwahati

10.



'Expo infoDesign'

3 Day Workshop:

Information Structuring, Architecture and Visualisation'

15th - 17th November 2012 from 9.30am - 5.30 pm

at IDC, IIT Bombay

11



TEI'13 - Seventh International Conference on
Tangible, Embedded and Embodied Interaction

Seventh International Conference on
Tangible, Embedded and Embodied Interaction
February 10-13, 2013. Barcelona, Spain.

**Seventh International Conference on
Tangible, Embedded and Embodied Interaction**

February 10-13, 2013. Barcelona, Spain.

12.



HCI International 2013

21 - 26 July 2013, Mirage Hotel, Las Vegas, Nevada, USA

13

Global Sustainability Jam 2012 Bangalore

Global Sustainability Jam 2012 Bangalore

Friday, November 2, 2012 at 6:00 PM - Sunday, November 4, 2012 at 7:00 PM (IST)

Bangalore, India



14.



15.

1st Call for Papers: WG 9.4: Social Implications of Computers in Developing Countries

12th International Conference on Social Implications of Computers in Developing Countries

Conference Theme: Into the Future: Themes, insights and agendas for ICT4D research and practice

Ocho Rios Jamaica, 19-22 May, 2013

Submission Deadline: 26 November 2012

16.

1st Call For Papers, 17th Annual EUROMEDIA'2013 Conference, April 15-17, 2013, University of Lincoln, Lincoln, UK



17.

Empower with Inclusive Design



Calling designers & architects
Consider 1.13 billion people with unique needs worldwide

ENTRIES DUE FEBRUARY 18, 2013

18.

DESIGN OMICS

DESIGN OMICS

THE LONG-TERM
PAYOFFS OF BRANDING DESIGN
 MAKE IT A
NECESSITY
 - KUMAR MANGALAM BIRLA

DESIGN OMICS

HOME ■ EVENT ■ AWARDS ■ TELEVISION ■ NEWS ■ ACADEMY ■ CONTACT

2011
2012

Designomics is an initiative that endorses the value of strategic integration of Design in Business.

Design is no longer the domain of visual aesthetics and cosmetic beautification. Its potential to influence lives and shape the way businesses create value, is rapidly gaining recognition. Business houses are speedily embracing Design as a strategic tool, not just to empower their brands and engage their audiences but also to guide the driving philosophies at the core of the organisation. And in the rapidly globalising Indian economy, businesses are realising the importance of holistic Design intervention to deliver ROI. The merging of the Design principles and economic disciplines is what we call Designomics.

[CLICK HERE TO SUBMIT ENTRIES FOR DESIGNOMICS AWARDS 2012](#)

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19.



Last date for submission extended to
November 11, 2012



20.



21



22.



23.

International Conference on Advances in ICT for Emerging Regions

12th – 15th December 2012
Colombo, Sri Lanka

ICTer 2012

Venue: BMICH (13,14 Dec) & UCSC (12,15 Dec)

CODEGEN
www.codegen.net

Cambio Healthcare Systems

99 Technology

millennium information technology

UCSC
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What is ICTER 2012 ?

International Conference on Advances in ICT for Emerging Regions (ICTer) is the successor to the seminal International Information Technology Conference (IITC) held in Sri Lanka since 1998. It provides a platform where research done in ICT is presented by both local and foreign Computer Scientists and IT Professionals. In order to get wider international participation and to promote computing research in the fast emerging regions of the world especially in Asia-Pacific, it was decided to broaden the conference and link it with the related International Journal ICTer (www.icter.org). The proceedings of ICTer2012 will be published in both book and online versions with an ISBN number and also in IEEE Explorer and Google Scholar. Selected papers will be invited for publication in the ICTer Journal.

This year the conference will take place at BMICH Colombo, Sri Lanka on Thursday 13th and Friday 14th December 2012. In addition to the presentation of 29 papers, six poster presentations, three keynote addresses and five invited speeches will be made by leading personalities in the IT world. The conference will also include pre-conference (12th) and post-conference (15th) high quality tutorials/workshops in areas of current interest in Information and Communication Technology and will be held at the UCSC. A full day undergraduate/postgraduate student symposium will also be held at the UCSC on 12th December 2012.

Why should you attend ICTER 2012?

