

Design for All

A publication of the Design for All Institute of India.

Vol.3, No.7, July 2008



Photo: Rizwan Tabassum

Chairman's Desk:

One of the defining phenomena of our age is migration. As the world shrinks and economics integrates, national boundaries would gradually become less important.

This issue is special because eminent personality who had left India long back to pursue his goals (only known to him and still buried under his chest) has accepted the invitation to be our Guest Editor of this issue and invite authors of his choice for contribution of articles. The reasons why people leave their homeland are not completely understood. Millions migrated from Pakistan during the partition of India in 1947. They were uprooted, displaced, and government miserably failed to rehabilitate them. It was the fighting spirit of the uprooted community that it turned into the biggest tragedy of the country i.e. human transfer from one country to their new country, in favour of progress and considering the new life as a gift of god. Such a mass exodus has never happened in history of mankind and I pray it should never happen anywhere in the world. Those who died could not play their roles but the living ones picked up the courage and in due course rehabilitated and held the highest positions in many fields. They have not forgotten their childhood friends of their locality those were the first who had looted, killed and raped their family members. Their sufferings were so terrible that words are inadequate to express them. Do you think they will ever trust human beings after seeing their lowest stoop in any man's history? Even though they have succeeded in overlapping their painful memories and had started a fresh life from scratch. The living ones still keep on remembering their childhood days in

that country from which were ousted at the point of guns. After sixty years of partition they are still living in those days. They cannot forget till they die.

The pain of migration is known to those who are under threats and are compelled to migrate to save the lives of family members. I belong to second generation of those who directly suffered and I can sense the pains of the uprooted from the homeland but my sensitivity to feel their pain is not be that degree since I did not really experience that pain. Whatever reason may be it was political fall out or some reasons of clash of ideological differences in religion, caste or creed and left no option but to abandon their homelands and leave everything behind and move out to migrate with wearing some cloth to cover their nudity and nothing more. I do not want to glorify the pain but it cannot be suppressed. The refusals to be "from here" and "from there" determine them and it distinguishes them from the rest of local crowds.

There is another brand of migration. Our young man and woman are backed by with secure finance, jobs, and they are well received by host country. Those migrants are pursuing higher goals with their sound financial backing and their survival is not in danger. They can never understand the pain of the uprooted from their homeland. Both these brands of migration leave a permanent and different impact on mark of the concern. It reflects in their works. Their style of working is altogether different and it is clearly visible in their performances. One is sincere, passionate and law abiding. Other side locals are missing these factors and it is not compulsion for them to follow these parameters and prove to

others. They have their own priorities. Those who are successful think that they have taken a wise decision of migration to adopted country and those who fail regret for the decision. Those who succeed pretend and never reveal their real motive of migration. Real motives are either forgotten or suitably rationalised and revised.

Work is a central place in adult life and in shaping the individuals identity. Children are asked, "What do you want to be when you grow up" They answer, "I want to be like my father or mother or doctor or Engineer etc. But no child has ever said, "I will migrate". Migration is not childhood dream of anyone. Migration becomes ambition for the few privileged one to fulfil their dreams and they realize living in this condition will not lead them to where they wish to be. They migrate voluntarily (when you can survive on less means but migrate for better means) or involuntarily (when political will collapses and human life is in danger. Reason may be either that community controls the economy of locals or reeling under poverty or clashes in caste, creed and religion or some kind of insecurity which threaten their existence). Some country is built on migration, and it attracts others to be in that place and market their country as 'Land of opportunity'. I call that 'honey pot'. As long as you work hard like honeying bees and storing the honey for the future locals respect them. As you are no longer helpful or useful they side line the old and love for new migrants. Stored honey is robbed or denied for the real owner of that he is not left with enough to lead a comfortable life in migrated country. They repent their decisions but it is too late. They have long back burnt their boats in their native society.

Now the same country is more hostile to immigration than at any time in its history. Reason is we are living in 'age of Suspicion'. Most of the eminent persons settled in other countries are always chastised by the idea of betrayal with their own country and profession. Eventually this thought leaves a permanent impression, and a sense of loss remained. This loss makes them to reinvent themselves in their homeland, family. They have grown up with the ideas that made them a respected person in migrated country and they crave for same respects they enjoy in migrated country in their homeland. That wish to be respected in their own homeland makes them to reinvent themselves with their homeland and it attracts and begins the search of their roots. It is true that homeland people doubt migrants of yesteryears. Adaptive country men also question their real identity. They live under some kind of suspicion and it never makes them to feel free anywhere. Homeland is not a lost paradise. This is the story of all migrated poor or rich or famous or others. Rich and famous are slightly better lot compared to poor. But there is elite of international professionals who do live comparable and seamlessly connected lives. Whether they are in New Delhi or in London, but among the world's common people, things do not go smoothly.

Irony is that they cannot now struggle their lives to associate with their lost roots of homeland. Neither they are aware about current real problems nor can they understand the pains of natives who are working against all odds in homeland. Migrated people live in the lost world where they have spent

years outside so that has nothing to do with reality of their homeland.

Design processes are affected by our mindsets, childhood's experiences and how well the countrymen are receiving the migrated people. Migrated people fight for survival and to establish in that country they renders very hard works, out of fear they become law abiding and it makes them highly productive. Pressures of failure always haunts them or return to their homeland without much success pushes them to acquire some respects in the adoptive country by shear of their work. They explore new path which may lead them to their goals within the frame of adoptive country laws or when they work hard within fair means and do not get that success for which they have migrated they slip to path of unlawful activities. Other side locals are less hardworking, non productive (either they are enjoying the fruits of their ancestors or leading a comfortable retired life) and not under any kind of pressure of proving themselves to their peers. 'They know what they are and their local community will look after them comfortably and without much difficulty they can lead their comfortable life'. Other side migrated people are aware that they can gain respects through their work among the local people. They believe in philosophy 'I know that my works determine who I am more than any origins, and this knowledge brings serenity'

'Globalization might be creating rich nations with poor people' and more clashes will erupt in future among migrated and locals. But other side of the coin it is an opportunity for us that by designing the products for all we can make our lives

comfortable and will help in distributing the money from few hands to many.

This issue of newsletter contains the article of personalities who has attained a stature of eminence among the design community. He was brought up and educated in India but migrated. There are other authors those who preferred to be in India and continued their struggle in India by living in India. There are others eminent authors who are neither Indian nor they migrated but they have special respects for India and her historical heritage and they wish to be part of the social movements in India for developments of Design For All. Our team of Design For All Institute of India has a special respects and regards for Prof Jim Sandhu .Prof Jim Sandhu articulate important, difficult , and urgent truths, all within the safe havens of his ideas in our newsletter and within a world, both real and imaginary, which he modestly presents in his own wise and at the same time collective voice both on our behalf and for our benefit.

Some people are fortunate to have many opportunities but fail to utilize optimally and in due course of time they lose their sheen and slowly behave in frustrated manner. A few are never fortunate to reach the opportunity but they keep on hammering and finding opportunity inspite of what people of eminence are saying. Our idea is not to be thankless to whosoever has helped us in making us modest success.

Migrated people are uprooted from their past and that slowly makes them insensitive toward life around them. Those who are associated with their ancestral lands are sensitive human and respect those who have done some favour to them and

sensitive towards other living beings. Criticism is acceptable to us but running down anyone is not our character and we never expect much in return. We are against all discouraging thoughts. We all belong to one community and our motto is Design For All. We call for integration, cooperation, understanding and sensitivity for all mankind. Even a small success in this direction would satisfy in a long way.

He has condemned us too and same time admires us here and there. It is paining him that India has potential and why it is not reflected in newsletter of Design For All Institute of India so far. He accepted the Guest editor post and did justice to his assigned jobs. In his editorial he has written that people have not responded to his call and invitation because Design For All Institute of India publishes more USA tilted articles. I appealed so many time from this platform that we are not biased and we work under limited options and it is the support of all over the world that we are attaining the status of international true voice of Design For All/ Universal/ Inclusive/ Barrier free Design. Kindly submit your articles, book review, Case studies, News, Program and Job openings etc compatible with our policy of Newsletter.

Few are refusing to contribute their valuable article reason being is Dr. Sunil Bhatia is one-man army and doubt his sincerity. History of great souls remind us that they keep on working for the benefit for society regardless of response of the people around them. I would say with all humility that Jesus was alone but His contribution is so great that we ordinary people are unable to repay him after so many centuries and human history of 2500 years has failed to throw

up a soul of his stature. We have made honest and sincere beginnings. We shall carry on without caring for rewards. We shall be satisfied even if we could make a small positive difference. We are real, virtual, existing or alone or belong to community, all criteria becomes irrelevant and insignificant as people evaluate our great beginning of our works for all.

We want nothing and assert our existence in a strange manner, that is, by refusing to take sides, be falling in line. I am not one to look backward: all my energy is directed toward finding something new, an absolute that would defy everything: criticism and praise, death and disillusionment.

Even as a facilitator of this newsletter I am actually aware of various forces working for marginalization and exclusion around everyone. And I realize that such narrowness is not determined by particular region or location. It is quite simply a narrowness of mind, a phenomenon that exists across and beyond border.

With regards

Dr. Sunil Bhatia

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In addition this issue also contains our regular features of Appeal, News, Program & Events, New Products and job openings.

Forthcoming issue August 2008, Vol-3, No-8

**European Business Conference on Inclusive Design,
May 5.-6.may, Oslo report of conference is prepared by the
organizer**

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**The European Business Conference on Inclusive
Design 2008 inspired participants towards a new
mindset based on user focused innovation.**

**This international conference was aimed at business and
industry delegates, design communities as well as
representatives from government authorities, academia and
research institutions. And the goal was to help answer
questions like; How can inclusive design help you create new
products and services? How can design methods take you
closer to the customer and give you an innovative edge?**

October 2008 Vol-3, No-10

**This issue is very very special for Design For All Institute of
India. Reason of celebration is that we are publishing a special
issue on Royal College of Art, London. This premium**

institute has a devoted department Helen Hamlyn Centre for INCLUSIVE DESIGN and our invitation of Guest Editor is accepted by Prof Jeremy Myerson, Director, Royal College of Art Helen Hamlyn Centre and Mr. Rama Gheerawo, Research Fellow, Royal College of Art Helen Hamlyn Centre and they will invite the different authors for contributions of articles from their esteem institute.

Guest Editor: Prof Jim Sandhu:



Professor Jim Singh Sandhu DipAD(Hons), MDesRCA, FCSD, FRSA, Churchill Fellow

Sandhu is a founder member of: the UK Institute of Inclusive Design, European Institute of Design and Disability, European Disability Forum; Special Needs Research Unit, University of Northumbria; Nuffield Group on Built Environment, Poly of Central London; Dept. of Trade & Industry's Technical Liaison Group on Disability, Inclusive Design Research Associates Limited, etc. He was a key initiator of the European Commission's Technology Initiative for Disabled and Elderly People (TIDE Programme). At various stages he has held senior positions in all of these organisations as: Chairman, President, Director, Consultant, Evaluator, Reviewer and member. He is a member of Design Advisory Panel, International Federation on Ageing, Ageing Design Montreal, August 2008

He has been an expert consultant to: the European Commission since 1983 advising on the Handynet Database, various policy initiatives, the 4th, 5th and 6th Framework research programmes, Euro-India and Euro- Latin America programmes; New York State Department for Mental

Hygiene; European Committee on Standardisation; Inclusive Communication Group (INCOM) of the European Commission; United Cerebral Palsy of New York; Petro Canada; World Bank; German Federal Ministry for External Development; Sri Lanka Youth Council; Bahrain Society of Architects and Engineers; UK's National Advisory Council on Employment of Disabled People; UK's Higher Education Funding Council; Mitchell Giurgola Architects, NY; the Provincial Government of Alberta, Canada; United Cerebral Palsy of British Columbia; Hong Kong Polytechnic; European Cooperation in Science and Technology (COST); International Federation on Ageing, Rehabilitation International, and many more.

His research, design, consultancy and teaching experience covers: education and training, product design, human factors, databases, access, evaluation techniques, design methods, health care, standardisation, transport, information & communications technologies, demography, market sectors, research management and supervision, built environment, legislation, rehabilitation systems, ageing, policy implementation, technology transfer, learning difficulties, design education, etc.

Over the years Sandhu has delivered over 80 wide-ranging public, industrial and commercial designs. Between 1971 and 1999 he organised over 70 travelling exhibitions for the UK government, charities and other NGOs – the best known were: Playthings for the Handicapped Child, RCA, 1971; Concerned Technology, Dept of Trade & Industry, 1984 -86; Microfair: Electronic Aids for Special Needs 1985.

Jim Sandhu has published over 300 papers, reviews, reports, editorials, chapters and books on the above topics and been the recipient of over 125 major grants for R&D projects in the UK. He has also received funding from the European Commission for thirteen major projects both as prime contractor and as partner covering a wide range of design/disability/technology related research. He set up the first course of its kind in the UK: Design for the Non-Average

at the Polytechnic of Central London in 1973. In 1989 he led a UNESCO funded workshop at the Bauhaus, Dessau. Aside from supervising several MPhil/PhD post-graduates in design /technology /disability/ageing and related topics he was also instrumental in setting up three post-graduate courses on accessibility, equal opportunities, and disability studies at the U of Northumbria. His consultancy work has received commendations from various bodies in many countries and international publicity – including Time magazine. In June 2005 and November 2007 he represented the Commission at the joint EuroIndia Conferences in Mumbai and Hyderabad respectively.

Some Awards, Keynote Speeches, etc

Ron Mace Award 'for visionary leadership in design that works for everyone' Providence, USA, June 2000

Keynote speech: 'Citizenship and Universal Design' at Design for the 21st Century, Rhode Island, June 2000

Keynote speech: Telecommunications: Expectations and Special Needs Market Sectors, Rehabilitation International, Potsdam, May 2000

Keynote speech: Ageing, Civic Rights and Universal Design, 4th International Federation on Ageing Conference, Montreal, September 1999

Only Keynoter in 1st pan-European Webcast on Disability Issues organised by STAKES & European Commission, Helsinki, 1998.

Moderator: European Day of Disabled People, European Parliament, Brussels, December 1998

Keynote speech: Inclusive Design and the Sustainable Society, Canadian Council on Rehabilitation, Palais du Congres, Montreal June 2001

Keynote speech: Productive Work for Seniors, International Federation on Ageing Conference, Perth, Australia, July 2002

Keynote speech: European Developments in Universal Design, International Conference for Universal Design, Yokohama, Nov.2002

*Co-Chair and Keynote speaker: Design for the 21st Century in the Context of Poverty and Sustainability, International Conference Design for the 21st Century, Rio, Dec. 2004
General (Unable to attend due to emergency cancer operations).*

Editorial

Prof Jim Sandhu.

I am very grateful to Dr Bhatia for inviting me to edit this issue of the Design For All Institute of India's Newsletter. I am pleased that I am the first Indian outside India to do so. My forty years of wide-ranging design and research experience in over 30 countries, including lecturing and high level consultancy work in India enables me to view Indian developments more objectively.

It has not been an easy task. There were times I seriously worried about the credibility of a newsletter that for a long time had nothing to say about India in the design context. An "Indian Institute" must surely be a contradiction of sorts. Instead there were miles and miles of text from the US (in one case a 96 page unedited article) which showed absolutely no understanding of my country or its problems.

The problem worsened as I approached old trusted European and Indian friends with deep knowledge of Inclusive Design to contribute. Many turned me down. It would be a waste of time. The Newsletter is a one-man band with a sainthood complex. The language is frothy and skitters all over the place. Much too much irrelevant pontificating about gooey concepts on humanity rather than down to earth design guidelines to improve the quality of life of Indian citizens. There has been little mention of Indian issues that impact on Inclusive Design nor any attempts to inform outsiders of what is happening in

the country. They maintain that as there is no core or central focus the Institute could not survive for long. Moreover, it does not network with other Indian organisations such as the nineteen design colleges, the Royal Society of Arts, India; Indian Institute of Commerce, the DJA Academy of Design, and so on. When everyone is “esteemed” the word loses its meaning.

And still the aches and pains are not exhausted. The biggest problem by far for the publisher is never having been in the centre of world developments, networking over a period of time with some key workers in the field, having travelled widely – all in order to exercise good judgement: to tell the difference between tat and barfi, to read between the lines, to tell the difference between fact and fiction.

So why am I spending so much precious time on an Institute with weak credentials and a meandering Newsletter. Perhaps only an Indian can understand the subtle trust and potential of DFAII activities in the Indian context. Only in India can you find a Newsletter honest and courageous enough to do so. Unlike the Americans I know for a fact of the moral fortitude in my country where individuals are capable of kicking their egos into the fresh air of change, scrutiny and honesty. We have a genuine propensity for lost causes and the wretched of the earth. There are thousands of examples of this in our long struggle for independence from the British and subsequently. We have surges of honesty like others have tea and biscuits. I have faith in the Newsletter if not in the Institute. With no

other viable Indian leadership in the field the DFAII is doing its best against great odds, with scarce resources to introduce some sense into an indifferent and moribund political scenario. Let us hope our technocrats, politicians, academics, industrialists and commercial entities wake up to its message. But first the message MUST be addressed to them – not outsiders and least of all Americans whose understanding of the world at large can be convoluted and frequently ignorant.

The Rhinoceros Syndrome and UD

Like Hamlet I have one more uncle to dispose off. Fortunately, this uncle lives in PR rather than in any real form which makes my task a little easier. In 1515 the great German painter and printmaker, Durer, created a woodcut of an Indian rhinoceros which he had only heard about but never seen. It was a gift of Sultan Muzafar (of modern Gujarat) to King Manuel of Portugal. Despite its anatomical inaccuracies, Durer's woodcut became very popular in Europe and was used by other artists to represent rhinos. In the absence of facts everyone subscribed to the artistic licence till about 1750 when a few real Indian rhinos became available. For the first time people realised how wrong Durer had been. This is what I mean by the term the rhinoceros syndrome – something existing on a false premise or misunderstanding.

For woodcut read universal design which emerged out of an American architect's mind . I believe his major heartfelt contribution was the two words. Despite receiving masses of

publicity (NBC, CBS, NY Daily News, NY Times, Time Magazine, including appearing on six design & disability programmes moderated by Barbara Walters, etc) plaques and letters of appreciation (Aldo Giurgola, Hanne Marstrand, Maurice Strong, Harlem Parents Association, etc) all in the early to mid-seventies - and very rare for an Indian in those days, I never came across Ron Mace. Those two words could only come from an American with a penchant for hyperbole and a utopian romantic imagination. Why be earthbound when you could design for the Venusians – whatever they were, or creatures from the nearest galaxy with everything (brain, mouth, sight) in one toeless foot. It is a typical Hollywood hyperbole. Go for the biggest, greatest, all encompassing – to a point where no other expression could surpass it. The term becomes even more absurd when seen entirely from its original architectural perspective. What about other design disciplines that impact on our daily life and environment . How universal could they be?

No one knows who dug up Jacob Nielsen's book called Usability Engineering published by Morgan Kaufmann in 1993. (See also Common Functional Specifications – Usage Implications , published by BT Human Factors Division in 1991.) His diagrams on usability were available much earlier but they provided the basis of the seven principles of universal design. QED. In 2005 an American tried to copyright human blood but failed. But there were no problems in copyrighting the UD principles based on a considerable body of previous work and set them in stone like the Ten Commandments. So much for

the copyrighter's humanitarian approach . Aside from the Japanese who claim miracles with UD I do not know of a single practising designer who uses the seven principles. As a practising designer with over 80 designs in the marketplace since 1971 I do not know of a single instance where UD, as formulated, has been used to help people in the majority world. And why not for god's sake? Because stone tablets do not easily translate and never will into real living, breathing, pulsating human situations.

As I have predicted several times in the past three years the very term UD having reached its linguistic apogee could only proceed further by drawing on the theatre of the absurd. Sure enough our American colleagues have now come up with The World Commission on Universal Design. Whatever next – The US Global Council on Universal Design for the Prefabrication of World Happiness .

Even in western terms the so-called American UD house which has been publicised as a paragon for over ten years means nothing in the European context. That absurd house means absolutely nothing in the Indian or African context. It has nil 'universality'.

Just as UD has done little to indicate its viability in fifteen years the following website has done much more in under a year: www.designersaccord.org. Even more surprising is that it is an American initiative. Here is an example we need to emulate within our context.