- * Best Academic conference in Sri Lanka that presents advances in ICT.
- * Opportunity to interact with local and international experts who involved in research & development in ICT.
- * Exposure to innovative developments in ICT.
- * Participate in workshops & tutorials on timely topics conducted by foreign and local experts.
- * Listen to research projects carried out by postgraduates and undergraduates in Sri Lankan universities.

web: <http://www.icter.org/conference/ICTer2012> info@icter.org +94-11-2158952 +94-11-2587239

JOB OPENINGS:

1.

Osian's is a pioneering institution in building the arts and cinema infrastructure of the country.

Our new website is currently under construction but you can know more about us at www.osians.com & cinefan.osians.com

We are expanding our design team to cater to the growing needs of our organization.

4 design positions are now open at Osian's Group, New Delhi.

General Requirements

International education/exposure/experience in the world of art & culture is a plus

Applicants should have over 2+ years of industry experience

They should be able to work under pressure and be able to meet deadlines

Positions open

Graphic & WEB Designer

1. A designer with refined and subtle graphic design sensibilities to work with our coding team on our upcoming web resource centre.

2. The applicant should be fluent with Photoshop, Indesign and Illustrator.

3. He/she must be passionate about web design and always attempting to create newer and better benchmarks in design.

Graphic & Publication Designer

1. A designer with interest in visual culture, image making, typography and publication design.

2. Desire to experiment and work with unconventional publications.

3. Interest in & ability to make mesmerizing and immersive graphic images.

4. Some understanding of Indian art and cinema image making is a plus.

5. He/she must be passionate about web design and always attempting to create newer and better benchmarks in design.

Exhibition Space Designer

1. Understanding of museum spaces and a desire to work full time with a museum of art and cinema.

2. This person must have the ability to curate exhibitions and work around themes to create experiential installations and narratives.

3. Also work with the practical aspects of lighting, visitor flow, information design & signage.

4. Ability to work with material and visualize/render objects and spaces in the third dimension.

Accessory & Product Designer

1. To develop a collection of museum products and merchandize.

2. Should have accessory design experience and exposure to material and techniques

3. Would be required to create a whole range of merchandize from concept to production.

4. Should be able to visualize and render 3 dimensional objects through software or sketches.

**If interested kindly mail your resume and portfolio to at newdelhi@osians.com
orchetan@osians.com**

2.

RAXA EMR - Open Source Health Information System looking for UI/UX Designers (1-3 years exp)

Key Responsibilities

Create wireframes, mockups and prototypes

Visual/Graphic Design for the existing modules and future modules including creation of graphic elements

Work in a cross functional team

Work and coordinate with the team working across globe and the ability to organize and manage multiple priorities

Qualifications

1-3 years of work experience with a strong portfolio showing the fulfillment of the above responsibilities

Front end development experience (a great plus)

Write to

sathyan.velumani@raxa.org

with your portfolio (a must) + CV

Know more about the project here

Our Wiki <https://raxaemr.atlassian.net/wiki/display/RAXAJSS/Raxa+JSS+EMR>

Website www.raxa.org

What we do

We are creating a health information system that will perform the logistics of patient tracking, store patient information as well as enhance delivery in the field where there is low connectivity and electricity supply. We propose to improve the quality of care by providing up-to-date relevant information as well as decision support and analytics to clinicians performing diagnosis and treatment.

We are designing this specifically for the non-profit rural hospital of Jan Swasthya Sayhog, grounded in the data model of the robust and field-tested OpenMRS platform (www.openmrs.org), with the hopes of eventually making this system modular, extensible, freely and widely available for other organizations to implement as easily as possible in the future. This project will benefit tens of thousands of people in the near term, and undoubtedly many more in the long term.

Get Involved

If you are interested in being part of this exciting project and helping our friends at JSS Hospital, we want to hear from you. There are a lot of ways to get involved, and if you don't see the right role for you or have other ideas, please get in touch.

3.

Chleon Automotive (www.chleon.com) designs next generation IVI (In-vehicle Infotainment Systems) system with focus on bringing connected-car/telematics and apps ecosystem to the in-vehicle environment.