What a breath of fresh Himalayan air the past Newsletter was. Partly thanks to DFAII India is beginning to raise its head above the design parapet. We need more India- focussed short articles plus the type of excellent and honest information provided by Aaron Marcus; we need better and more inclusive indigenous design exemplars. We need very short but sharper messages from the Chairman. We need....! My wish list is too long. And so is our journey. : Thum chalo tho Hindustan chale. Thum chalo tho Pakistan chale. Thum chalo tho Africa...

Professor J S Sandhu

July 2008



Andrew Walker

Andrew Walker is a Consultant Architect, Lecturer and Access Consultant.

He taught at the Architectural Association for twenty years where he was Head of Technical Studies and also set up the first academic qualification in Environmental Access, which developed into the current philosophy of “inclusive design”. He was Chair of the British Institute of Design and Disability (BiDD) and later the Chair of the United Kingdom Institute for Inclusive Design (UKiiD) under which auspices he organised the first international conference on Inclusive Design – UkiiD 2000.

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De Gustibus non est Disputantum

Andrew Walker

In January 2007, at Dr Bhatia's kind invitation, I made a contribution to the Design for All Newsletter – 'India Developing its own philosophy for Inclusive Design'. Now under this edition, by Professor Jim Sandhu, I have been asked to write another piece. I will keep it short and, I hope, to the point.

Last time I attempted to set out the movement towards Inclusive Design from an architect and wheelchair user's point of view in the United Kingdom. This has evolved over the last forty years, when our Labour Government established a Minister for Disabled People and there was a gradual general acceptance that various Acts of Parliament were required relating to various forms of equality.

I noticed that various areas with different cultures had evolved similar aims and that it had to come from the people involved in those cultures together. My own country, whilst aware of other developments abroad, has always felt more effective in dealing with these matters not empirically, but rather developing mechanisms and regulations that were based on the precedence of developments in Parliament. Our "Part M" building regulation, for example, has evolved from a document relating to access to the built environment for disabled people to access for all people. Whilst recognising separate groups the legislation is designed to relate to all people. It is a regulation that is not fixed in that it can be updated when necessary.

I had hoped that I may have had some response as to the situation in India itself, as it was something I know very little about. My only contact with this sort of design, in the sub-continent, was the exhibition of the work of my friend David Constantine et al in 1992 at the Architectural Association of his company called Motivation which had journeyed to Bangladesh to organise disabled people in manufacturing their own wheelchairs from waste materials and so not needing to be so reliant on charity. It was wonderful to see disabled people of other cultures empowering and learning from one another.

This practice has continued across the world in Poland, with new steel chairs, in Cambodia, with flat pack timber chairs, Tanzania, Uganda, Afghanistan and many other countries. Each time relating the available materials to the need of the people and just as I was taught design should be, but most often is not.

All too often those in the Design 'professions' are so engaged in raising money for research to keep their courses and careers going that the real issues get neglected and the people for whom they are supposed to be designing foisted with something inappropriate for real use. It is still being dealt with as a niche market when it should be treated as an area concerning all of us, in the context of poor design.

Poor design examples are everywhere – the badly designed grill pans with removable handles and housed in an oven and not separately. The pressure cooker with one long handle when two small side ones are much better. The motor car where, if the electrics fail, there are no means of opening the door to get out. In the built environment our early Selwyn Goldsmith

standard flats which gave a disabled person a space for a single bed only, assuming we did not have physical relationships. A disabled man would require access to one bedroom only and not the kitchen as he did not make a bed or cook a meal. A woman would be allowed access to both. A disabled child had one accessible room on the ground floor and no access to her siblings for Christmas and other occasions. Even our current building regulations have produced lavatory seats to suit a wheelchair user without a cushion so that it is usually too low for most users. But regulations have also given us the accessible London cab with integral ramps, baby seat, induction loop, TV, mobile phone recharging point, etc. It has given us the low floor buses, crossings pavements and general accessible housing that can be used by everyone.

I welcome Dr Bhatia's initiative in setting up this newsletter. It allows people to express views and examples of work. It is interesting to me that it has not come from the academic Indian bodies in the universities and there have not been any contributions from them. It would be interesting to hear from those institutions why that is - which may start a healthy debate.

I know, more or less, events occurring in many countries because the institutions are only too keen to tell me both in newsletters and conference circuses. Much is repeated, sometimes it is useful but most often instead of spending a weekend in a hotel, which is the same anywhere, it would have been better to stay at home.

But I do not see information coming out of India. I am told it has a Disability Discrimination Act and that is impressive – how

has it come about? How does it work? What areas does it cover? How is it enforced? There must be argument and debate and controversy afoot in Indian institutions. There must be questioning of the powers that be. It would be enriching to know from the users somewhere how they wish their built environment to be and how they cope with various authorities and regulatory bodies. In the Daily Chronicle of 1893, the designer and socialist William Morris insisted that the emancipation of what was called the working classes must be conquered by the working classes themselves - "'By us and not for us' must be their motto".

I hope that people will not be hoodwinked by glowing documents and comforting tomes from elsewhere with "mission statements" and "visions" and assumptions that there is somehow a united nations of universal design to which we should all subscribe. On the contrary it is argument that is needed and whilst, enjoying the work being done on other continents, it is the work being done in universities and by governments informed by users from the across society that will be the key to inclusive design. I do not want United States lavatories, pavements, road crossings or inaccessible cabs, I do not want European converted people carriers on our roads as a substitute for cabs, I do not want a pan Euro access standard that is inferior to our own.

At present we in the UK are feasting on Indian music, dance as well as food. I know that the people here would also like to know more about the needs of your office workers, train drivers, night clubbers, old people, children and how design influences their lives across the board.

We in the UK call the sort of design needed as inclusive because it is not for the mere commodity of the “broader average” but for everybody. It is the society ingredient that has to be added that is not universal, but individual. After all if I cannot lift a cup to my mouth or get into my bed, a gadget is no substitute for the humanity of a helping hand.

**Andrew Walker, Consultant Architect, Lecturer
and Access Consultant.**

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Jon Christophersen

Jon Christophersen is an architectural researcher who has been involved with dwelling standards, accessibility and universal design for the past 25 years. His work includes housing quality studies, accessibility and usability evaluation, design research of nursing homes and housing for older people, and recommendations for accessibility to European railways. Christophersen is also a contributor to the Universal Design Handbook and has edited an internationally acclaimed book: Universal Design – 17 ways of Thinking and Teaching, Husbanken, 2002. He has presented a number of papers at international conferences, has lectured in Tokyo and at Yonsei University in Seoul and was awarded a prize for an excellent paper at the Universal Design conference in Kyoto 2006.

Design Content: Endangered?

Jon Christophersen

The concept of Universal Design, Inclusive Design, Design for All – or simply UD as the preferred term in Japan – is currently gaining acceptance in fields far from its origins in architecture and design. As a consequence attention is turning from the functionality of objects in space, their physical form and shape to wider social issues, including political and even legal questions. Although this has obvious merits and may be necessary if the ideals are to be generally applied, it carries some very real risks: The danger is that the design content could gradually drain away and fall victim to political and social correctness. From an architect's view, this development seems rather worrying.

Documentary evidence of inclusive principles as basis for design can be traced back to the early 1960s, but did not have much real impact until the mid 1980s – in many places mainly due to the pressures from the civil rights lobbyists. Even then, and until the 1990s, the emphasis was on accessibility and in particular space requirements for wheelchairs. A more direct expression of the ideals and processes involved was largely lacking until the latter half of the 1990s.

An important milestone was of course the publication of the seven principles of universal design by the Centre for Universal Design at the University of North Carolina in 1997. Importantly, the seven principles with the attached definitions and guidelines deal with the usability of designed objects, whether

architectural or industrial products. *Use and design* were the operative words, and accommodating the widest possible range of users the end goal. A chief merit of the seven principles has been to lift these issues from dimensional requirements to something resembling a more generally applicable doctrine, thus laying the groundwork for a wider understanding and implications of inclusive principles.

The risks

The authors of the seven principles may have been aware that their creation had political and sociological implications. There can be little doubt, however, that they thought mainly in terms of design and had little idea that it would – within the space of ten years – enter into both more academic fields and the political realm. Although valuable this development involves hazards, mainly of weakening the design base and thereby divorcing inclusive principles (on which universal design is founded) from their functional content. Currently, inclusive design is threatened to become

- an issue of symbol politics and law making
- a sociological subject related to marginalised groups
- an issue of bureaucratic consulting processes
- a question of information and training rather than better physical conditions

In addition to these four areas it is vital to add a topic which has been largely ignored to date – the question of cost.

How much – cost and inclusiveness

Inclusive solutions will by necessity have cost implications. Some architectural details will differ from established norms, and both building methods and routines on site will have to be changed accordingly. In addition, time has to be allowed for user and/or specialist consultations, checks, controls and amendments to the design.

By definition Universal Design precludes expensive solutions. This is as it should be; the cost of usability obviously has to be balanced against the overall development costs. A high degree of usability may often be possible at negligible cost – but not in all or every case. Two conditions are crucial. One concerns the level of usability, the other the type of building or construction work.

In new construction and extensive rehabilitation projects (such as replacing the entire inside of a building and rebuilding the exterior), it is usually possible to keep costs as long as the usability requirements are specified at the early design stages, and – importantly – are on a fairly modest level.

Less extensive rehabilitation projects present a different picture. Trying to provide fully inclusive escape routes in existing office blocks or large public buildings may well incur prohibitive cost. The same, although on a different scale might be said for step free access to small businesses in existing city streets and wheelchair accessible toilets in small restaurants. As such businesses have a limited profit margin; the cost may once again be too high for any improvement to take place.



Figure 1. Achieving level access to premises in existing and sometimes narrow city streets is no easy task. (Left, Råde, Norway; right, Ljubljana, Slovenia)

Perhaps most important in the context of building cost is the relationship between expenditure and the level of usability/accessibility: It is possible to keep the cost down if the requirements are simple and straightforward. As figure 2 shows for different types of housing, high levels of usability will cause costs to rise steeply.

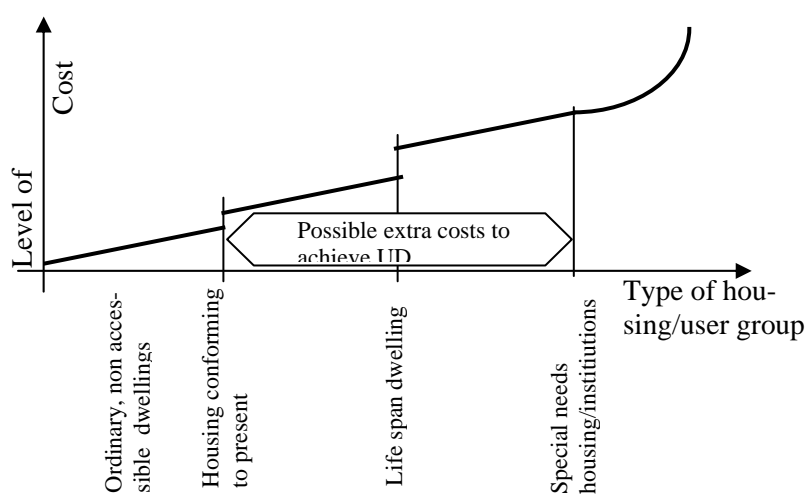


Figure 2. Approximate relationship between cost and level of accessibility/usability. (From Medby, Christophersen, Denizou and Edwardsen 2006)

Symbol politics

User friendly environments, products and information has become a politically correct issue in most of Europe and North America. The consensus stretches across party lines and political colours. Italy is a prime example. Although the average life of an Italian government is less than a year, their accessibility legislation has developed steadily in the past couple of decades. In a more politically stable country such as Norway, universal design has taken such a hold that the websites of government agencies are littered with references to it. By now it is almost impossible for any central authority to draw up a paper or publish information without mentioning UD – whether it is appropriate or not.

To what effect? With the exception of some notable examples, little has changed in the built environment, and most product designs are still aimed at specific and limited user groups. Signage and printed information is designed with little regard for users with cognitive impairments or reduced eyesight. A recent survey in seven European countries (LivingAll) found that disabled people have much the same problems navigating the built environment and using public transport systems and services as they had 10 or even 20 years ago. A disappointing result indeed: these countries have had accessibility legislation since the 1970s and many have had anti-discrimination legislation for more than ten years.

Consultations and user involvement is no guarantee

Involving disabled users in the design process is widely seen as a basic premise to inclusive design. User involvement is in part

an empathy building exercise, partly a way to extend the traditional requirement base and partly a way of checking that the solutions will achieve what they were set out to do. Ideally, a competent designer who is sensitive to user feedback would then produce works that function well for all. However, practice may differ.

Firstly, involving the users will do no good if the design aims towards a limited market segment. An example from a recent international inclusive design conference may serve as an example. The speaker showed an industrial product for which extensive market research and user testing had been carried out. All well and good, of course, except for the fact that the product, a mobile phone, was intended for women between the ages of 25 and 35. No inclusive principles were in fact applied; the end result is an exclusive rather than inclusive design.

Secondly, the time and cost issues. Consultations require that extra time has to be set aside during the development stages – not only because the consultations take time, but more importantly to develop solutions in response to user feedback. To function properly, user consultations should be allowed throughout the design process. In practical work, users are seldom consulted more than once, at a late stage of the process and their remarks are (for reasons explained below) often not taken into account. The users thus become little more than hostages brought in to make sure the process looks all right on paper.

Thirdly, user involvement at local level, for instance in the design of a public building, gives limited scope for addressing the full range of user needs. Not only is it difficult to ensure that the involved users represent all groups of disabled people – rare enough even in large cities – but the users cannot and should not (except in special cases) attempt to be objective. Their role is to bring subjective experience to bear on the design. Objective requirements and criteria have to be supplied by specialists. Infrequently used, these are most often drawn from some of the main handicap organisations and hardly ever from the design or planning professions.

The next two problems are severe and have in many instances rendered the user involvement process ineffectual. One has to do with conflicting demands, the other with communication problems.

User requirements may and often will be contradictory. Resolving such conflicts is of course a part of any architect's job, but may require that the users make compromises. This may be hard to achieve. It requires mutual understanding between the different user groups and insight into the problems of designing.

The users cannot be expected to know about the balancing of constraints and limitations that is the object of good design (site conditions, construction and technology, general functional requirements etc). This requires a background in planning, architecture or design. Thus, mutual understanding falters, communications break down and the end result fails to function as it should. A mediator with the necessary specialist

knowledge and the right training is needed but is rarely if ever brought in.

Compliance with the requirements for user consultations may therefore have little discernable influence on the design. The designer may have given up halfway through, the users fight among themselves and with the designer – while groups that have not been involved complain about being sidelined. Delays are unavoidable as costs mount. At worst, the only effect has been to set people apart.



Figure 3. Irreconcilable conflicts often empty the consultation process of any useful content.

Social and judicial aspects take over from design issues

One of the risks when promoting the goals and methods of inclusive design has always been that too much weight is put on disabilities and too little on the advantages for everyone. As social scientists, economists, legal, health and care

professionals take interest in the subject, the focus turns away from design and may well disappear in the wider social issues. The efforts of the social scientists fall broadly into two categories. One is the creation and meaning of ideas, terms and concepts. The other concerns marginalised or special needs groups. The designer's goal – well functioning and aesthetically pleasing solutions – is at best secondary in both respects.

Economists, on the other hand, look at savings gained by reducing the need for assistance and technical aids compared to the possible expense of building more accessible environments – without necessarily having any knowledge about the solutions themselves or how to construct them.

In legal terms, inclusive principles are mainly a question of discrimination or exclusion. Legal boundaries and sanctions once something is breached are the main concerns. Imposing sanctions, usually fines or compensation means everything is in order, whether faulty designs are corrected or not. The wording of the laws and regulations is intentionally vague to make room for development and interpretation, and thus have little meaning for planners and designers.

The medical and care professions look chiefly at the individual patient's or disabled person's capabilities. Although obviously the correct approach for treatment, care and service provision, it is basically in opposition to inclusive design principles, which are about constructing objects that work well for everybody.

Physical improvements secondary to information and training

The model in figure 4 illustrates the relationship between technical aids, personal assistance and design (symbolized by a house): A high investment in one can reduce the need for improving the others. Thus, as the figure shows, doing a lot about the physical conditions will reduce the need for personal assistance, particularly if it is combined with the right kind of technical aids. Conversely, most physical barriers can be overcome if sufficient personal assistance is provided.

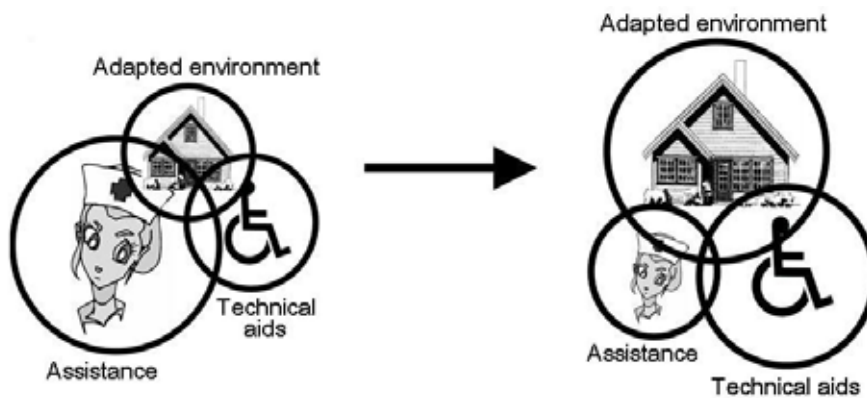


Figure 4. (From Christophersen (in press))

In some areas of public life we are currently seeing an increased demand for personal assistance, and with it possibly reduced attention to physical conditions. Escape routes in public buildings and accessibility in school and university buildings are prime examples. The existing physical fabric – old structures to which improvements are difficult and costly – is the issue in both cases. There are also basic and crucial barriers in escape routes even in new educational buildings,

existing office buildings, cultural facilities and other premises open to the public.

Large public establishments are in many places now required to provide information for disabled people and to have staff who have received special training in assisting people with disabilities. This might well be seen as a form of positive discrimination and thus commendable. Unfortunately negative effects are all too evident: It prolongs and cements the notion that people with disabilities are special and have to be treated differently from the rest of the population. At the same time it gives the excuse that as assistance is at hand, investments in usability and accessibility can be postponed indefinitely. There is of course no guarantee that the few specially trained staff members will be around when the need arises.

The end result is what matters

Inclusive design is, if anything, a user oriented ideology. What matters to the users, regardless of their abilities or characteristics, is that the finished product is egalitarian and functionally faultless. This applies equally to anything planned, built or produced, whether it is a development plan, an outdoor area, a building, an industrially manufactured product or indeed a service. Whether it is termed universal, inclusive or “for all” is largely irrelevant to the average user. Similarly uninteresting are the processes and systems involved in its creation. Methods and mechanisms, laws, regulations, political or social aims that might have been involved matter little unless the end result performs well. It must present itself as

pleasing, easy to use and well functioning both in its totality and in all its component parts, down to the last detail.

The design and its content are thus all important. Other aspects, however interesting or necessary, are secondary at best. The current shift of emphasis towards political, social, legal and process-related issues may well carry a threat to design content. The very real risk is that the functionality and performance of the designed solutions will no longer be the primary goal – leaving the users as badly off as before. All they want is unobstructed access and unhindered usage.

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Jon Christophersen ,architectural researcher



Professor S Balaram

Professor S Balaram is a distinguished designer in India with an international reputation. He is not only a design professional but a design educator and writer as well. He is one of the founders of a faculty at the National Institute of Design (NID), Ahmedabad – India's first and best known design institute. Balaram did his advanced studies and research in design at the Royal College of Art, London. After post-graduating at NID in 1969 he joined NID teaching core design courses rising to positions such as Chairman of Professional Education, Chairman of Extension Programmes and Chairman of Knowledge Management Centre.

Balaram also holds a Diploma in Engineering and had many years of work experience as an engineer as well as a commercial artist. He has designed more than 40 products, packaging and graphics, some of which won international awards from apex organisations such as ICSID. He has to his credit four patents on bicycle design. Balaram was awarded the Honorary Fellowship by the Society of Industrial Designers of India for his contribution to improve the quality of life of Indian citizens, the National Meritorious Invention award and the Helen Keller award for his design contribution to people with disabilities. In December 2004 he was awarded the USA's Ron Mace Award in Inclusive Design – the only Indian to do so.