Qualifications: Need a person with strong academic (BA/BFA/B.Des/M.Des etc.) background in Graphics design with artistic & creative aptitude. Should be well versed in Photoshop/Illustrator/Corel and other 2D UI design tools. Should have experience in UI design for either Web or smartphone apps. Familiarity with Flash is also desirable - expectation is to be able to create simple animations. Some exposure with 3D design tools like Maya/3DS Max is desirable but not necessary. Exposure to minimal coding (translating UI designs to XML etc) is a plus.

Experience: Desired experience level is 3 to 4 year plus, but not a limitation for candidate with good potential. Please send samples of your previous work.

Role: The role requires the person to envision and design UI for the complete Chleon IVI Platform. This includes not just the applications UI but also thinking around the overall Human-machine interaction. The UI should not only be eye-catching but also very intuitive to use. The apps are similar in functionality to those in modern day smartphones but are optimized for in car usage (Think about how you can present the Facebook to the user within a car?). The person should be able to think about UI flow from one screen to the next so as to be able to provide a good User Experience to the end user. The end product is targeted to very high end consumer markets (Americas/Europe) with very popular brand names of IVI market, so the design quality has to be very good.

Location: Noida

Kindly contact Mr.Amit (amitupadhyay@gmail.com) for further information.

4.

UX Designer for Nokia, Bangalore. Requirements are as follows:

- Min. 2 years of core UX / Interaction design experience**
- Good working knowledge of standard design tools (Adobe / Visio)**
- Prior experience in mobile domain will be preferred.**

Kindly send your updated resume and portfolio (not exceeding 4 mb) or an online link to work samples directly to:

Ashish Bhatia : ashish.bhatia@nokia.com

5.

We are looking for a design intern for 6 months which might transcend into a full time position/Partner position after aforesaid time period. The candidate has to be from a D school who boasts about pulling a rabbit out of their hat as we really like people who do that. Location is based out of Noida. Apple fans won't be disappointed because they will get a Mac to work on here at Skopex. You would be involved with Teams working on Next-Gen Mobility Products. You can expect a very good compensation.

We have an insanely flexible work hours and Smart work culture.

Our company website: <http://skopex.com/> email id: ashutosh.upadhyay@skopex.com.

Process:

Email your resume, a brief about yourself (in the email), Updated LinkedIn/Facebook Profiles would also do if you are not feeling like creating/updating one, don't worry we are not going to judge 'what's on your mind', we would definitely be interested in 'what you can do'. Also attach link/pdf/blog of you design sensitization which might be a showcase of project/seminar work.

A lil bit about Skopex

At Skopex we do design. We are focused on delivering experiences, full product design lifecycle and in-house user experience capability for businesses and enterprises. We are enthralled by the endless possibilities of design and user experience in "bridging the gap" and bringing technology closer to a wider range of users with business as a driving factor and we are encouraged with the fact that core of design thinking can be fused together with Business and Technology to enable ways to collaborative innovation, form global product strategies and advance the balance between use of technological resources and intended experience in delivered products and services.

Skopex Facebook page: <https://www.facebook.com/SkopexLive>

6.

India's hottest shopping app DelightCircle is looking for UI/UX Designer at Bangalore, who can help us provide the best user experience to our users of DelightCircle applications (both mobile and web). UI/UX has been very critical part of our applications, and so our app has been rated as 4.5 on Google Play and has been featured by Samsung App Store. We have been rated by NASSCOM, ThinkDigit as one of the top apps in the country and have been featured on CNBC Young Turks. We have also been covered by Economic times and other media.

To Apply : send updated resume to : raviteja@pipallabs.com

Required Qualifications:

- 1) Ability to create pixel-perfect visual specifications with tools such as Adobe Photoshop/Corel Draw.**
- 2) Ability to think through complex user scenarios and design simple yet effective user interactions.**
- 3) Experience with providing themes, templates, color/swatch palettes, sprites, icons, buttons etc to the developers.**
- 4) Experience with designing mobile applications (native and platform agnostic) and websites optimized for mobile platforms is a big plus.**
- 5) Ability to either code in HTML/CSS/JS or have strong enough understanding to closely interact with the front-end developers is a plus.**
- 6) Excellent communications and collaboration skills to work effectively in a team.**

Compensation: Compensation will be competitive and will include salary and stock options.