Balaram has the honour of being on the Board of Directors of NID, the National Institute of Fashion Technology and Centre for Environmental Planning and Technology. In 2003 he also founded the Craft Development Institute (CDI) in Kashmir for the government of India. CDI is the only Institute to offer Masters in Craft Management.

He has presented papers at various international and national forums and is serving on the advisory board of Design Issues – an international journal of design history, theory and criticism. As a prolific writer of articles and stories in English and Telegu he has published three books including the acclaimed Design Thinking published by NID.

Professor Balaram is presently Dean at DJ Academy of Design, Coimbatore. He is married to textile designer and researcher Padmini.

Design Education in India

Prof. S. Balaram

As an old saying goes, design is an ageold activity but a very young profession in India.

Professional Design Education in India started with the establishment of the National Institute of Design in 1961, at a time when the post independent India was racing to become an industrial nation. The first batch of students were taken from various fields to undergo a post graduation in design and be the first group of faculty members, with the financial support from Ford Foundation. Eminent designers from all over the world such as Charles Eames, Ivan Chernayeev, Armin Holfman, Bob Gill, Adrion Futigar came to India as visiting faculty to teach and work on projects with this first group. The trainees also had been sent to the world's best design schools such as Royal College of Art, Cranbrook Institute, HFG Ulm, etc. These members later took over the development of the curriculum and commenced the regular programmes for undergraduate Professional Education. The first batch of undergraduate students were taken in June 1970.

The National Institute of Design started initially on the upper floor of Sanskar Kendra, the museum which was designed by the famous architect Le Corbusier. The institute later shifted to its own building with innovative non reinforced brick shell roofs, exposed brick walls and rosewood-sheet glass open interiors. The building was designed by a team of Indian structural engineers and architects.

NID's undergraduate programme was broad based and had two major design faculties.

1. Industrial design faculty which included Product Design, Furniture Design, Ceramic Design and Textile Design disciplines.
2. Communication Design Faculty which included Graphic Design, Photography, Typography and Film and Video disciplines.

A decade later NID started the advance entry programme, where students who had already graduated or had work experience could enter the programme at advance level.

In the year 1969, a few faculty members of NID opened Industrial Design Centre (IDC) as part of the Indian Institute of Technology, Bombay. IDC offered postgraduate courses in product design and visual communication to the graduate engineers, architects and fine artists.

In 1991 the National Institute of Fashion Technology (NIFT) was set up in Delhi. It was under the Ministry of Textiles while NID was under the Ministry of Industry. As none of these Institutes were under the Ministry of Education, they could not award a degree, but their Diplomas were more in demand than degrees from any university.

Till the end of 20th century, NID, IDC and NIFT were the only major centers offering design education in the entire country. Their combined output of design professionals was limited to less than 100 designers a year. NID offered five and a half year of Professional programme for high school passed students while two and a half year advance entry programme for the graduates from the related fields. IDC offered two year Masters Course in industrial design. NIFT started a three- year diploma in fashion design as well as in merchandising. Later they added programmes in accessory design etc.

NIFT soon started opening several branches in the country. Today NIFT has eight centers located at Delhi, Gandhinagar, Hyderabad, Chennai, Bangalore, Kolkata, Mumbai and Raebareli.

India is perhaps the only country today, where craft is still a living tradition and a substantial number of the population survive on its practice. Indian designers cannot ignore this practice. The Government of India therefore initiated efforts to promote craft design in the country as a result two major craft design schools were established. The first was The Indian Institute of Craft and Design (IICD) in Jaipur in the state of Rajasthan. The other was the Craft Development Institute (CDI) at Srinagar in the state of Jammu and Kashmir. The CDI was founded based on the feasibility study made by the author and his team for the Ministry of Textiles, Government of India. By the turn of the century the design profession started getting recognition in India and private institutes started appearing.

In 1996 the Shristi School of Design and Technology in Bangalore started design education at undergraduate level in the areas of visual communication, textile design, product and interface design, and furniture and interior design.

In 2004 D. J. Academy of Design (DJAD) started a post graduate certificate course in product design in collaboration with NID. Within the first year, D.J. Academy realized the need for a full fledged course in design and invited the author, former Chairman of Education at NID, to start a college of design. In 2005 he commenced a four year undergraduate programme in industrial design and communication design, in addition to the postgraduate programme of two years.

Presently DJAD offers specialization in product design, furniture design, interior design, industrial design and offers specialization in graphic design, animation design and film and video design in the field of communication design.

The other noteworthy design schools presently in India are the Symbiosis University and the Maharashtra Institute of Technology in Pune, M.S. Ramaiah Institute for Advance Studies in Bangalore and ILM in New Delhi.

Apart from these there are foreign players like Raffle Design International, Wigan and Liegh College and others which are trying to attract students by offering a foreign university certificate, at a high price. .

Presently quality education in design is offered by a very few institutes across the country and the number of students getting advantage of it are very limited.

India has 250 sectors of Industries, each sector requiring thousands of trained designers. For example, experts indicate that the Indian automobile sector alone needs as many as 10,000 automobile designers in the next seven years and freshers have already started earning cool pay packets ranging from Rs. 300,000 to Rs. 900,000 per year. To fight the hurdles in designing curriculum, some colleges like NID and Pearl Academy of Fashion have tied up with institutes overseas for technical assistance and exchange programmes.

In February 2007, the Indian Parliament passed a bill on National Design Policy and this has generated a major interest in educating designers. How this develops in the near future remains to be seen.

Professor S Balaram, DJ Academy of Design, India

India in the Context

Prof Jim Sandhu

As implied in the Editorial to this Newsletter design is the Cinderella of higher education in India. It is difficult to find out where it is taught in universities. In the eighteen colleges devoted to design it is often the ugly sister of art. Its problem is that whereas philosophy and mathematics are all content but no context, design is mainly context and very little content. There is precious little agreement as to what that content is.

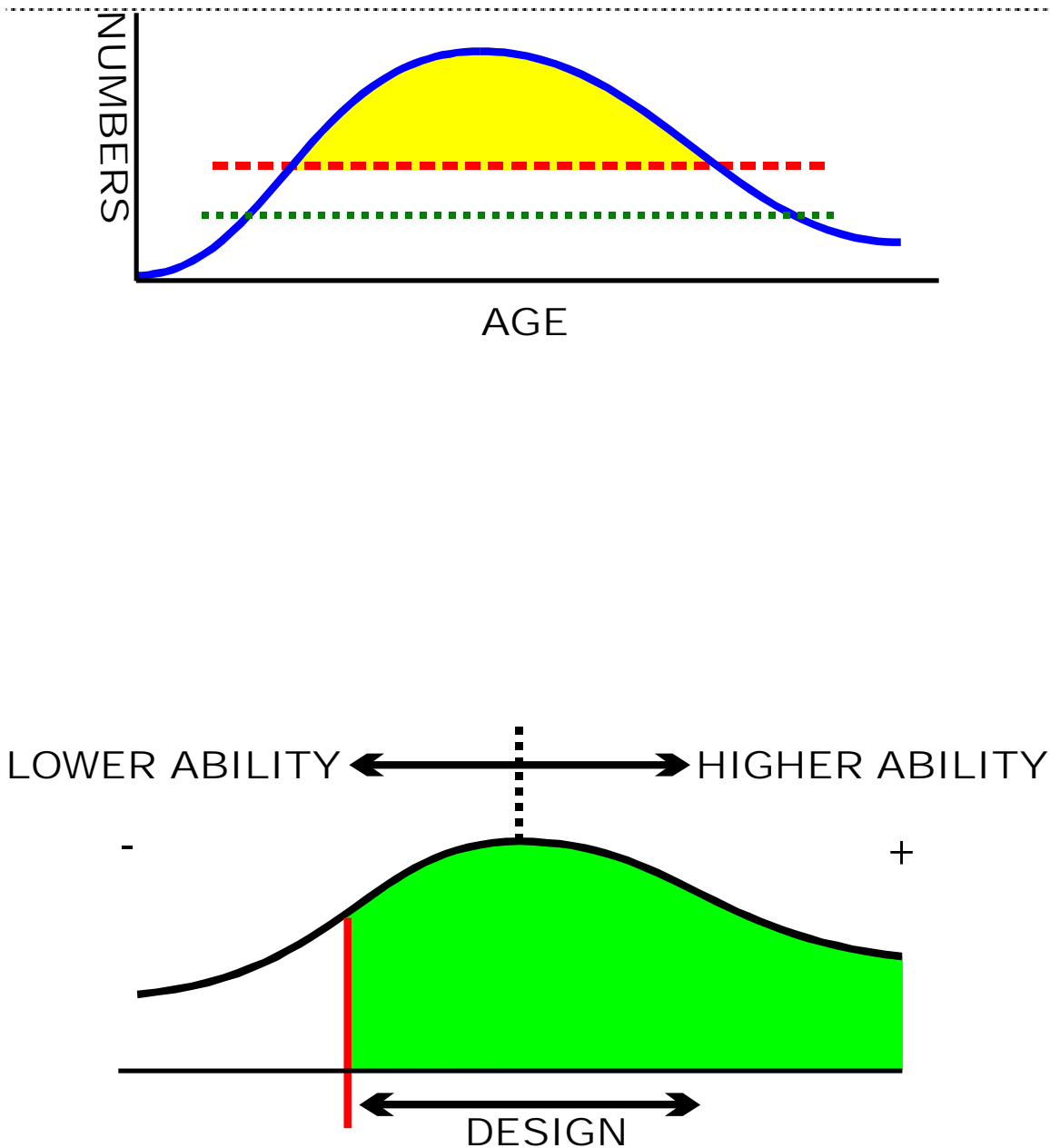
Is it simply brain eye coordination? Is it visual literacy? Surely not. An aero-engine is not just a visual object. Is it concurrent engineering, parallel processing, marketing or controlled imagination? According to my late great mentor, and post-grad supervisor Professor L Bruce Archer, Director of the Industrial Design (Engineering) Research Unit, Royal College of Art, all of these are integral to design.

What is certain about design is that without context design has little value. By turning it into an arcane, formalistic philosophy with 'principles' and goals our American colleagues have moved it more and more into the realm of content. No wonder, despite all their rhetoric and public relations over the past fifteen years they have very little practical design exemplars that fall under the rubric 'Inclusive Design'. Without any doubt they have done nothing for the majority world. This confusion between content

and context has led to a serious impasse and confusion in humanistic design development. In other words their version of so-called inclusive design is in reality a hindrance rather than an enhancement – a triumph of dogma and PR over context.

Some of the earliest baseline efforts towards inclusive design focused on the functional fit of products and environments for disabled people. This in turn resulted in specialised anthropometric and human factors research. Sadly, much of the data that reached designers was based on the average, young, white and able-bodied male. This is represented by the yellow part of the bell curve above the red dotted line (see figure below). The present approach using maximum user awareness and inclusion has shown that it is possible to increase the range and number of potential users to include all those above the green dotted line. It highlights that by increasing the range of users inclusive design also makes excellent marketing sense. This is directly pertinent to India with its burgeoning middle class and vast potential user base – including the poor.

The second figure merely reinforces the first by focusing on design for a wider range of abilities. An inclusive designer has to ensure that the red line encapsulate a greater range and number of people with lower abilities.



About 25 years ago designers were still largely ignorant about using new inclusive design data that was beginning to emerge from various research efforts and publications. Sadly, what was considered to fall under the special or disability umbrella became another word for separate development. This approach poses a serious problem for India due both to its great diversity and an entrenched caste system. The designers

confused data with information and information with knowledge. This attitude can largely be attributed to the development, use, pervasiveness and seduction of telematics – the repository for quick mechanistic answers rather than knowledge based on experience. Telematics is a European term to cover the integration and convergence across information processing, and communication and media technologies.

The fact that the design professions are fast changing and converging as never before, largely due to the impact of new technology and globalization will have a major effect on the concept, evolution and practice of inclusive design in India. We can be sure that this change will continue at an even more accelerated pace. The fact that India only has a rudimentary design profession and has done very little to implement its Disability Act of 1995 could be both a blessing and a hindrance to evolving an inclusive design policy. On the positive side the change could be driven by market forces and by enlightened decision makers who genuinely understand the role of design in the quality of life of Indian citizens. It would require much more government support and promotion of the National Institute of Design, DJ Academy of Design, the Design For All Institute of India, the eighteen plus colleges of design, etc. It would also require engineering courses to focus more on disability, usability and user requirements for students to fully teach and comprehend the goals of inclusive design.

Some Basic Facts for Indian Designers and Engineers

It is difficult to summarise a country: which is home to one in six members of the human race, is one of the most diverse

country in the world, which contains one third of the poorest people and yet has increasingly consumer orientated middle class twice the size of the German population.

India also figures closer to the bottom in most rankings prepared by UN agencies. The UN Human Development Index, for example, places India at 128th place, sandwiched between Equatorial Guinea and the Solomon Islands while the UN World Population Prospects report on infant mortality puts India at a lowly 142, higher than Gabon but lower than Ghana. There is another key index where India could rank top ten or even top five depending which criteria you use. India is home to some of the most corrupt government officials anywhere in the world. That fact comes into its own when you realize that the government is the largest employer in the country. It is a major stumbling block to progress.

In China, the main Asian competitor to which India is often compared, the state managed early on to harness economic expansion for huge public works projects and then allow more and more Chinese to partake of the benefits. There, the poor are far less likely to be deprived of basic services, whether clean water or basic schooling.

In India, poverty has dropped appreciably in the last 17 years of economic change, even as the gulf between rich and poor has grown. More than a quarter of all Indians still live below the official poverty line (subsisting roughly on \$1 a day); one in

four city dwellers live on less than 50 cents a day; and nearly half of all Indian children are clinically malnourished.

In a major survey carried out by The Week April 6 2008 the most popular jobs in demand by employers were:

Call Centres	70%
IT/ITes	70%
Banking	57%
Software engineering	53%
Advertising	37%
Cabin crew	27%
Cost accountancy	27%

Design does not figure even at the bottom. It is a total outcaste – the lowest of the low. Or is it? It could merely signify lack of awareness of the profession. We know with certainty that every single design graduate finds a job within a relatively short time. That is a positive sign for the future.

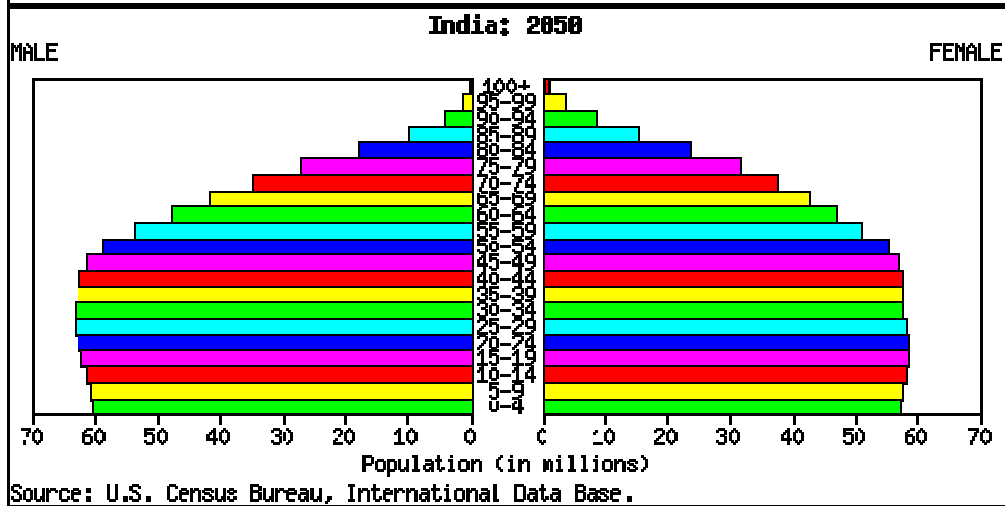
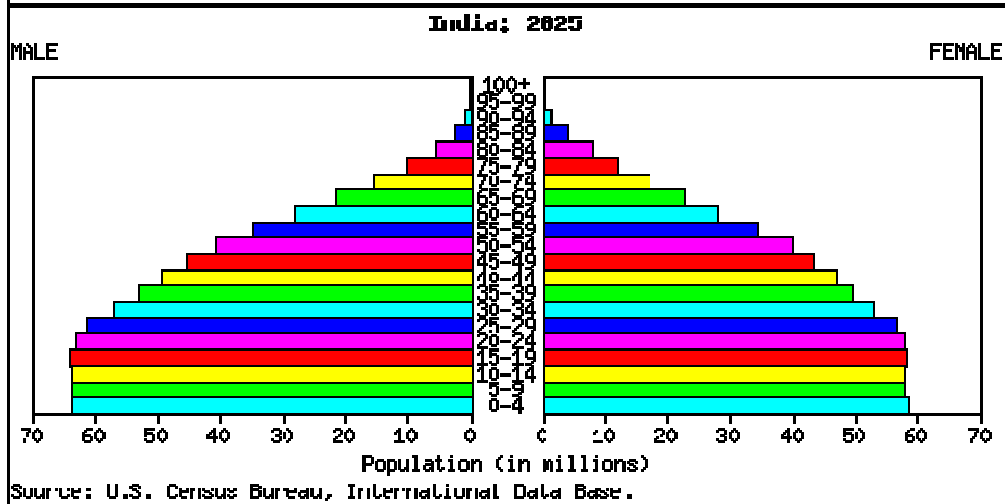
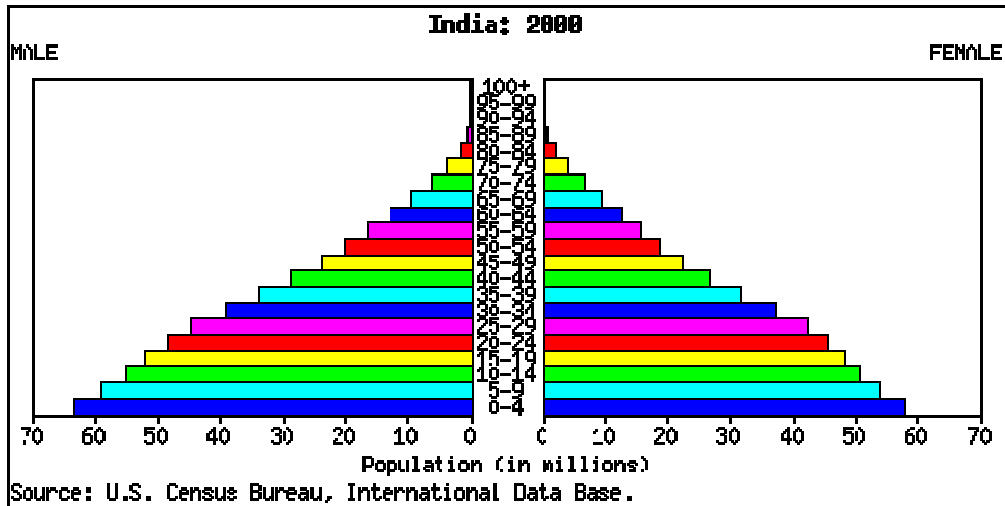
The success of hi-tech industries in particular has seen large numbers of overseas Indians return, in what has been described as a 'brain gain'. Historically, this kind of reverse is rare. Their return speaks for their economic confidence in India. They are part of a growing middle class, which is seen as a potentially vast domestic market. Any demand from this sector for Inclusive Design would have a major impact for designers and the quality of life of all Indians.

Population

A burgeoning population, contrary to Gandhi's views is a major hurdle to enhancing the quality of life of India's citizens through design. India is expected to overtake China to become the world's most populous country within the next 25 years. Its population has grown from 357 million in 1950 to nearly 1.2 billion today. By 2030 it is expected to be home to 1.6 billion people compared to China's 1.4 billion. Much of the population growth is down to India's high birth rate and an increasing life expectancy. Designers interested in India's problems need to understand these changes.

As shown by the Population Pyramid Summaries below older and retired people will form a significant part of society. As with many so-called developed countries this raises questions about how they will be supported, as less than 10% have pensions. An ageing population will also make increasing demands on Inclusive Design. Sadly, in view of the scale of the problem few design institutions are addressing these critical changes.

Population Pyramid Summary for India



Source: U.S. Census Bureau, [International Data Base](#).

The Disability Context

Historically, disability legislation has been a major force for environmental and attitudinal changes in Europe and North America but not in India, to date. For 'environmental' read inclusive design. The Indian Disability Act 1995, including various similar international instruments that India is a signatory to, such as: The UN Standard Rules for the Equalisation of Opportunity, The UN Convention on the Rights of Persons with Disabilities, etc., have largely been ignored by the government. There is very little pressure from politicians to implement these instruments. Consequently, nothing gets done. Without a proper legal platform the process of disseminating awareness and implementing inclusion through design becomes a slow and arduous process.

Summary of Problems in the Context

It is exceedingly difficult to synthesise contextual issues confronting Inclusive Design in such a vast and diverse country. It feels like putting your head on a chopping block. But here goes – not in any order of priority.

1. Too few design schools turning out disproportionately small number of designers leading to fewer lecturers.
2. A design illiterate population, government, elected representatives and civil service.
3. A fast increasing population.
4. Poor access to design education.
5. Unfulfilled integration of design with social issues.
6. Low per capita income.

7. Corruption in local, regional and central government agencies.
8. Lack of competence from industry and commerce in a market which is starting to demand pertinent and well-designed products.
9. The absence of a cutting edge institution in Inclusive Design research and development.
10. Lack of coherent and comprehensive design policies or strategic plans.
11. Unclear understanding of the impact of globalisation on regional issues.
12. Rampant and mindless bureaucracy which slows and hinders developments.
13. Selective competitiveness only within a narrow band of sectors of industry and commerce.
14. Restrictive laws and regulations.
15. Poor support to or understanding of innovation within government.
16. Poor coordination of design developments at every level – central & regional governments, design institutions, the design professions, etc

Prof Jim Sandhu

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INTERVIEW:

This is an edited question and answers session with Dr Bhatia and my old friend and successor as President of EIDD. I shall never forget Francesc Aragall turning up at our house in Newcastle upon Tyne after a European Commission funded EIDD workshop on Informatics that I had organized in 1998. After a sip or two of red wine and seeing a large selection of books on India in my study Francesc launched into reciting the Mahabharata in Sanskrit. After twenty minutes, my wife Carole Leonard, the jewellery designer, unaware of what was going on announced dinner. As a result I now have a most excellent CD of Peter Brook's rendition of our classic drama – thanks to Francesc.

Sadly, despite heavy editing Dr Bhatia's questions are still too long and rambling. Questions and personal views rarely mix. Cogent questions are usually one sentence long and they always highlight that the questioner knows what he is talking about and what he needs to know.

I regret to say that after all my multi-cultural experience in the field and seven languages I still do not understand many of the questions below.

Editor

FRANCESC ARAGALL I CLAVÉ , President, Design for All Foundation



He is a graduate in therapeutic pedagogy from the University of Barcelona. He has developed his career in the world of ergonomics, biomechanics, accessibility, and Design for All, a concept which has been spread throughout Europe through the European Institute for Design and Disability (EIDD), of which Mr. Francesc Aragall i Clavé was President (from 1998 to 2001).

Dr. Sunil Bhatia:

You have vast experience of using the concept of Design For All and for very practical reason you have advised the government of Spain as a committee member for upgrading the city of Barcelona which has incorporated the idea of Design For All. My view is upgrading accommodates new ideas when political will is strong. Do you think you have been as successful in introducing your concepts of Design for All in the previous situation when many political interests were obviously in opposition. How could you streamline and implement your decision, which has political ramifications?

Mr. Francesc Aragall:

The first aspect that I wish to clarify is the relation between budget and Design for All. There are very few economical implication when including DfA criteria when you do it since the beginning. According to our data to build the city with quality criteria that include DfA never exceed the 1 or 2% of the total budget.

The second point of your question is how to succeed when working with politicians.

The answer, both for politicians and entrepreneurs, is the same: TO CREATE A WIN-WIN SITUATION. That is: companies need money and better reputation and politicians need votes and better reputation although in both cases the majority of them work in the first case to improve the quality of live of clients, and in the second case – citizens.

The achievement that was significant in Barcelona wasn't the number of kerb cuts or accessible buses but was to transform a concept that normally was associated with social affairs, welfare programs and marginalized people to something popular, aesthetically pleasant and a place of attractiveness for tourists.

Dr. Sunil Bhatia:

As foundation President you have collaborated with the Design For All Institute of India for a long time and even edited a special newsletter of Design For All Institute of India from the contribution of designers from your members.

Do you not feel that literature on Design for All is very scanty. When you request the people from Universal Design they come forward and flood the newsletter with many articles. What has caused this discrepancy? I can say very few books are available

in Design For All. Prof Peter Neumann of Germany has written a book in German but to get his book reviewed in English he is struggling hard and not yet succeeded? If we have created such an vast international platform why do we have so few submissions on Design For All?

Mr. Francesc Aragall:

You are partly right. In English the Americans publish comparatively more than the Europeans. There are several reasons for that:

a) Universal Design has been introduced into universities and therefore professors and students need to publish articles to be visible. Unfortunately in general that's not the case yet in Europe.

b) The language in the United States is English. In Europe only UK and Ireland have English as official language and moreover in the UK they prefer to use the term Inclusive Design. As a consequence for the majority of authors like me have to make a double effort to publish, first in their own language and then in English and the publishers in general don't want to make two versions of the text.

c) In United States the antidiscrimination laws to protect people with disability are very strict and the new UD concept attracts the attention of designers and architects because UD is, to some extent seen as a trendy way to deal with disability issues.

In Europe there is a real confusion between the ones that we created the concept DfA to face the problem of how to design for HUMAN DIVERSITY and some people in Europe like influential civil servants and advisers to the European

Commission and the Council of Europe who just started to use the concept DfA as a translation to our Union of the UD concept.

In any case we try to do our best. In my case my mother tongue is Catalan (forbidden by the state when I was in school), my education was in Spanish and I studied French as a second language. By practicing I can speak Italian, Portuguese and English and you can understand that to write this interview in a plane between Barcelona and Stockholm is not an easy task as for an Indian or American.

Despite this I wrote the European Concept for Accessibility originally in English and then was translated to many other languages. Now I am preparing a book about DfA and how to use the concept effectively in business for an English publisher; we have convinced the publishers of "The white book of Design for All in Spanish Universities" to publish it again in bilingual Spanish-English. In June the publication "European Concept for Accessibility for Administrations" written together with Peter Neumann and Silvio Sagromola will see the light.

I wish to live long enough to see software able to translate from any language to any language. That will contribute dramatically to the preservation of human culture in its diversity.

Dr. Sunil Bhatia:

Asia has long history of practice of using the concept of Design For All which has been coined in Europe largely through the EIDD. Why are you ignoring such a vast population where only need of a moderate effort of revival is required and your foundation has to play a role of dynamo for revival of once long time practice of a now forgotten art?

Mr. Francesc Aragall:

Despite the protection-of-the-weakest tradition that we share, my impression is that your culture went far beyond in the concept of tolerance and respect for human beings compared with the Christian one that we share in Europe.

When I created the Design for All Foundation I did it with my own resources and with three criteria in mind:

- a) Disseminate and put into practice the Design for All concepts.**
- b) Not to compete with other NGOs in looking for funds to support the Foundation mission.**
- c) To aim that the Design for All Foundation grows in a sustainable way. That is, to grow in such a way that we would not have to backtrack.**

Therefore, with our limited budget, we do what we can but always thinking globally, that's why, if I don't mistake, we were the first organization from western countries that supported formally Design for All Institute India and help in the distribution of this Newsletter.

On the other hand, we published in this Newsletter our project of the Flag of Towns and Cities for All in which we invite all cities in the world to participate and be part of the network of cities that wish to improve their DfA approach. That's why the 20% of the fee paid by cities in developed countries is meant to support the participation of cities from developing countries.

What I reject with certainty is the idea that I am a visionary with a mission willing to save someone.

Yes, the DfA Foundation can act as a dynamo but we can only succeed if there are many local lamps that can co-ordinate the way to enlighten the mainstream.

The day that these lamps were ready you can count on the DfA Foundation as the first volunteer.

Dr. Sunil Bhatia:

Do you agree that the role of Design For All Institute of India after the collaboration with your Design For All Foundation is restricted to collaboration? We have collaborated only once for practical purpose at the time of Special issue and exchange of our monthly newsletter. Do you think the role of the Foundation is limited and sharing of ideas, book reviews and different case studies and many more areas are not significant?

Mr. Francesc Aragall:

As I have explained before the main goal of Design for All Foundation is to mainstream the application of Design for All concepts because we believe that the facts are more explanatory than the texts.

The Design for All Foundation is open to any cooperation proposal that is coherent, consistent and sustainable for a small organization as ours.

Not only are we open to yours and others proposals. We will welcome Design for All India if you decide to promote the involvement of cities from your country in the Flag of Towns and Cities for All project as one of our leading projects as well as we will be very happy if you become enrolled in our future project about implementation of Design for All in companies.

Dr. Sunil Bhatia:

Your Executive Director Ms Imma Bonet is a key person who has foreseen the modest successes of Design For All Institute of India and kept her vigilant eyes on our development, She has encouraged us to collaborate and never turned down our request for contribution of article. We have a very high regard for her. I believe she works under many limitations and what she has helped us was her optimum or she is simply watching with her keen eyes our progress. Do you appreciate her efforts of helping out organization like ours?

Mr. Francesc Aragall:

I like this question specially. I do appreciate very much the dedication, or even more, devotion of Imma Bonet to Design for All Foundation.

Her dedication is far in excess of the modest salary that she receives.

My position in the Foundation is different. As President all my dedication (more or less 50% of my working time) is voluntary. Obviously she as Director follows the general criteria of the Patrons Board and of the President in the same way that we support her decisions.

Your question shows that there is a detail that you don't know. After eight years working together in a very complementary way five years ago we fell in love and we decided to become a couple. I think that is very understandable that I support everything that she does but also that her involvement in the Foundation affects me both professionally and personally.

Dr. Sunil Bhatia:

What is your message to young designers for choosing special area of Design For All in their work?

Mr. Francesc Aragall:

I don't think designers should choose Design for All as special design area but to integrate Design for All criteria in all their professional developments.

My message but also my advice to them is that money can't be the only scale to measure the success and to drive the orientation of certain companies or products.

Ethics and ethical behavior is the quality that a good designer should ensure grow inside him or herself.

The client, who is the one who pays for our work, is not always right and we as designers should develop argumentation tools and strategies that allow us to convince our clients and colleagues that an honest professional life creating objects and services to improve the quality of life for everybody is clearly better than to become a star in the system.

DJ Academy of Design, Coimbatore, Tamilnadu.

**Professor Jim Singh Sandhu
Visiting Professor DJ Academy of Design**

I spent nearly a month as a guest of my friend of 38 years Prof Balaram at his DJ Academy of Design in the vast industrial city of Coimbatore – March/April 2008. The Academy is set in 21 acres of fertile land overlooking the lush jungle-covered Velliangiri Hills – including the famous Elephant Mountain. The latter looks like a vast hill in the form of an elephant sitting down in great dignity and repose. Not far away are the famous Nilgiri Hills and the town of Ooty at 7600 feet elevation to which our colonial masters retired or had holiday cottages.

The initial institution which focussed entirely on management studies was founded by a great visionary with a mission in 1983. Dr G K Devarajulu, as head of over 20 flagship companies was a key to initiating the industrial revolution in Coimbatore. His mission for an industrial design institution had a long incubation reflecting the general difficulties by those in governance to understand the basic principles of design – as distinct from engineering or traditional crafts. The founder's vision (which is closely adhered to by his successors) is reflected by the fact they head-hunted Balaram who is both an engineer and an industrial designer who partly trained at the Royal College of Art, London.

For Balaram design and industry are inseparable. "Form is function, don't separate the two. " he says. Given the

prevalence of technology and increasing access to it in India he believes the market is flooded with products offering the same services. The only criteria of quality that sets them apart is design. Sadly, this simple fact is still either totally misunderstood or mainly ignored.

Balaram is a Fellow of the Royal Society of Arts, a holder of the Helen Keller Award, founding faculty head and former chairman of education at the National Institute of Design, Ahmedabad. Like me he is also a Ron Mace Awardee from the US for his contribution to inclusive design As stated in my introduction to the Newsletter I lectured there in 1971 at an amazing time when George Nakashima, Charles Eames, John Cage, Carterier Bresson, etc were also there..

At DJ Academy I was fascinated by the work being undertaken by the dedicated staff and highly motivated and intelligent students from all over India. The DJ Academy of Design is the only institution focussing on industrial or product design in Tamilnadu or its neighbour, Kerala. This is surprising as both states have a strong base in industrial design products and related SMEs. It is clear that the potential of this great institute is not fully appreciated, understood or utilised by the stakeholders in Tamilnadu, its neighbours or the central government in Delhi.

The central message of DJA is that we need to move from passively copying products or simply engineering them to a point where Indian products become a mark of distinction because they have gone through several design iteration

stages and are based on the principles of inclusive design. The latter, which is at the hub of DJA philosophy means designing to include the greatest number and range of people both in the design process and end product. Inclusive design also results in enlarging the market base for industry. This approach means that previously marginalised users such as older and disabled people, children, those who are left-handed or colour blind can and should be included in the process of designing. DJA's simple message to its students is that good design enables and bad design disables all. Another of Balaram's precepts to his students is not to be afraid of making mistakes, but to use the mistakes as a springboard to learning

The Academy is aware that there are even more serious problems than engineered products to be overcome. We need to increase our designer training and quality five fold in order to bring our designers to the same standard as our software experts. If this happens India would be a country to be reckoned with. We would, no doubt, be somewhere near the top of the league of industrialised countries.

In order to incubate India we need between 10,000 to 15,000 designers per year in the industrial and communication sectors (Sandhu's estimate). Currently India produces about 1000 qualified designers per year – covering the full spectrum of design (Revathi Kant, Titan Industries, 2008). If we focus entirely on industrial and product designs then we are down to about 400 designers qualifying per year, produced by a total of 18 institutions. For a country with well over a billion citizens this is a derisory figure – especially a country that boasts about its burgeoning industrial might. Just compare this figure

randomly with some design institutions around the world to realize how appalling the situation is for India: Tsinghua University, Beijing -1530; Hong Kong Polytechnic - 1300; Hongik University College of Design, Seoul - 1140; National Cheng Kung University, Taiwan – 1400. Overall China has nearly 400 design schools whilst Korea produces 36000 designers annually. In contrast the only area where India compares favourably is in engineering – churning out 500,000 each year (The Week, April 6 2008).

Another manifestation of poor investment in industrial/product design is the lack of Indian teaching staff. Although new courses are added every year the number of faculty members has not grown proportionally. This is clearly the result of the vicious circle – few design institutions leads to fewer designers leads to fewer lecturers.

Change requires a great deal of imagination from our politicians and industrialists. That, and a will to bring about change. One of the key ingredients has to be a clear understanding of the differences between industrial engineering and industrial/product design. Over the past three years I have visited India three times as consultant to the European Commission meeting some of the top industrialists, SME representatives, academics, company directors, IT experts, expert engineers, etc. Over the hundred plus people I spoke to only a handful had any idea of what design is all about. For most it was an offshoot of engineering. None seemed to have any idea of its role in enhancing product quality or marketability. Even company directors who were in charge of manufacturing products saw design as some sort of

craft-based activity rather than a key to adding value to their output. The mindset I encountered was the size of Everest. Having recently lectured at DJA and previously at IIT, Delhi (1972) and NID, Ahmedabad (1971) I am pleased that they have made considerable inroads by altering the mindsets of a significant number of key people. Sadly, despite their highly laudable efforts design and designers remain a mystery to most Indians.

Targeting parents of potential students Balaram states that design is the career of the future. "Even if we consider that 100 technologists need one design brain, we need at the very least 5000 design graduates every year. No design graduate in India is without work. Many overseas companies are thinking of India as design hub of the world but we just do not have enough supply of designers to make that work."

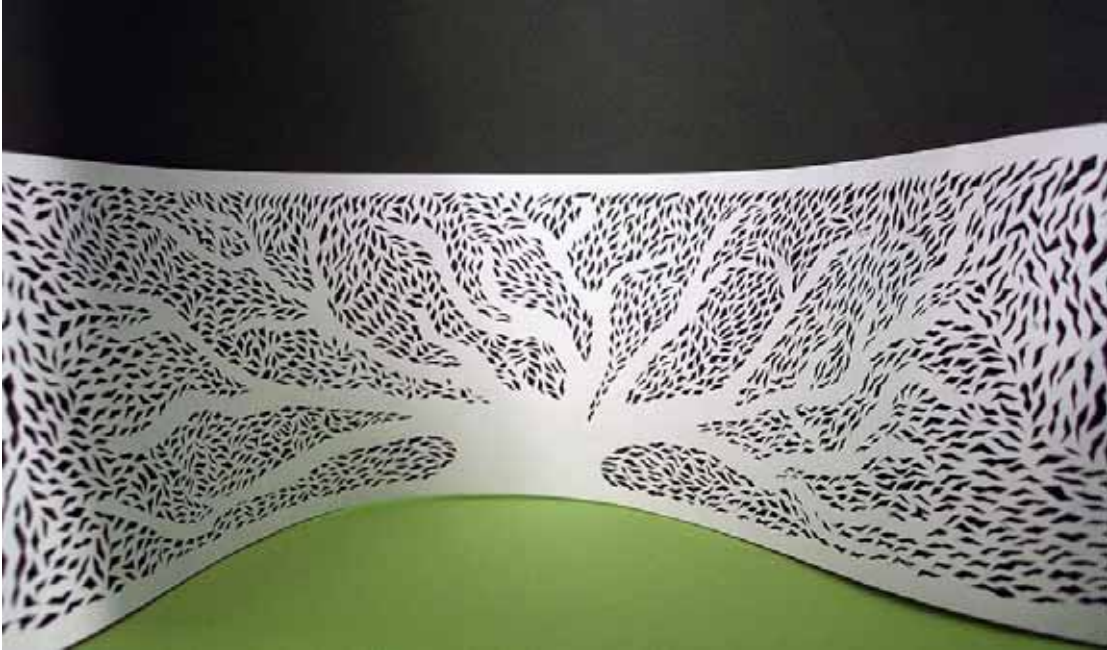
The DJ Academy of Design is seriously looking to collaborate with foreign design institutions. Currently it runs a joint programme with NID and collaborates with the Srishti School of Art and Design, Bangalore. It is a member of the International Council of Societies of Industrial Design (ICSID). Courses offered are four year undergraduate and candidates from any stream can apply. They can major in Industrial design (product, furniture and interior design) or Communication Design (graphic design, short films, and animation. The post-graduate in Product Design lasts two years and graduates from any discipline can apply.

The next move of the Academy is to set up a post-graduate research institute which will be largely externally funded through R & D consultancy, product development, and

consumer testing for local, regional and national organisations. It is also exploring the possibility of forming research partnerships with Indian and European organisations for funding under the Euro-India programme.

For further details visit www.djad.in or email office@djad.in









Architect, Certified Professional Ergonomist (Eur-Erg)

ISABELLA TIZIANA STEFFAN



Isabella Tiziana Steffan (Milan 1956) is an expert in environmental Ergonomics and Design for All, consultant in usable and accessible design focused on mobility of weak users, consultant for Interdisciplinary UNESCO Creativity Workshops (in Sweden, U.K., Italy, Germany, India, China, Armenia), teacher in refresher and ergonomics courses promoted by various institutions, including Milan Polytechnic.

She is a member of the IEA International Ergonomics Association as European Ergonomist since 2001 and she has been President of IIDD - now IIDD-Design for All Italia - delegated to represent Italy to the European EIDD – now EIDD-Design for All Europe. She is a founder member of ENAT European Network for Accessible Tourism.

She has been a member of juries for idea competitions, of the City of Milan Local Planning Committee, of the Municipal Construction Observatory.

She is founder and coordinator of the Commission of Environment Engineers and Architects of Milano, about eco-sustainability.

On behalf of the City of Milan, she edited Technical Notebooks on usable environments: a guide to designing without architectural barriers by applying legislative

standards. Private buildings open to the public, and Public buildings and public housing.

Member of: IEA International Ergonomics Association, SIE Italian Ergonomics Association, EDeAN network, ENAT, ECA, Foerdern durch Spielmittel-Spielzeng fur behinderte Kinder e.V.

Milano, 3rd June 2008

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Urban planning and accessibility of urban spaces for All.

Isabella Tiziana Steffan

The subject of accessibility is a complicated one that falls within a larger issue, an issue that also relates to the usability of the geographical territory and the mobility of the users: the latter includes urban parameters connected to the organisation and management of urban spaces and road traffic. This theme has for many years taken on a strategic importance at international level: to consider the pedestrian citizen as the main actor of the urban scene, and therefore to plan a city around his needs.