Apart from compensation, we believe we can offer the following:

- 1. An intense, collegial and zero politics work environment where one will get a chance to understand and work with the latest technologies, on some of the coolest products and have lots of fun.**
- 2. An opportunity to re-define and revolutionize how retailers and brands interact with consumers.**
- 3. Most importantly, joining us now will provide you an opportunity to be amongst the first few employees of the company. In our view the rewards of working at Pipal significantly outweigh the risks.**
- 4. Rapid career progression depending on your performance and the growth of our company.**

To Apply : send updated resume to : raviteja@pipallabs.com

7.

Zensar Pune's UX group has immediate requirements for 2 Web Developers. The position is for one of our customers in Australia (duration 6+months). We are

looking for candidates who can join immediately or within 2 weeks notice. The skills we are looking for:

- Hands on web/application development experience using html5/4, CSS3, Javascript
- Sound understanding & experience of JQuery, JSON, AJAX
- Hands on experience of using tools like Dreamweaver, Photoshop
- Should have worked not only on front end web pages development for applications but also exposure to application development
- Should have solid understanding of application development process
- Should have worked on projects which required helping development team during UI integration and extensive helping & troubleshooting of UI issues that arise during integration/development
- Should have knowledge of common issues that arise during cross browser application development & ways to troubleshoot it
- Excellent communication skills
- Visual Design skills would be advantageous

Experience: 5-6 yrs.

PLEASE NOTE: ONLY THOSE CANDIDATES APPLY WHO CAN JOIN IMMEDIATELY OR WITHIN 2 WEEKS NOTICE. Please send your profiles by 8th Nov 2012. to l.sapre@zensar.com.

8.

Job Description

The Interaction Designer will join the engineering team, which is at the forefront of product design and innovation, and has an absolute commitment to delivering the best possible user experiences to our customers.

This position provides an opportunity to work within an exciting supportive team, to interact with Users, Product Owners, Senior Managers, SW Engineers and Testers; and to gain valuable insights into the agile product creation process at TomTom.

UX Designer defines the basic concept for the interactive product in order to meet the project objectives taking into account project constraints. Designers apply a User Centered Design (UCD) methodology to understand users and their needs in order to create the most compelling solutions for the company. The designer also works together with all relevant stakeholders (e.g. Product Management) to establish strategies that go beyond (or pre-cede) the project boundaries.

The UX Designer is the primary contact for all design issues. As design lead, he/she is responsible for:

- The interaction design of products or features

- **The design process within projects and time estimations of design tasks**

Tasks:

- **Define and accurately document navigation, interaction and information architecture in relation to the user needs and project constraints**
- **Create the best possible user experience within the project constraints**
- **Present concepts and designs to the stakeholders and team members including a proper rationale**
- **Drive interaction designs from conceptualization through prototyping to implementation with the project team**
- **Assess the usability of existing designs or designs in development**
- **Coordination of the design project team**
- **Responsible for user analysis and interaction design**
- **Create high and low fidelity mockups/wireframes**
- **Conduct user feedback sessions**

Desired Skills & Experience

To be successful in this role, you will need a passion for great design and a holistic understanding of what makes a great user experience. Additionally you need:

- **Degree in Design, Human Computer Interaction, Human Factors or Industrial Design with 3-5 years of experience or higher professional level with 5- 8 years of experience**
- **Strong knowledge about Human Computer Interaction, and User Centered Design acquired by experience**
- **Solid knowledge and ability to apply both quantitative and qualitative usability research methods**
- **Experience with Photoshop, Illustrator, Axure or similar tools**
- **Strong design portfolio**
- **Some experience of usability testing**
- **A strong attention to detail and exceptional organizational, logical and analytical skills**
- **Ability to solve complex problems and drive projects from concept to conclusion; manage multiple tasks, and set priorities with direction or feedback from management**
- **Strong understanding of usability engineering**
- **Good presentation and writing skills**

- **Ability to work in a fast-paced environment**
- **Excellent teamwork and interpersonal communication skills**
- **Fluent English (verbal, read, write)**
- **Prepared to travel**

Please send cv to [amrutpujari\(at\)gmail\(dot\)com](mailto:amrutpujari@gmail.com)

9.

Looking for any market research data about childrenswear in Indian retail. It can be about the any relevant aspect like:

- **the main players**
- **the volume of business**
- **the product categories**
- **the evolution of the market in last few years**
- **the sizing and age groups**
- **the future projections**

etc

Can anyone help? Please mail to me @ shaliniguptabansal@hotmail.com



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