To be able to use public spaces and to have safe, easy and pleasant pedestrian routes, is important for all users, whose performance varies according to their age, physical and sensorial abilities, psychological and cultural personal approach. It is therefore important to realise public spaces that can guarantee usability and autonomous mobility to the highest possible number of people. With autonomous mobility we mean the possibility to move within the environment without escort and without having to make a psycho-physical effort for adaptation that is too much not only in terms of human thresholds, but in terms of human abilities that can differ highly; therefore, the possibility to walk becomes the common denominator for different users and urban quality should be evaluated according to how compatible it is with this

parameter. For children and for blind or visually impaired people, it also requires the possibility to be able to orientate oneself, i.e. to have the subjective ability to know one's own position within the environment both in general and in relation to the starting and arrival points. Urban planning should facilitate the process of gathering and elaboration of the sensorial information that is useful in order to orientate oneself.



Fig. 1-2 - LAM Project, Brescia. Rearrangement of urban spaces with new bus-shelters and info points on public transports: the elements of urban planning can be as useful for one's own orientation as architectural landmarks such as the castle and the church are. Source: Studio Rota & Partners.



Fig. 3 - Aahrus, the second most populated city in Denmark, has tried to improve the condition of pedestrians and cyclists in various ways. The “Riverside Project”, with the re-opening of the once covered river and then the pedestrianisation and reduction of road traffic; then, the “City project” with further interventions aimed at making urban spaces in the centre of town and zebra crossing more useable.

The interventions include: special protected passage-ways in the most problematic historical roads, acoustic traffic lights and a special navigation system for people with visual impairments. Picture: I. Steffan

In order to start a positive change in the field of urban planning, human changeability should be more conscientiously used as the most important variable in the relation between man and the built environment. Project solutions should be made compatible with the different needs, guaranteeing usability, safety, autonomy, easiness of perception and use, alternative ways of use, according to changeable and diverse needs. The routes should be thought so as to be easy to use also by weak pedestrians, people with reduced mobility, but also with different ability in perception and orientation such as elderly, children, occasional users and foreigners, that need references in order to orientate themselves (the so-called

landmarks and road signs), that relate to different cognitive and cultural backgrounds. The issue of the orientation and perceptibility of the urban space, used by disabled users even on occasional basis, is still underestimated and very critical. In order to understand how difficult it is for a visually impaired persons to move around and orientate themselves freely, we can just say that when we move around we use our sight in order to gather around 90% of the environmental information. This element should influence also the choices in urban planning: for example let's think about all the roundabouts that are taking the place of the normal intersections both in the States and in many parts of Europe. This free flow of vehicles does not seem to be compatible with the needs of many a weak or older pedestrian.

An important theme is that of the road safety of pedestrians, and in fact in order to increase it strategies, laws and building standard are being identified, that also favour a better organisation, liveability and safety of urban spaces. Many initiatives have been developed at international level in favour of children, mostly in order to guarantee safe home-school pathways that can be walked autonomously, also because this theme represents an important element in the educational point of view for the growth of the young people's personality and socialability. Such policies also facilitate the mobility of weak users, but not always do these interventions manage to provide adequate answers to the needs of the various users through adequate projects.



Fig-4 "A safer traffic for our schools", localisation of accidents.

The research has been conducted by the Centro Studi Traffico (centre for traffic studies) in collaboration with STUDIO STEFFAN, on behalf of the City of Milan; its aim was to identify the most risky situations within the city, and the relevant corrective actions: the study has shown that, in five years, almost 1.000 young people up to 14 years old have been injured or killed, both as pedestrians and cyclists. From the analysis of the accidents and their location on the urban area, it is clear that they are concentrated next to schools; hence, the need to give maximum priority to the protection of those pedestrians areas that are located near schools. Source: CST

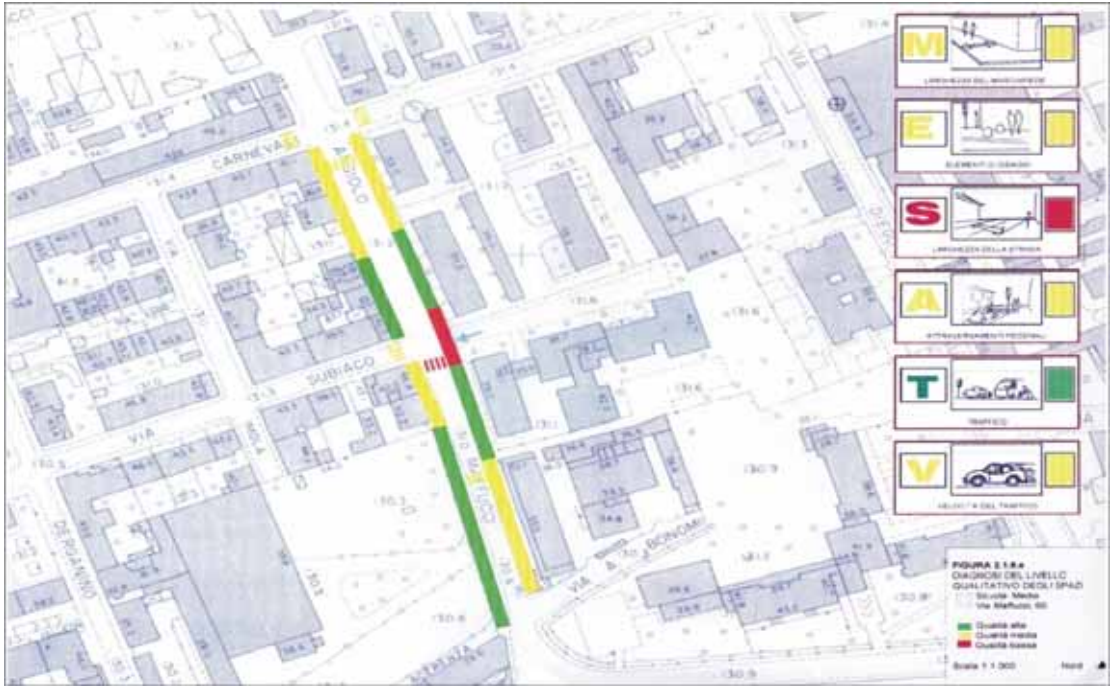


Fig. 5 - "A safer traffic for our schools". The school is located in Via Maffucci, Milan – analysis of the quality of the spaces, year 2003 – Source: CST.

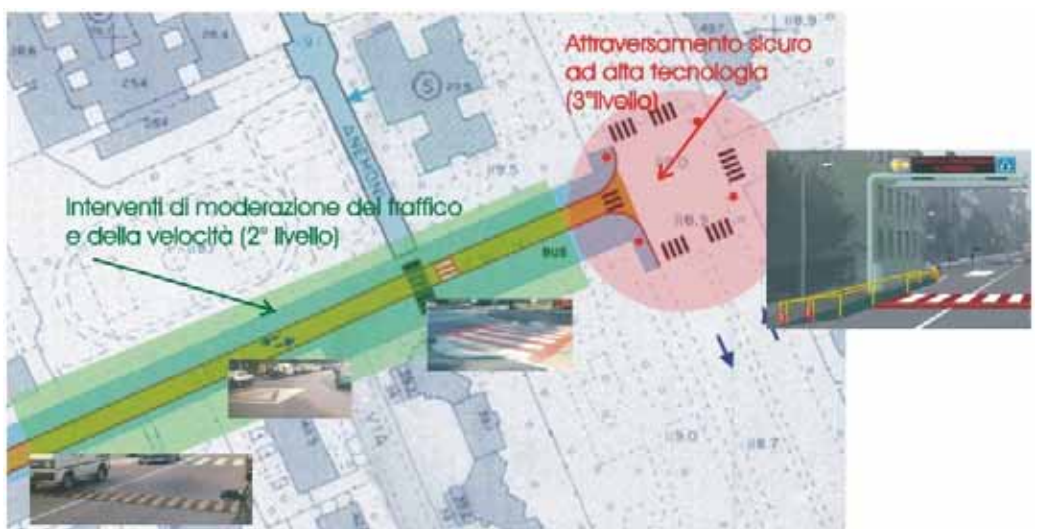


Fig. 6 – Some of the schools that were selected for the research have also been involved in a wider project called "Safe pathways", for the implementation of the practical phase. The picture shows the interventions that have been developed for the school located in via Anemoni. Source: Municipal Police Department of Milan.

At world level, it is becoming more and more urgent to implement policies of environmental sustainability and

municipal administrations are asked to give their support. In order to have quality results, their contributions need to be economically and socially sustainable (also in terms of accessibility, safety, comfort). It is important to realise sustainable environments that can guarantee not only safety, but also usability and autonomous mobility to the highest possible number of people. To make long pathways can be made easier with the help of wheeled aids for people and loads, with new solutions: not only bicycles, pushchairs for children and wheelchairs, trolleys, wheeled suitcases, but also skates, scooters, segways. If the mobility of people within the city changes, the quality of mobility needs to be rethought, and should be “for all citizens”.



Fig. 7 - Münster, Germany: street furniture organised in line with the needs of people with visual impairments. Picture: I. Steffan



Fig.8 – The Solar City of Linz-Pichling, Austria is the biggest housing experiment (1995-2004) in terms of sustainable building, at international level. The sustainability parameters include great care in reaching the maximum flexibility in the types of buildings, as well as a careful study of the road system, in order to promote and make the use of public road easier for pedestrians and cyclists (all the centre of the settlement will be traffic-free). Picture: G. Di Stefano

The potentiality to walk and orientate oneself within public spaces can therefore become the common denominator for different users, also with the help of the new information technologies. An intervention proposal that can be fair for Local Authorities could be the following. To identify an area, in which to test some pilot projects, by using methodologies and strategies that pay particular attention to weak users, namely:

- to identify an area of intervention, or a group of priority pedestrian pathways - in terms of connection to important nodes, in relation to the aims of the project: services, places of tourist interest and dedicated to leisure activities, resting areas, green areas – in order to be able

- to realise a possible network that is continuous, safe, accessible, comfortable, recognisable and attractive;
- to remove from these pathways the elements of inconvenience due to the discontinuity of the pathway, to big difficulties in using it, to the physical, visual and psychological threat represented by the motor means of transport;
 - to assess the connections with public transports, with parking spaces, with places of interchange in terms of comfort and accessibility, to optimise the communication systems, the road signs and the connected urban furniture;
 - to assess the possibility to keep together or separate pedestrian flows from other motorised or non-motorised flows.

The urban complexity, in order to be accessible, can be managed with those tools and methods that are typical of **Design for All and Ergonomics**, disciplines whose parameters are usability and compatibility, referred to *User Centred Design*, the user-focussed project; these disciplines, that foresee the participation of final users and all stakeholders from the very beginning of the project, can give a significant contribution to the management of quality urban accessibility – usable and enjoyable by everybody.

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Member, EU 2003 (EYPD) Expert Group on Accessibility
Member, EU 2004 Working Group on Urban Environment
Research*

*Member, CIB Working Commission 108 : Climate Change &
Built Environment*

*FireOx International is a professional and multi-disciplinary
fire engineering and technical control practice which is
unique, internationally, for its high level of integration
between fire engineering, architecture and technical control.*

*During the late 1980's and early 1990's, C. J. Walsh worked
as Research & Technical Officer in the Building Control
Section of Dublin City, having special responsibility for fire
safety related aspects of legislation and building inspections.
During this latter period, he was also in charge of the
operation of the 1988 Local Government (Multi-Storey
Buildings) Act, which resulted from the collapse of the multi-
storey apartment block 'Raglan House', in January 1987, due
to a gas explosion.*

*From 1986-1990, he organized a series of very successful
International Fire Conferences in Dublin continuing on to
chair Ireland's first National Standards Authority of Ireland
(NSAI) involvement in CEN's (European Standards
Organization) Harmonization Process for European Fire Test
Standards.*

*For approximately 12 years from the mid-1980's, he was a
Member of the National Masonry Panel, an NSAI
Consultative Committee. His ground breaking text on*

Progressive Collapse from Fire in Buildings appears in Irish Standard 325:Part 2.

From 2000-2004 C. J. Walsh directed the European Fire Research Project: 'Protection of People with Activity Limitations from Fire in Buildings', involving Belgium, Italy, Sweden and Ireland. He is an acknowledged international expert on this complex aspect of Architectural and Fire Engineering Design.

He contributed Ireland's National Report (No.5) to CIB's 1998 Publication 225: Sustainable Development & the Future of Construction. In 1998, he drafted the European Charter on Sustainable Design & Construction. Later in 2004, he drafted the Rio de Janeiro Declaration on Sustainable Social Development, Disability & Ageing.

In 2007, he was First Session Chairperson, and Keynote Presenter on Sustainable Fire Engineering, at the FSAI's (Fire & Safety Association of India) National Fire Seminar in Chennai.

2008-06-09

The New United Nations Convention

'Everything is Changed ... Changed Utterly'

C J Walsh

On 3rd May 2008, the 2006 United Nations Convention on the Rights of Persons with Disabilities became an International Legal Instrument. It was not generally expected that this would happen for at least another 3-5 years. But, wonders will never cease!

The language used in the Convention is strong and unambiguous; the key phrase, 'States Parties Shall ...', is used throughout the document.

India voluntarily ratified this Convention on 1st October 2007. However, it did not ratify the Convention's Optional Protocol. Why not?

And the question must then be asked "How will India implement the new Convention?" For a very good start, the 2005 National Building Code (NBC) should be immediately revised to take account of the Convention. Secondly, the NBC should be made legally binding in every state of India. Thirdly, a single practicable timetable should be developed and agreed, both at national and state levels, to put control measures in place. Without effective control measures, anything is liable to happen during a construction project ... and it will ! Witness the stark and fatal exposure of 'Tofu Construction' following the recent May Earthquakes in China.

From a distance, the Convention is extremely important. By mandating that the Human Environment (built, social, virtual and economic) is made accessible, the Convention now provides a first opportunity - after a long period of 60 years - for major vulnerable groups in all of our societies to access the 'human' and 'social' rights enshrined in the 1948 Universal Declaration of Human Rights.

From the 3rd May 2008, it is no longer necessary to evaluate, or even worry about, the cost of 'Accessibility'. On the other hand ... every new building which is not accessible ... every new architectural student who finishes his/her studies without being competent and comfortable with Accessible Design and its reliable implementation on a construction site ... represents a real cost to society, because the rights of people are being violated.

Examining the Convention more closely, Article 9 deals with 'Accessibility' of the physical environment (buildings, roads, transportation and other indoor and outdoor facilities, including schools, housing, medical facilities and workplaces) and Article 11 with 'Situations of Risk and Humanitarian Emergencies' (covering, for example, fires in buildings).

The relationship between these two Articles is critical: while Article 9.1(b) refers to 'emergency services', it is left to Article 11 to substantively cover 'situations of risk'. Articles 9 and 11 should always, therefore, be taken together in the context of physical environment 'accessibility'. After 3rd May 2008, this relationship must be clearly recognized and given full weight. And now that the momentum behind the development of an

International Standard on Accessibility of the Built Environment is noticeably growing, it would be in India's best interests to participate actively in this ISO (International Standards Organization) Work Item. But, there is no voice from India ... although the proposed new standard has to be applied in many contrasting local conditions across the world. Will India meekly settle for a predominantly European approach?

Overlaying Accessibility Design Criteria on the everyday practice of fire engineering will come as an entirely new concept - and a shock - to most practitioners. But, should fire engineers be design philosophers? What a really, really silly question!

When considering 'access to' and/or 'use of' a building ... an unaffordable luxury commonly usurped by architects and disability organizations is to engage in metaphysical discussions about design philosophies, e.g. facilitation design, design-for-all, barrier-free design, universal design or inclusive design. The life cycle harm to building users, however, may be considerable inconvenience and lack of comfort.

Yet ... the 7 Principles of 'Universal Design' (USA) and the 5 Principles of 'Inclusive Design' (GB) provide no context whatever to consider the issue of 'Protection from Fire in Buildings and Independent Evacuation'. How complete an Accessibility Design Philosophy are these?

When legally required to ensure that every person can safely evacuate a fire building, philosophy is irrelevant. Problems

with accessibility result in problems with evacuation ... and people may die or be seriously injured.

C. J. Walsh

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Prof Lalit Kumar Das

Prof. Lalit Kumar Das pioneered Industrial Design education at IIT Delhi. He has developed a programme that is an excellent blend of design sensitivities and industrial propensities. Very many of his students have distinguished themselves at National & International Design competitions.

Prof Das graduated in Civil Engineering from IIT Kanpur. Thereafter he did his Masters of Technology in Design Engineering from IIT Delhi and then Master of Art in Industrial Design from the Royal College of Art, London.

Prof. Das has wide-ranging deep probing interests in design and man's innate potential to design. He has worked and designed products for the office, home, industry. He has designed for the differently enabled like children with cerebral palsy and others who are orthopedically handicapped. He has also designed educational and research equipment. He has worked with artisans and has conceptualized distant education for artisans under the banner of IGNOU. He is deeply interested in sustainable approach to design and a non parochial non partisan framework for study of design. He has many publications to his credit. He has been engaging in the development of the recently announced National Design Policy. He has widely traveled and has worked at the Industrial Design Center, I.I.T. Bombay and at the Department of Fine Art, University of Manitoba, Canada.

He has served as a jury for many national level design awards.

Design Matters in India

Challenges & opportunities

Prof. Lalit Kumar Das, IDC, IIT Delhi,
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Abstract

This paper traces the genesis of market driven design to the adoption of the post independence model of development. It further delineates the challenges posed by the diverse and rich cultural heritage, the contemporary design movement and the associated need to integrate design with technological development, the convergence of post modernity and post traditionalism in India, the legal challenge of IPR and finally the need to understand design as a primeval process. The solution to all these challenges lies only in unbridled manpower development in many hues of design.

The contemporary design movement in India has remained stunted. It has refused to grow with the nation or the world economy. It exhibits the slowest growth rate among all components of national development. Science, technology, health, commerce, education have all grown many fold more than design manpower. Yet it insists on being an engine for growth. With the national policy soon in place, it is time we take a hard look at ourselves, the opportunities and challenges before us. It is time to leave the ivory tower. It is time to work with our hands, with our minds, with our heart and soul. It is time to relate with market place and to the India cultural heritage of design. Marketplace is the medium through which design is delivered. Life is the beneficiary. Culture is the final

depository. It is time to realize we are part of a symbiotic chain. We have a great mission to accomplish. And this requires immense effort, focus and humility. It is not a one man's job or a one institution's mission.

Science, technology, design and entrepreneurship are the building blocks of contemporary society. They can thrive only in a symbiotic relationship. If any one is not there or is there in a limited measure then others will be limited in their contribution. Only when all are present in plenty, then full potential for development is realized. This is the secret of America's advancement. All were present in plenty. It is also the secret of USSR's down fall. Both design and entrepreneurship as it would relate to the people was limited in erstwhile USSR. All advancing countries have been actively promoting design, entrepreneurship, technology and science and reaping the benefits in the form of ever improving products, systems and services. China has realized this and is actively pursuing this strategy. There capacity for manpower development in design has increased 600% in 5 years.

To understand the present distortions in our attitude to design it may be useful to reflect on pre-independence concerns with economic development. The British raj saw the wealth at the bottom of the pyramid, if the masses at the bottom could be taxed. Salt tax was a strategy in this direction. Mahatma Gandhi could quickly sense the game. He immediately reacted. He also saw that struggle for independence could not be sustained if the basic needs of food clothing and shelter could

not fulfilled by people themselves. This is amply reflected in Gandhi's writings in *Young India*.

"According to me, the economic constitution of India and for that matter, the world, should be such that no one under it, should suffer from want of food and clothing. In other words, everybody should be able to get sufficient work to enable him to make the two ends meet. And this ideal can be universally realized only if the means of production of the elementary necessities of life remain in the control of the masses".

Young India Nov. 15, 1928

In 1940 Gandhi wrote

"I do visualize electricity, ship-building, iron works, machine-making and the like existing side by side with village handicrafts. Hitherto industrialization has been so planned as to destroy the village and village crafts. In the state of the future, it will subserve the villages and their crafts. (1 In other words, he wanted mass production to be replaced by production by the masses.

Harijan, Jan. 27, 1940

According to Gandhi all the key industries should be nationalized and labour must be assured a dignified position. Speaking of such industries he said

"But I am socialist enough to say that such factories should be nationalised. They ought only to be working under the most attractive conditions, not for profit, but for the benefit of humanity, love taking the place of greed as the motive power. It is an alteration in the condition of labour that I want."

Young India, Nov. 13, 1925

Post independence vision of development in India was greatly influenced by the USSR model. It came close to the Gandhian thought. There was encouragement of science, technology, design and entrepreneurship but only as applied to large scale enterprises concerned with infrastructure development and support. Consequently India developed the design and engineering capability for participating in setting up big industries and large infrastructure projects. Small and medium manufacturing enterprise was not seen as engines of economic growth. Public sector undertaking flourished with taxpayer support. Manufacturing of products needed and desired by the people was neglected unless they could be manufactured by the cottage and small scale industry. Any other type of enterprise was governed by the 'license raj'. Luxury was shunned and taxed. It also saw a neglect of design & entrepreneurship that was market driven.

This thinking at the political level affected the structure and functioning of our educational institutions. IITs and NID was no exception. NIFT came much later. It was prompted by the potential in textile exports. NIFT structured itself accordingly. It became market driven. It grew faster than any other design institution. It became an undeniable pressure on NID itself.

Today in India there is a need to reflect on our understanding of Design and its method of execution. There is a need to embrace both the Gandhian concern with basic needs as well as the market driven objects of desire. There is also a need to embrace mass automated production as well the vernacular

crafts tradition. There is also a need to be equally appreciating design produced by the lay person who has no pretensions to being a designer, yet produces design that simply refuse to fade away, perhaps because they connect and nourish the souls.

John Heskett (1987) in his contribution on Design History emphasizes the need for industrial design history that would not be so west dominated but would also embrace other countries by reformulating our understanding of the word 'industrialization' to include the craft and vernacular tradition. He emphasizes the need to view the craft tradition, as a system for mass production of utility item and as a source of design concepts and forms, often known as type forms, which have become firmly established due to their appropriateness, and widely adopted by industrial mass production.

Such a change of perspective will make contemporary design education in Asia, Africa, East Europe, Russia, South America, Middle East more relevant to its past. It will enable integration of its vast craft population into the design mainstream and will open up avenue for their growth and participation in development of their nations. This will also enable emergence of national styles and industrial designers will be able to have greater impact on the development of their countries.

The Challenge Ahead

Design is at the core of human civilization. India's civilization is very old and is very much a living enterprise. While it is very

adaptive to variety and also to bad design, yet it is very discriminating in its tastes. This would be so in any old civilization. Lasting design emerges from the grass roots understanding and empathy.

Education for Design is very different from technical or medical education. Design education cannot be centralized.

The Regional Design Challenge

Design has to take care of user needs, which includes emotional, esteem and aesthetic needs. This is different from region to region, from people to people. It is this difference in needs that has been responsible for the emergence of 18 languages and 400 dialects in India. Each dialect is a different style statement. Each has its own aesthetic counterpart. We have seen this happen in different styles of expression in music, arts and crafts and cuisine and religion. If there are 400 dialects is it not obvious that there should be 400 if not more dialects in architecture, interior design, clothing, home appliances, etc. Regional film industry is many times stronger than Bollywood in terms of creative output. Only one fourth of 800 odd films in Bollywood. Regional TV channels are also big business. Consumers long to visit and experience restaurants with a regional and ethnic flavor. Who does not long for the home food and an Indian wedding back home? How many of us see tent houses as part of the designer community. It is important for design policy makers to look beyond an international / universal design paradigm. Can we claim that our present or future conception of design education has this

need for cultural and emotional integrity at its core? Can our design policy recognize the importance of regional and sectorial design capabilities as being important for the development of industry and economy?

The International Design Challenge

Contemporary design movement received its impetus from the economic potential of machine automation of mass production. It is also linked to the evolution of the system of production and distribution as a function of to the development of technology. Frederic Jameson outlines three different phases in the development of modern movement. The first phase is associated with particular technological developments, namely, the steam-driven motor, and with a particular kind of aesthetics, namely, realism. The second phase occurred from the late nineteenth century until the mid-twentieth century (about WWII); this phase, monopoly capitalism, is associated with electric and internal combustion motors, and with modernism. The third, the phase we're in now, is multinational or consumer capitalism (with the emphasis placed on marketing, selling, and consuming commodities, not on producing them), associated with nuclear and electronic technologies, and correlated with postmodernism.

Contemporary Industrial Design Movement in India which began with National Institute of Design and by IITs / IISc through their various Master of Design Programmes, derive their rationale for existence in their capability to integrate art with industry and technology with emotion.

The best case studies of design practice in India including the most acclaimed winners at the Business World Design Excellence Award are all examples of excellent integration of design and technology / engineering practice. Wherever the best engineering practice has not been followed, the design is immediately rejected as clunky and as belittling the users trust in modernity. Good modern design is closely linked with quality performance over the entire lifecycle. Sound Design manpower development policies will thus be dependent on hand holding between art and engineering. Quality design power can only be produced if design education initiative is taken by a variety of institutions and at all levels of thought and implementation. Thus science, technology, design & entrepreneurship have all got to work together and we have to produce manpower to that end.

Post Modernism of the West & Post Traditionalism of the East

Modernist thinkers lament the existence of idea of fragmentation, provisionality, or incoherence and try to uphold the idea that works of science, technology and art can provide the unity, coherence, and meaning which has been lost; art, science, technology will do what other human institutions fail to do. Postmodernism, in contrast, doesn't lament the idea of fragmentation, provisionality, or incoherence, but rather celebrates that. The world is meaningless? Let's not pretend that modern creation can make meaning then, let's just play with nonsense. This also is very much, the traditional Indian viewpoint of 'maya'. The play of nonsense has become so much

a nuisance that we are look for some structure, order and predictable efficiency. We celebrate our computerized reservation system and metro. India and the entire East are not agreeable to dumping its heritage. It must be synthesized with modernity. You see this happening at Haldiram, gol-gappa stalls proclaiming “we use mineral water”, Garden saris, raga and bangle watches, denim jeans with traditional embroidery. The list is endless. In design I see a definite convergence in post modernism of West and post traditionalism of East. This is another much ignored design challenge. It can happen. Modern manufacturing is no longer restrictive. The twain can meet.

The Issue of Quality Design Manpower

The concern for quality design manpower has bogged the development of design power. There is thinking that first we must create a centre of global excellence in design and then we should expand design education. Such thinking has only created an India that is ill designed, inefficient, and disorderly. It is constantly coming apart. Development cannot wait for quality designers to come into being. A mediocre designer can help the development process then no designer at all. In fact quality creative education defies standards. While economic development cannot happen by accident, it has to be designed, but design must allow for accidents to happen. The only way to produce quality designers is to produce more designers of all shades and hues. Then we create an environment where quality can be nurtured. Quality is a social and a cultural process.

The Issue of Intellectual Property Rights

Intellectual Property rights like all our rights are best protected in an culture of plenty. As long as there are haves and have-nots intellectual property right will be infringed and stolen. The best way this can be avoided is by providing plenty of designers who can create industrial design intellectual property. Courts of law are not the best place to protect intellectual property. World over 95% of intellectual property cases are settled out of the court. The time to fight a case in the court is much longer then the economic life of the intellectual property. When intellectual property is infringed it is either out of ignorance or out of economic necessity. Producing more designers is the only way to provide adequate supply of intellectual property and the best way to bridge the gap between haves and have-nots and thereby curb the tendency for intellectual stealing.

The Issue of what is Design

Designers often lament that they have to constantly explain what they do as a designer. But this will always be so. There are hundreds of definitions of design. It is legitimate for an onlooker to enquire what definition one subscribes to. Designers often lament that they are not understood. Countries where they are understood are countries where they have shown their usefulness. For this we require many, many designers. The designer has to become part of the cultural process. Everybody values creation and evolution. But none can define or chart the future course creation and evolution. The same is with design. It has many forms. They are all

intrinsically useful. This understanding will happen when design becomes part of the cultural process.

Job opportunities

Design manpower has to be in relationship with the population and the desire for change. Manpower development in design has to be in relationship with the size of manufacturing industry, the turnover, number of customers being catered or manpower availability in supporting fields. In architecture we have adequate trained manpower, which is in healthy relationship with the number of Civil Engineers produced (1:6). With adequate supply of architects, the Indian built environment approaches contemporary standards. There is no such supporting ratio in the field of Product Design. We have less than one industrial designer for every 100 mechanical engineer. As a consequence product innovation has suffered in India. The number of SSI units was 33, 70,000 units in the year 2000-01. If we were to provide 1 designer for every 60 small-scale unit, we will require over 56,000 designers. One designer can become a mentor for 60 Small Scale Industries, agree to give at least have a day of professional time per month for a mere 1000 rupees and it is a win- win situation for everybody. The handicrafts sector employed 77 lakh artisans during 1998-99. If we were to provide 1 designer for every 100 artisans, we will need 77,000 designers. This is merely the tip of the iceberg. We should headlong plunge into production of design manpower. This is our only hope.

Design Manpower the backbone of National Design Policy

Adequate and appropriate design manpower is the key to the successful realization of the National Design Policy. Without this manpower India cannot become comparable or competitive in design competence. USA has 98 institutes producing manpower in Industrial Design alone. China has 400 and growing. India has barely 10. Urgent and sustained action is needed.

University Level

At the university level, IIT, NIT, REC, Art colleges, post graduate / undergraduate programmes in Design education must emphasize product development and the innovation processes, as well as the role of design in initiating these. The aim of university-level education would be to produce professionals knowledgeable about strategic thinking; design executives, producers, organizers, managers, concept-developers, researchers and strong product development professionals. M. Des. And B.Des. Programs can be launched with intake of up to 20 in postgraduate programmes and 40 in B. Des. Programs. Degrees like Master of Innovation and Doctor of Innovation should also be considered. An annual target of 1000 designers per year should be considered with an annual growth of 20 percent.

Specialized product focused design manpower will be required in areas where world-class manufacturing capabilities exist.

Poly Design & Dedicated Design Institutes

Royal College of Art, Art Center College of Design, Design Academy Eindhoven. Rhode Island School of Design and nearer

home National Institute of Design are examples of institutes that are dedicated to design and are multi disciplinary. At least five similar institutes should be set up for a beginning. These institutes will address design issues of daily life for different segments of the market. There will also be orientation towards designing for export. An annual target of 1000 designers per year should be considered with an annual growth of 20 percent.

Craft & Design Studies in Polytechnics and ITI

These will train artisans required by the various export oriented craft industry. It will all focus on programs for traditional artisans. There should be study opportunity in new and emerging crafts. Teaching should preferably be held in local language. Admission criteria should give preference to aptitude and experience.

Open University Program for Traditional Artisans

This is an area of immense concern, as traditional artisan has at present no avenue for study. Yet his skills are immense.

CONCLUSION

In conclusion we emphasize that unbridled development of design manpower is our only hope of realizing our dreams of a new and resurgent India that can be deemed as a civilized super power.

Prof. Lalit Kumar Das, IDC, IIT Delhi, New Delhi 110016
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Book Received:



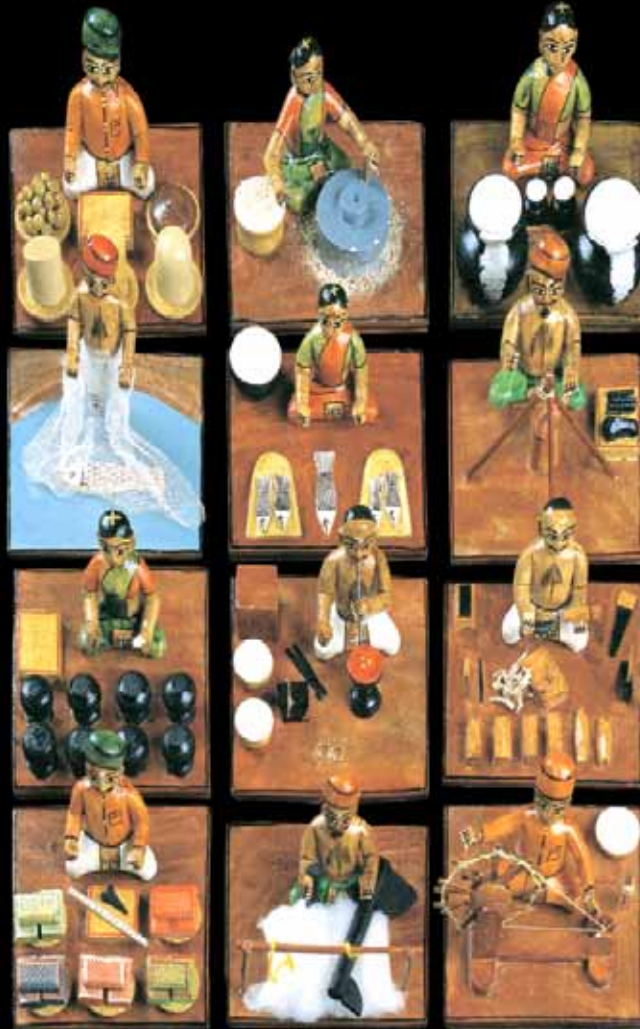
ADITI RAMAN is a weaver, textile designer and design teacher. She has conducted research on the textile traditions of India and designed collections for the handloom sector in the country. Her educational innovations include the use of culture as a design resource. Born in 1952, she has been involved with textile design education at the National Institute of Design since 1972.

M P RANJAN is an industrial designer and design teacher at the National Institute of Design. His interests include design theory, basic design and the systems level function of design in managing economic change. His ongoing work in bamboo has helped open up an entire sector for bamboo industry in India. Born in 1950, he has been with NID since 1976 and has published extensively on design education, craft and information technology.

Participating in this series:

Issues and Perspectives is a collection of essays by experts and visionaries from diverse disciplines who examine the Indian craft context and share their views and perspectives on craft values, expressions, markets and technologies.

Craft Resource Directory is an encyclopaedic reference book on the crafts in India. It serves as a directory of craft-related information—complete with categories of products, materials and techniques, and cluster localities. Meticulously cross-referenced and indexed, it is a ready reference for locating craftspeople and skills, products and materials.



Ranjan & Ranjan



Handmade in India
Crafts of India



COHANDS
Mapin

Mapin Publishing Pvt. Ltd.
an E Vijayamangal Society Part 1
Durgam Cheru, Ahmednagar Colony, NCR
www.mapinpub.com



Handmade in India is the first of a planned trilogy on the *Crafts of India*. It presents a geographical organisation of craft distribution across the country, demonstrating how craft permeates even the remotest regions of India.

It is an affirmation of over 40 years of sustained effort by the faculty and students of the National Institute of Design whose academic pursuit of the crafts of India as a design and development resource for the country has made this book possible.

With continued support from our sponsors: the Development Commissioner (Handicrafts), Government of India; COHANDS; and the expertise of Mapin Publishing and the members of our Institute, the National Institute of Design, we are hopeful that this volume, and future volumes in this series, will benefit the crafts industry.

The next stage is to make this vast body of information available on the web as a major portal for the Handicrafts of India to reach out to the world.

Handmade in India

AN ENCYCLOPEDIA OF THE CRAFTS OF INDIA



EDITED BY

Aditi Ranjan AND M.P. Ranjan

BOOK DESIGN BY

Ms. Zenobia Zamindar AND Girish Arora

576 pages, 3500 colour photographs and 140 maps, 9.5" x 13.5" (240mm x 340mm). End matter includes a Technical Glossary, Annotated Bibliography, Craft Categories, an Index and also a detailed Acknowledgement and Credits. Co-published in association with COHANDS and Development Commissioner of Handicrafts, Government of India, the book is produced by Mapin.

Appeal:

This year the CII-NID Design Summit is being organised in Pune with Pune Design Foundation during the Pune Design Festival in the First week of December.

Do send in your suggestions for the theme that this Summit should have... and also do send in your suggestions for Speakers, Invites, Topics and issues that you would like to see at the Summit.

Themes suggested so far are

Design for sustainable growth or Design in Infrastructure

Design for Social Impact

"Responsible/ thoughtful Design

A few have suggested a new format of 5 or ten minute presentations. ..with lots of presenters.

Do give your ideas, and Join in to help

regards

Sudhir Sharma

Pune

2.

INDEX: DESIGN TO IMPROVE LIFE

INDEX: is a global non-profit network organization that focuses on Design to Improve Life – e.g. design that substantially improves important aspects of human life – worldwide.

Through a wide range of activities and events, **INDEX:** is the catalyst for Design to Improve Life: an organization that spurs public and professional awareness of the great – and too often unnoticed – human and commercial potential of Design to Improve Life.

INDEX: presents the best examples of Design to Improve Life, awards the very best and provides access to the underlying processes, thinking and people by:

- **AWARDING** the biggest design award in the world, worth €500 000, for Design to Improve Life. (Five winning designs are each awarded €100 000.)
- **PRESENTING** international design exhibitions displaying Design to Improve Life.
- **HOSTING** summits for world leaders on design and innovation.

- PUBLISHING and distributing knowledge about Design to Improve Life.

INDEX: AWARD is presented biannually, next time in 2009.
Nomination for INDEX: 2009 will start August, 2008.

www.indexawards.dk

3.

invite you to my exhibition of uniquely handcrafted textiles for summers/pre- winters including suit sets, sarees, stoles and yardages in collaboration with the CONCERN INDIA FOUNDATION along with 20 more exciting exhibitors under one roof

8th, 9th and 10th JULY, 2008

11am - 7pm

The venue :

#1&2, The Stainless Art Gallery,
Jindal Stainless Steel Pvt.Ltd, MIRA Complex
Ishwar Nagar, opp. New Friends Colony
New Delhi – 110001.

Looking forward to see you at the exhibition

Please see attached invite and map for more details

For more information call: 9871095369/40535925

VISHAL KAPUR

4.

Department of Information Technology at Vishwakarma Institute of Information Technology (V.I.I.T.), Pune, India has proposed to host the [Conference on Advances in Usability Engineering \(CAUE - 2008\)](#) for usability practitioners. The conference is scheduled on 27th and 28th November 2008.

Practitioners, researchers, academicians and students are invited to present papers based on case studies, projects experience, user interface designs, etc.

Conference Themes

1. Offshore Usability

2. Usability to Bridge the Digital Divide

3. Usability Engineering
4. User Experience Design for New Media
5. User Experience Research
6. Multidisciplinary Challenges of HCI in Education

Important Dates:

Submission of full paper : August 15, 2008

Notification of acceptance: September 30, 2008

Registration begins : October 15, 2008

Conference : November 27,28 2008

We also request you to spread word about this conference in your community and help actively in making the conference a success.

For details please visit the conference website : www.viitcaue.in

Looking forward to your active participation and support.

**Prof. Y.D.Deshpande
Prof. N.P.Pathak**

**Coordinator Technical Committee
Convener**

CAUE-2008, VIIT, Pune , India

M: 9860003933 , M : 9822873516

4.

Dear Readers:

The Swinburne University of Technology has been conducting a survey of leading journals for the design research community.

Please consider responding to the survey at:

<http://opinio.online.swin.edu.au/s?s=4465>

The deadline is July 18.

Best Regards,

Lin-Lin Chen

Dear Colleague,

We have been conducting a survey of leading journals for the design research community. While our previous announcements noted a short time frame for responses, the date for receiving input has now been extended. If you have not yet completed the survey, there is still time to do so. We will welcome your response.

Research councils now rank journals as one measure of research excellence. While these rankings affect all disciplines, design research is badly represented when other fields rank our journals. In an effort to determine appropriate rankings, the Australian government seeks comments from the academic community. We want to gather and collate the opinions of the design community to give the government an informed opinion.

We therefore request your help in completing the survey. We are circulating this survey through such channels as the PhD-Design list and Design Studies Forum, so you may have already responded to the survey.

If so, thank you.

If not, we'll welcome your response. The deadline is July 18. This fall, I'll be working with my Associate Dean Research Dr. Deirdre Barron and Research Fellow Dr. Gavin Melles at Swinburne, Senior Lecturer Dr. Jeremy Yuille of RMIT and research scholar Tania Ivanka of RMIT, as well as colleagues from one or two other schools to extend the survey and develop some implications.

For now, we need your help getting a few more educated responses!

If you have not yet answered, please do at <http://opinio.online.swin.edu.au/s?s=4465>

Ken Friedman
Professor , Dean, Swinburne Design
Swinburne University of Technology
Melbourne, Australia

New Product:

The SPOT Personal Safety Device

Ever find yourself asking, "Who designed this thing anyway?" I do. I also found someone who figured out what to do next. Her story might someday impact us all.



Julie Jones is founder and CEO of Engineered Travel. Engineered Travel, LLC (www.engineeredtravel.com) works with manufacturers of existing products and shows them how to apply [Universal Design thinking](#). The result can be anything from product improvements involving simple engineering changes to the development of entirely new products to meet the needs of the disability market. The company is busy at both.

Julie has teamed up with Bob Davis of the GEOS Travel Safety Group www.geosalliance.com. GEOS provides integrated security, safety and resilient communications services for corporations as well as domestic and international travelers. With former police, military, and government security professionals in-house and having extensive knowledge of [search and rescue \(SAR\)](#) practice GEOS partnered with the manufacturers of the [SPOT Satellite Messenger](#) to provide a new type of personal safety device.

I have been field testing it.

I like it!

Let me reiterate that the purpose of Engineered Travel LLC is to take products that were not designed with our community in mind and make them accessible. That said, even with opportunities for design improvements I have had fun playing with SPOT as I traveled from Brazil to Alaska. It evoked a satisfying round of "tech envy" as I took it out of my briefcase during a meeting of technology innovators in San Francisco recently. I am getting quite a few requests to be added to the list that receives a SPOT "Check In" email pinpointing me on a Google map as I globe trot with SPOT.

There is always inconvenience, even risk involved in travel. For someone with a disability what may be inconvenience for some can be a risk - a vehicle that goes dead somewhere out of cell phone range for example. This is where a personal location

device like SPOT literally becomes a life saver. The orange and black ruggedized waterproof unit has several functions. These include 9-1-1 mode, a less urgent Help mode, and a simple Check-in mode.



From the SPOT website here is how 9-1-1 mode works:

Once activated, SPOT will acquire its exact coordinates from the GPS network, and send that location along with a distress message to a GEOS International Emergency Response Center every five minutes until canceled. The Emergency Response Center notifies the appropriate emergency responders based on your location and personal information - which may include local police, highway patrol, the Coast Guard, our country's embassy or consulate, or other emergency response or search and rescue teams - as well as notifying your emergency contact person(s) about the receipt of a distress signal.

In Help or Check-in mode SPOT contacts those who you have designated to receive an SMS message or an email. The email also includes a link to a Google map showing your location within 15 feet. At your SPOT account online you compose the email and select who you want to receive the message before you travel.

Something that seems ingenious is the SPOT Tracking feature. It is the second function to the OK button used for Check-in mode. This "Optional feature" (\$49.99/yr) is very useful so in the event you need to be located but also need to move. Tracking leaves a breadcrumb trail of where you have been. Once activated this feature plots your location every 10 minutes for 24 hours, without having to re-push a button.



SPOT distinguishes itself from existing products in a number of ways. It uses satellite technology and the GEOS Emergency Response Center that is not dependent on cell phone reception, Electronic Position Indicating Radio Beacon (EPIRB) or the PSAP (Public Service Access Points) network. This adds a layer of human contact which, in one case described to me by Bob Davis of GEOS, led to additional lives being saved.

I was told one story about a rescue using SPOT. In an avalanche situation a SPOT owner's distress call was verified by GEOS. (Note: SPOT is not designed to function under snow.) GEOS' call to the owner's emergency contact revealed that the owner's party included eight people. That information allowed the Search and Rescue team to be prepared and make a successful rescue.

SPOT is waterproof although it is not designed to signal effectively when submerged in water.

This feature, that SPOT is waterproof for up to 30 minutes even when submerged at 1 meter, was quite a reassurance as I kayaked through an ice floe in Alaska last month with the unit in my pocket. Doubly reassuring as one iceberg chose to imitate a rotary saw blade by flipping top for bottom just after we passed it.

More often I suspect that the waterproofing feature will come in handy when I am juggling coffee cups or at the pool.

In my analysis of the product, and the team behind it, my opinion is that the three part team involving SPOT, GEOS, and Engineered Travel LLC is what makes this product/service bundle such a potential benefit to the disability community. Team members express genuine interest in achieving usability for, to quote the classic definition of Universal Design, "the widest range of people operating in the widest range of situations without special or separate design."

For some of us the current SPOT form factor will work just fine.

If it works for you as is you can pick one up online here: <https://www.geosalliance.net/geoslogin/orderspot.aspx>

(Although I do recommend that you read to the end of this review to find the discount code.*)

For others of us Engineered Travel LLC needs to work its magic. In its present form SPOT controls lack sensory redundancy for those of varying abilities.

I found the buttons took effort to push under warm conditions and required me to use a pen or other implement to activate when my fingers became weaker in the cold. The size and non-slip material along the edges were a benefit in gripping the unit but the protruding belt clip on the back makes the unit unstable when laid on a flat surface in order to work the buttons. The easy release fasteners made opening the case for battery insertion possible. The color makes it easy to locate.

Whether you need a safety device for when you are in a cell phone dead zone, a monsoon downpour, or just want to accurately geo-tag your photos on Google maps this is a handy

unit to have. Thinking ahead to travel, emergency, or disaster situations where normal communication channels are unavailable I am reminded of yesterday's post and the Bonn Declaration that "[Disasters are Always Inclusive.](#)" This unit could also be a lifesaver.

SPOT is useful in its current version for those with good to fair visual acuity and fine motor skills. Given my conversations with representatives of the GEOS Travel Safety Group and Engineered Travel LLC I suspect that we will see modifications. These in turn will show concretely how the consumer power of the disability community is coming of age and once again demonstrate the "Curb Cut Effect" of Universal Design to the benefit of us all.

* Engineered Travel LLC provides a promotional/discount code for purchasing SPOT but only here (<https://www.geosalliance.net/geoslogin/orderspot.aspx>) through their direct relationship with the GEOS Travel Safety Group: etllc4d (a seven character alpha/numeric code)

(Full Disclosure Statement: As a result of meeting Julie Jones I have joined Engineered Travel's Disabled Advisors Board. In that role I field test products on loan to me such as SPOT but receive no financial compensation or free product and provide design, usability, and market analysis to Engineered Travel LLC- as well as early product reviews for readers of the Rolling Rains Report.)

2.

More Power To You

Claire Cain Miller 07.21.08, 12:00 AM ET

Susanne Paul

Susanne Paul has a way to make your smart phone smarter, cheaper and more reliable.

Susanne Paul breaks stereotypes. She's a female in the overwhelmingly male field of electrical engineering. She's a mother of three children under 6 who puts in 80-hour weeks designing silicon chips. She's blonde and stylish--and uses her mechanic's tools to fix her car transmission.



As chief technologist of Black Sand Technologies in Austin, Tex., Paul, 41, is trying to shatter another assumption: that the power amplifiers in the newest generation of high-speed mobile phones cannot be made out of silicon. (Granted, it's an assumption that has been fading fast.) If she's right, third-generation (3G) cell phones will have longer battery life, faster connections to the Internet and fewer dropped calls.

Power amplifiers blast a cell phone's radio signals to the cell tower. In 3G phones they're made from gallium arsenide, a semiconductor material that can handle rapid oscillations but can't do much computing because there aren't good enough tools to make it do so. Silicon is easier and cheaper to manufacture and offers engineers far greater ability to customize circuitry and add smarts. Ethernet, wireless, audio and video chips, now mostly made of silicon, were all originally made from other materials.

No one thought it would be possible to build a power amp from silicon without having it melt down from high voltage until Susanne Paul did it for second-generation cell phones in 2004 while at Silicon Laboratories (nasdaq: SLAB - news - people) in Austin. The need for a silicon power amp is much more pressing now with 3G phones, as more people e-mail, surf the Web and download attachments on the go. The power-hungry handsets were 20% of the 1.2 billion phones sold last year and will account for 50% by 2011.

Paul believes her new design is the answer. "It will be the very first [silicon] power amplifier for smart phones in the world," she says. "It will be a game-changing thing."

If successful, the privately held Black Sand could upend the \$2 billion power amp market before competitors such as rfmd, Skyworks Solutions (nasdaq: SWKS - news - people) or a handful of startups do it first. "The expectation in the industry is not if it can be done, it's when and by whom. It's absolutely a race," says Black Sand Chief Executive John Diehl, a Motorola (nyse: MOT - news - people) veteran who founded cell phone chipmaker PrairieComm and sold it to Freescale Semiconductor (nyse: FSL - news - people) in 2005.

Paul has been rewiring a room in her home using her DeWalt power tools while she waits for the power amplifier she designed to come back from the factory in Taiwan later this summer. When it does, she will plug the chip, a quarter-inch on a side, into the network analyzer she bought on Ebay and stores in the office kitchen. She hopes to confirm within a minute that Black Sand's last two years of work have paid off.

If the chip works, Diehl will shop it around to mobile phone manufacturers this fall, and consumers could have it in their cell phones in 2009. Black Sand's biggest challenge will be persuading the big phonemakers to use it. They sell 30 handsets a second and don't want to risk switching power amps only to have to recall them if they are faulty. Diehl has already started pitching them. "They say, 'This looks fantastic, almost too good to be true. Now show me,'" he says.

Making power amps from silicon would add brains to brute force. A gallium arsenide chip sucks battery life because it uses the same amount of power to reach a cell tower that's 30 feet away as it does to reach one a mile away. It is so sensitive that it often loses the connection when a user walks behind a building or turns away from a window.

With a silicon power amp, engineers can teach the phone to switch networks when the user travels from the U.S. to India or moves from Verizon (nyse: VZ - news - people) to T-Mobile. Raw silicon is also much cheaper: \$45 and falling for a wafer that makes thousands of chips, as opposed to \$400 for a wafer of gallium arsenide, whose cost has been flat for 25 years.

Black Sand was founded in 2006 by David Pietruszynski and James Nohrden, who worked with Susanne Paul at Silicon Labs before leaving to fish around for startup ideas at a venture capital firm, Austin Ventures. They spent a year coming up with 25 ideas, all shot down by investors, before deciding to build a 3G power amp in silicon. Paul had left Silicon Labs, too, to be a full-time mother. Pietruszynski and Nohrden staged a sneak attack to lure her to Black Sand, asking her to evaluate a new product design. She signed on right away.

"She is uniquely qualified, as the only human being in the world ever to have built and put into production a silicon power amp," says Venu Shamapant, a general partner at Austin

Ventures. His firm, along with North Bridge Venture Partners, has invested \$8.2 million in Black Sand.

Paul is the daughter of a physicist and a biochemist. She met her husband in kindergarten, and they grew up together as science geeks. In 1980, when she had just started high school, a cousin showed her an early Apple (nasdaq: AAPL - news - people) computer. "I started playing around and I was instantly hooked," she recalls. Shortly afterward her father took her to visit the Massachusetts Institute of Technology. She made up her mind she would attend. After earning her B.S. and Ph.D. there, both in electrical engineering, she built a digital camera chip at mit's Lincoln Laboratory. In 1999 she moved to Austin to join Silicon Labs and take on the riddle of how to make a 2g power amp in silicon. She says the schematic for the chip came to her in a flash, while she was fixing her broken lawn mower one day. (She has also repaired a dent in Pietruszynski's car and helped Nohrden repair his when it failed to pass the emissions test.)

Being a woman in the semiconductor industry can be a bit lonely. Paul has never worked with another female engineer in her 20-year career, and conference organizers often reverse her name on her badge, assuming Paul must be her first name. Mentors have told her to think like a man to succeed in engineering. She says being a woman helps, though, because she goes at problems intuitively, evaluating the big picture instead of analytically breaking it into pieces.

"When you approach engineering problems in a different way from 95% of people in your field, you see a way of doing things that others may have missed," she says.

That has come in handy working with power amps. Unlike digital signal processors, which can be modeled using software, power amps are difficult to simulate, because of all the electromagnetic signals crossing paths. The software is accurate only 20% of the time. "The element Susanne brings is black art. She has an incredible intuition about the question 'If I put a component here and a component there, how will it work?'" Nohrden says.

(Courtesy: Forbes)

3.

Universal Power Adapter Offers Alternative to Wall Warts

San Diego, California - When Doug Palmer realized he had forgotten his mobile phone adapter on a vacation in Mexico several years ago, the first thought that crossed his mind was, "There has to be a better way."

Palmer, a principal development engineer at the San Diego division of the California Institute for Telecommunications and Information Technology, has long been frustrated with what he calls "the annoying wall wart." A slang term for external power adapters, wall warts are used to convert the electrical current and voltage of a wall socket into the actual operating current and voltage used by devices such as mobile phones and laptops. Their less-than-flattering sobriquet derives from a cumbersome design: Wall warts are often so large that they block other outlets, and so heavy that they can fall out of the wall socket entirely. Critics have also assailed manufacturers of wall warts for causing dependence on their product-specific adapters (as Palmer found out the hard way).

Worse still, wall warts suck up a staggering amount of electricity. According to a 2001 speech he delivered to Department of Energy employees, President Bush (who referred to the devices as "energy vampires") said that wall warts consume an estimated 4 percent of all the electricity used in the average U.S. home. Extrapolated to a national scale, that's a total of about 52 billion kilowatt hours, or the energy produced by 20 average-size power plants. In addition, adapters are often discarded once a consumer abandons the associated device. With 2.5 billion rechargeable devices sold in 2002 alone, that's a lot of electronic waste taking up space in landfills.

The "better way" that Palmer hopes for just might be emerging in the research laboratories at Calit2. Palmer is in the initial stages of designing a prototype for what he calls a Universal Power Adapter - a "smart" replacement for traditional wall transformers that would supply both power and communications to consumer electronics.

Informally known as uPower or UPA, the adapter would serve as a single power supply for one or more mobile or fixed devices or power packs. Once hooked up to the uPower adapter, an electronic appliance would use low data-rate communications to "request" the voltage it needs, and the adapter would adjust volts to operate the appliance. According to Palmer, this means there is conceptually no limit to the

variety of devices (even hybrid cars) that could be plugged into the UPA.. Palmer says that in the future, he envisions the uPower adapter replacing the typical plastic wall plate, with its limited two-plug capacity for powering electronics.

Using the UPA also makes powering electronic devices more efficient. Currently, the U.S. electric power grid delivers electricity at 220 or 110 volts, but more and more devices require only 3 to 12 volts. The UPA would provide only the voltage needed - no more, no less. Furthermore, once light bulbs are replaced by far more efficient light-emitting diodes (LED) as many lighting industry leaders believe they will be, only a few appliances around the home and office will require high voltage electricity (the garbage disposal and washing machine are among them), making the UPA a practical alternative to bulky external adapters and wall plates.

Palmer also envisions the design of the adapter to allow for device-to-device communication, meaning that both power and data communication are delivered to the device over the same line, much the way that a USB cable works.

Another key component of the adapter is its ability to accept power from solar energy. Palmer's idea is for consumers to "get off the grid" entirely by buying an inexpensive solar panel to supply power to the adapter, creating what's known as a "nano-grid." These small, cheap solar panels, combined with the UPAs, would provide a low-cost alternative to using grid power.

Regardless of how consumers use the device, the cost and energy savings are significant, Palmer says.

"If you can start buying little low-cost solar panels and start nibbling away at your electricity costs that way, you can really bring your electricity bill down. The average wall warts or 'house parasites' cost the consumer \$10 a month.

"And let's look at the energy savings as well," he continued. "Even when they're just plugged in and not powering anything, those little wall warts suck up three watts. Three watts multiplied by three billion wall warts? How much coal is that? How many trees? Ten percent of all energy consumed in the U.S. is just for keeping wall warts warm. And the average suitcase has over one pound of wall warts in it. Think of all the fuel that's used to haul them around!"

Several other features of the uPower adapter reflect its "smart" design. When hooked up to the grid, the adapter can adjust during brownouts to do non-peak power charging and utilization. It can also transfer power between devices, if

required. For example, if both your mobile phone and MP3 player were plugged into the device and one was charged, but the other was depleted, the UPA would recognize the discrepancy and take power from one device to charge the other.

The “smart” design of the UPA could also help improve conditions in the developing world. Palmer is collaborating with Srinivas Sukumar, manager of Calit2-San Diego’s India Initiative, which works with the Indian government, universities and non-governmental organizations to create collaborative projects. Sukumar says he sees endless ways that India’s population of 1 billion people could use the uPower adapter, especially since the country lacks a reliable power grid.

“The way to think about it is, what are the essentials?” he said. “Rather than solve the whole problem, our solution is practical and small. Right now, lighting is potentially the biggest application for the adapter when paired with a low-cost solar panel.”

“When I tell people about the UPA,” Palmer says, “They all say, ‘Gosh, I wish I had that.’” And he has the facts to back him up: Forrester Research recently revealed that 25 million U.S. adults are willing to spend more for gadgets that use less energy or employ environmentally conscious design.

So, perhaps the question isn’t if people will support uPower, but when?

“The challenge is not technical in terms of implementing it,” Sukumar said. “The real challenge is to get manufacturers to redesign their products. Essentially, what this means is an entirely new ecosystem will have to be developed. This is a huge challenge. We’re dealing with a completely different paradigm.”

For the uPower to be compatible with the multitude of electronic devices that consumers use everyday, the manufacturers of those devices would have to not only redesign their power components, but would also have to make them “speak the same language” as the UPA, Palmer says.

Explains Sukumar: “It’s a disruptive technology. That is, the entry point is difficult and it feels like it has disadvantages. Except that if it grows in scale, it tends to create an alternate paradigm. It’s a matter of ‘which is going to be the first shoe to drop?’”

“And once it does,” Palmer added, “consumers will be calling the shots.”

One San Ramon-based company is already looking to tap into consumer interest in universal adapter technology. Greenplug, which has just signed on as a partner with Westinghouse, has created an embedded power supply technology for consumer electronics that allows power supplies to “communicate” with those devices and agree upon power requirements. Greenplug’s own research underscores the consumer distaste for “wall warts”: A study commissioned by the company in May shows that more than 60 percent of American consumers view incompatible power adapters as “wasteful” or “frustrating.” Currently, Palmer is seeking outside funding to develop a prototype for the uPower technology, and has spoken to Ford and Qualcomm about implementing the device into some of their products. He and Sukumar are hoping to organize a workshop that will raise visibility about the adapter, and eventually create a “Center of Excellence” focused on the technology, possibly called “Center for Intelligent Micropower Systems.”

Palmer is hopeful that with government mandates to develop more efficient power supplies and the growing “green movement” among consumers, uPower and other technologies like it will pave the way for a revolution in energy consumption. “It seems like while we’re trying to shovel our way into this, a big bulldozer is coming,” he said. “We need to bring the people together, and through that synergy will come the funding and resources. It’s the generation that hasn’t been born yet who will go nuts for this.”

3.

MIT's Guru of Low-Tech Engineering Fixes the World on \$2 a Day

From impoverished Peruvian villages to MIT's D-Lab, professor Amy Smith and her spirited team of engineers are on a mission: Fight global poverty and improve living standards for developing countries—one low-cost, accessible invention at a time.



Farmers in Peru are working with MIT engineers to design solutions to local challenges. From left: a pedal-powered grain mill; the approach to the town's water source.

The Peruvian village of Compone lies 11,000 ft. above sea level in El Valle Sagrado de los Incas, the Sacred Valley of the Incas. Flat but ringed by mountains, the tallest capped year-round in snow and ice, the valley is graced with a mild climate and mineral-rich soil that for centuries has produced what the Incas called sara—corn.

The farmers of Compone feed corn to their livestock, grind it into meal, boil it for breakfast, lunch and dinner and stockpile it as insurance against future unknowns. They burn the corncobs, stripped of kernels, in the earthen stoves they use for cooking and to heat their homes.

It's the stoves that worry Amy Smith. One morning, the 45-year-old inventor stands on the front lawn of the town's community center, beside a 55-gal. drum packed with corncobs that is billowing smoke, a box of matches in her hand and dressed for comfort in faded jeans, avocado T-shirt and a baseball cap pulled over a thick curtain of dirty-blond hair. Smith is ringed by three dozen campesinos who make no move to dodge the lung-burning, eye-stinging cloud. If she just waited a few minutes, the embers would burst into flame on their own and the smoke would dissipate in the intense heat. Instead, she drops a match into the barrel, then jerks her hand back. Nothing happens.

Smith is trying to turn the cobs into charcoal. For an award-winning engineer from the Massachusetts Institute of Technology, this would seem to be a humble goal. Wood charcoal has been in use for thousands of years. However, for many of the world's poor, it can be a life-saving technology. Compone's farmers are among the 800 million people worldwide who use raw biomass—agricultural waste, dung, straw—for fuel. Globally, smoke from indoor fires makes respiratory infections the leading cause of death for children under the age of 5, claiming more than a million young lives a year. Charcoal burns much more cleanly. "I don't know how quickly we can change cooking habits here," Smith says, "but I'd like to see people breathing less smoke inside their homes."

A well-liked instructor at MIT and member of the Popular Mechanics editorial advisory board, Smith is a rising star in a field known as appropriate technology, which focuses on practical, usually small-scale designs to solve problems in the developing world. She has brought four undergrads to Compone, along with Jesse Austin-Breneman, an MIT graduate who works for a community organization in Peru, and one of her engineering collaborators, 53-year-old Gwyndaf Jones. To get here, the team has lugged bags of tools and low-tech gadgets, water-testing equipment and a heavy wooden crate bearing a pedal-powered grain mill more than 3500 miles in taxis, airplanes and buses.

The charcoal project is the responsibility of Mary Hong, a 19-year-old branching out beyond her aerospace major this semester. She and the other students, coincidentally all women, are enrolled in Smith's D-Lab, a course that is becoming quietly famous beyond the MIT campus in Cambridge, Mass. The D is for development, design and dissemination; last fall, more than 100 students applied for about 30 slots. To prepare for their field work, D-Lab students live for a week in Cambridge on \$2 per day. (Smith joins in.) Right now, eight more D-Lab teams are plying jungle rivers, hiking goat trails and hailing chicken buses in seven additional countries—Brazil, Honduras, Ghana, Tanzania, Zambia, India and China. In Smith's view, even harsh aspects of Third World travel have their benefits. "If you get a good bout of diarrhea from a waterborne disease,"

she says, "you really understand what it means to have access to clean drinking water."

Smoke continues to envelop the ruddy-cheeked spectators in Compone. Children dart in and out of the circle as if playing in a sprinkler. When the smoke starts to dissipate after another try, her students, who have been watching nervously, let out a hopeful gasp. But just as quickly the white cloud is back, lazily boiling out of the drum.

Fortunately, Smith seems impervious to embarrassment, like the ringmaster of some traveling circus to whom an endless progression of dusty venues has taught one lesson: Never stop the show. Her toothy smile stretches wider as she strikes another match ("I'm really a pyromaniac") and another ("that's why I have so few hairs left on my hand") and one more ("it's a personality disorder") until—ta-da! Flames jet out and she jumps back ahead of a whoosh that feels like a punch in the chest. The smoke vanishes. After 10 minutes, Smith touches her new boot to the side of the barrel—sure enough, the rubber sole starts to melt. That's a sign for Hong to make the drum airtight. The student gets help to lower it to the ground, blocking holes drilled into the bottom, and then seals the top with a steel lid and dirt. Inside, the corncobs will slowly carbonize, impurities baking off over the course of several hours.

NEWS:

1.

Design as a subject of study: Idea gets a push

Riya Kartha

Posted online: Sunday, June 29, 2008

Mumbai, June 28 Introduce subject in art schools across the country, IITB centre to tell HRD ministry

Engineering and medicine still remain popular choices for students in India, but a quiet initiative is underway to get recognition for a subject of study that's increasingly gaining prominence in industry, but remains neglected in academics — design.

"Design is a creative course that looks at constant innovation and new ideas. It provides the student with a variety of skills," says Ravi Poovaiah, co-ordinator of the Industrial Design Centre (IDC), IIT Powai, which is planning to send a proposal to the Ministry of Human Resources Development to allow introduction of design as a subject of study at the undergraduate level in art colleges across the country.

Currently, design as a subject of study is available at the undergraduate level at select colleges. Courses in design offer subjects like Animation, Architecture, Crafts, Industrial Design, Graphic Design, Fashion-textile Design, Product Design, Interaction Design and Visual Communication among others. The students of the IDC recently held an exhibition that displayed different aspects of design and how they could be used to help fill in the gaps in society.

"While we are trying on many fronts, the proposal to the Human Resources Development ministry is one of our major moves," said Poovaiah. The proposal includes requests to fund or upgrade art schools in order to have a larger variety of options and improve the quality of design courses being taught.

"While China has over 3000 design schools and has revamped all their art colleges and trained their teachers, India is still focused on engineering and medicine," said Poovaiah, adding that other than some government funded institutes like National Institute of Fashion Technology (NIFT) and National Institute of Design (NID), there are only a few privately funded institutions that offer good design courses.

"Today the requirements for design and its potential are tremendous. Market forces demand designers and they are required in every sector," says Ravi Mokashi, head of the

design department at IIT Guwahati, adding that it is only a matter of time before the course grows in strength and establishes itself.

“Extensions for study subjects are available to all students who opt for engineering and medicine courses, but when they need to choose design, they have hardly any option,” said Sanjay Jain, Director of Academics, MIT Institute of Design, Pune.

Though IIT Guwahati offers undergraduate courses for students who want to pursue design, there is a severe lack of awareness about the course at the school level.

“Introducing the course at the undergraduate level is too late. It has to be introduced in schools, where it becomes a part of the learning process and encourages right-brain thinking and visual communication,” Jain said.

He also said that there is a paucity of designers because of this, and while India produces thousands of engineers and doctors, there are hardly a few hundred designers who graduate each year. “The shortage is because design is not recognised as a profession and because there is hardly any trained faculty pool,” said Jain.

2.

Google Phone Search - Voice Search for Hyderabad, India

Google Phone Search is a new pilot service making local business information, movie times and real time flight status accessible from any phone.

Google Phone Search gives you the power of [Google](#) Search while you are on the go. This service is completely free of charge (including the call to the service and the connected call to the business), bringing you the information you need, right when you need it the most. It is currently launched in Hyderabad, and can be reached from any Hyderabad phone number - landline or mobile.

<http://labs.google.co.in/phonesearch/index.html>

3. Report of Techshare India 2008

Techshare India Brings Access to Technology for the Disabled

With emerging technologies, innovation has no bounds. Technology is an enabler for all of us but more significantly for people with disabilities. In a country where it is considered that almost 10% of the world's disabled population lives in India, it is imperative for the ecosystem to realize the power of technology that can break barriers for people with disabilities and include them in the main stream.

India has the Persons with Disabilities Act that focuses on equal opportunities and protection of rights for persons with disabilities. Also, recently India ratified the UN convention to promote and protect the rights of persons with disabilities. But we have not succeeded in main streaming people with disabilities into society. The answer lies in building and creating awareness about the needs and potential of the people with disabilities and not in the legal framework alone. In addition, it is essential to create awareness about the role of technology in empowering people with disabilities.

BarrierBreak Technologies with its expertise in technology and understanding the needs of people with disabilities envisaged that in order to change the mindset of the India towards people with disabilities we need a platform whereby we could get the entire ecosystem – the government, the corporates, the NGOs, the disabled, the product companies and the education providers under one roof. The platform was Techshare India 2008!

Techshare India 2008 – Breaking the Barriers was a pan disability accessibility conference and exhibition held on 4th and 5th February at India Habitat Centre, New Delhi. Techshare India was organized by BarrierBreak Technologies in partnership with Royal National Institute of the Blind (UK) to highlight the role of Technology in the lives of People with Disabilities and how



technology can be used by them to access education, information and employment.

On 4th February 2008, Techshare India was inaugurated by Dr. (Smt.) Veena Chhotray, Secretary, Ministry of Social Justice and Empowerment and shared her perspective on the pertinence of an event like Techshare India 2008. She said, "I appreciate the attempt being made by the organizers of the conference, and we are certainly on the right path." "Most of these issues have come up in the last few decades as technology has evolved. While the Government is aware of these concerns and has taken steps to address them – the gaps do exist. In order to promote employment of People with Disabilities in the corporate sector, the Government of India has earmarked a fund of Rs.1800 crores," she added.

Ms. Shilpi Kedia, Founder and MD, BarrierBreak Technologies, in her welcome address, said, "The need for an event like this was long over due in India. Techshare India brings together the entire ecosystem - the government, the corporates, the NGOs, People with Disabilities, the product companies and the education providers for the first time under one roof. The conference is a platform to share insights and learning's and in the process serve a bigger purpose – which is to educate people about accessibility, promote accessibility and highlight the laws and standards that are there and encourage their implementation."

Mr. Shadi Abou-Zahra from the World Wide Web Consortium, in his keynote address highlighted the need for assistive technologies to be built into the design of the web interface. He said, "The web is now the key for every day life and there are many tools that are available to the designers to make internet accessible to people with disabilities." He also emphasized on the commercial opportunity available in catering to the growing market represented by people with disabilities in terms of products and technologies; and encouraged business houses to play a larger role in this field.



Mr. Javed Abidi, Executive Director, National Centre for Promotion of Employment for Disabled People (NCPEDP) said, "India is a privileged country to have the best of the technology, top corporate houses as well as the best brains that we export around the world. In such a scenario, it is very unfortunate to see that the people with disabilities are losing out." "The situation is such that the corporate sector is not even aware that we have fantastic assistive technologies available and how they can be incorporated to give better opportunities to people with disabilities. That according to me is discrimination," he added.

Techshare India started with two energizing panel discussions. The first discussion was on "Perspective of different disabilities – Where we stand today and what is needed tomorrow?" chaired by Javed Abidi, NCPEDP. The eminent panelists were Dipendra Minocha, Shivani Gupta, Sudha Kaul, and Dr. Madan Vasishtha.

The second discussion was on "Accessibility makes good business sense" chaired by Ms. Shilpi Kedia, BarrierBreak Technologies. The panelist who gave their valuable insights were Pradeep Gupta, Niranjan Khatri, and Sonia Shrivastava.

The speakers spoke about the need for assistive technology required at affordable prices and the need to develop these technologies in India.

Techshare India the Conference - Insights from the Experts

The presentations of the conference were divided on the basis of four tracks- The Road Ahead – Envision the Accessibility Road Map, Making a Difference, Bridging the Digital Divide, and Accessibility in Action – Workshops.

On the first day some of the key presenters were:

- Brian Hardy, Vision Australia presented on 'Testing Website Accessibility - Using the free AIS Toolbar'
- Dr. Sudha Kaul, ISAAC focused on 'International Society for Augmentative and Alternative Communication: Breaking the



Communication Barrier'

- Shanti Raghavan, Enable India highlighted the need for 'Workplace solutions for employment of disabled'
- David Baquis, US Access Board presented on 'Section 508 and Electronic Information Technology Accessibility'
- Vivek Gaikwad, BarrierBreak Technologies conducted a workshop on 'Flash and Accessibility'

The second day saw presentations by:

- Lisa D. Friendly, Bookshare.org shared insights on 'Bookshare.org: The online library built by people with disabilities'
- Edward Hitchcock, Rehabilitation Institute of Chicago presented on 'Assistive Technology options for access to a computer, communication and environment'
- Mandy Thompson, RNIB shared 'Accessible information provision - an overview of RNIB's current processes and future ambitions'
- Henny Swan, RNIB conducted a workshop on 'WCAG 1.0 to 2.0'

During the sessions there were sign-language interpreters to assist the hearing impaired in understanding the presentations.

In addition to the conference, delegates further had the opportunity to explore 20 plus exhibiting stalls, including world leading assistive technology suppliers such as Dolphin Computer Access, Optelec, HIMS, and Ash Technologies.

Techshare India the Exhibition – From Braille Keyboards to Electric Wheelchair

Techshare India provided a magnificent platform for the assistive technology vendors to explore the Indian market. One of the biggest challenges of the accessibility market in India is that people with disabilities themselves are not aware about the assistive technology available for them.



The exhibition area was open to general public to build the awareness among students, teachers, parents, senior citizen, and people with disabilities at large.

The exhibition showcased best of assistive technology products such as electronic screen reader that enabled people with visual disabilities to read information on a computer screen; Braille display keyboards that could read what was on the screen as well as allow people with disabilities to work on a regular computer; digital talking pen, electronic wheelchair, color identifier that could enable a visually impaired to choose garments as per the right colors and many more.

Techshare India's Experience Zone – A House Full on Both the Days

The organizers ensured that everyone who walks in to the exhibition walks out with an experience regarding the challenges faced by people with disabilities and the potential of technology in helping them overcome these challenges and lead an independent life.

An experience zone was created within the exhibition area which included computers installed with various assistive technologies such as screen readers, magnifiers, onscreen keyboard, and trackball. In the experience zone, one could see people with disabilities using assistive technologies to work with computers.



The experience zone was manned by Mamta Tandel, Accessibility Project Lead and Preeti Rohra, Accessibility Consultant at BarrierBreak Technologies.

Mamta Tandel says “Being a part of BarrierBreak Technologies for quite a while, I was aware of communicating with people with different kinds of disabilities. But handling the experience zone at Techshare India 2008 was a completely a different kind of experience. Especially since we had to interact with many people with different disabilities at one time!”

The experience zone was visited by people with different types of disabilities to know about products and software which were useful for them but were also interested in knowing about products which would be useful for other disabilities. For example, there was group of hearing impaired enthusiastic who were keen in knowing how a trackball worked for mobility impaired and how a visually impaired user would use a color identifier to know the different colors.

People were amazed to see assistive technologies such as a portable screen magnifier from HIMS, trackball, color identifier from Caretec, and screen readers such as JAWS and SAFA. Another interesting product on display was Supernova, a screen reader-cum-magnifier. There were other products such as a device that would identify the battery life for both visually impaired and the deaf and dumb people, tactile sheets that visually impaired users could use to learn computers, apart from Braille slates, pamphlets to learn sign language etc.

Another main attraction was the 'Virtual Barber Shop' a small and wonderful exercise within the Experience Zone. In a small section, people were made to experience the power of sound. People were asked to put headphones and listen to an audio file which depicted the process of a haircut. After listening to the audio people were explained how human brain listens to sound and its importance for people with visual impairments. People were quite intrigued with the exercise Even though at a time one person was allowed, people were willing to wait in queue to experience the Virtual Barber Shop.

Virtual Barber Shop



- Want to have a hair cut?
- A small, yet a wonderful exercise!
- Close your eyes, put on the headphones and enjoy a whole new virtual hair cut.

Experience the power of sound!

Have Fun!!!

The Kodak Moment - A hearing impaired assisting a visually impaired!

As this was the first event of such a magnitude on Accessibility in India, a conscious effort was made to pull in volunteers to assist persons with disabilities. The volunteers group included

a major part of people with hearing impairment from The Deaf Way organization. A formal training was organized to orient the volunteers on how to interact with the people with disabilities. In addition, demonstrations were done on how to guide a visually impaired, assist a person on wheelchair, interact with hearing impaired and serve food to people with disabilities.

During the course of 2 days there were close to 100 people with disabilities, one could see volunteers guiding them to the sessions or exhibition area. But the best one was seeing a hearing impaired volunteer assist a visually impaired delegate to get to a session. People around were amazed to see this happen.

Techshare India Concluded On a High Note

Techshare India in its first year received a highly positive response from its sponsors, partners, delegates, and visitors. The platform was effectively used to discuss the availability and use of technologies to enable people with disabilities. In addition, Techshare India also highlighted the importance of implementing accessibility standards and complying with different accessibility laws.

Ms. Shilpi Kedia expressed her intension to organize the conference annually in order to keep Indians abreast of the latest in products and technologies as well as to promote initiatives that would ease path of bringing these solutions to India.

For latest information about Techshare India visit:
<http://www.barrierbreak.com/events-conference/techshareindia.php>

4.

Disasters are Always Inclusive

The Bonn Declaration makes explicit the need for inclusive reconstruction and development. The document begins:
In humanitarian emergency situations, persons with disabilities are amongst the most vulnerable groups of society and tend to be disproportionately affected by the impacts of disasters. At the same time, they often remain 'invisible', even though their

number statically makes up approximately ten percent of any population. Persons with disabilities, be they of physical, sensory, intellectual or psychological nature, are most often not included in the various stages of disaster response and in disaster preparedness measures, neither as recipients of aid to meet their basic as well as specific needs, nor as active stakeholders and designers or planners of aid measures, voicing their own needs and opinions.

It continues:

Inclusive reconstruction and development, focussing on participation and empowerment of all groups of society and especially of vulnerable groups, leads to better living conditions than before the disaster and at the same time to a higher level of preparedness and thus reduction of vulnerability in the face of a potential next disaster.

The full document follows

**International Conference: Disasters are always inclusive.
Persons with Disabilities in Humanitarian Emergency Situations
Bonn, 7 - 8 November, 2007**

BONN DECLARATION

Preface – Situation Analysis

In humanitarian emergency situations, persons with disabilities are amongst the most vulnerable groups of society and tend to be disproportionately affected by the impacts of disasters. At the same time, they often remain 'invisible', even though their number statically makes up approximately ten percent of any population. Persons with disabilities, be they of physical, sensory, intellectual or psychological nature, are most often not included in the various stages of disaster response and in disaster preparedness measures, neither as recipients of aid to meet their basic as well as specific needs, nor as active stakeholders and designers or planners of aid measures, voicing their own needs and opinions. In addition, the incidence of new disabilities created by disasters is often not sufficiently taken into account and not responded to in an adequate, long-term manner, neither by local Governments, local NGOs or Disabled Peoples' Organizations (DPOs), nor by intervening international NGOs. This lack of long-term rehabilitation perspective can lead to detrimental or even fatal outcomes for injured disaster victims, even after the disaster has long since passed and is no longer present in public awareness. This includes the neglect of severe trauma

symptoms, which, if not professionally dealt with, can result in permanent psychological disabilities.

As a basis for a change of mindsets as well as for concrete action, the UN Convention on the Protection and Promotion of the Rights and Dignity of Persons with Disabilities, adopted in December 2006, constitutes the crucial instrument of international law to claim and reinforce equality and full participation of persons with disabilities. Article 11 calls for State parties to undertake “all measures to ensure protection and safety for persons with disabilities in situations of risk, including situations of armed conflict, humanitarian emergencies and the occurrence of natural disasters”.

In humanitarian emergency situations, humanitarian aid agencies and other stakeholders are called to comply with minimum standards and indicators of humanitarian aid in order to secure and protect lives, especially of vulnerable groups such as women, children, elderly and persons with disabilities. These minimum standards and indicators can be valuable guidelines, but are not yet sufficiently explicit and practical with regard to inclusion of persons with disabilities (for example refer to the handbook of The Sphere Project, 2004 edition).

In conclusion to the international conference “Disasters are always inclusive! Persons with Disabilities in Humanitarian Emergency Situations”, held November 7 and 8, 2007, a number of recommendations for inclusive disaster preparedness and emergency response in the sense of “Humanitarian Aid for ALL” were deduced. It was the common understanding that the most important and at the same time most difficult requirement is to change mindsets in such a way that inclusion becomes a matter of course. From there to actual practical adjustments towards inclusiveness of disaster preparedness and response programs is a much easier step.

I. Recommendations for Inclusive Disaster Response in General

II. Recommendations for Inclusive Disaster Preparedness Planning

III. Recommendations for Inclusive Response in Acute Emergency Situations and Immediate Rehabilitation Measures

IV. Recommendations for Inclusive Post-Disaster Reconstruction and Development Measures

I. Recommendations for Inclusive Disaster Response in General

It is important to ensure inclusion of persons with disabilities, their families and communities as well as Disabled People's Organisations (DPOs) at every stage of disaster response, from planning to implementation, in order to cater for basic as well as special needs of persons with disabilities in pre, acute and post disaster situations.

Recommendations instrumental for inclusion in all stages of disaster response are:

- 1) Enable full participation of persons with disabilities and their families as active stakeholders and advisors;**
- 2) Guarantee full accessibility for persons with disabilities and their families to information and services in pre, acute and post disaster situations;**
- 3) Strive for involvement and creation of ownership of local government structures with regard to inclusive disaster response measures;**
- 4) Lobby for government action plans for inclusion / disability mainstreaming in disaster response;**
- 5) Strive for cooperation and networking between humanitarian aid agencies and organisations specialising in disability issues, both on the national and international level;**
- 6) Define and learn from "best practices" of inclusion / disability mainstreaming in disaster response;**
- 7) Adapt existing disaster response guidelines to include criteria and practical indicators for inclusion of disability issues;**
- 8) Provide easily applicable methodologies and tools for practical inclusive action in disaster response;**
- 9) Establish (self-)evaluation mechanisms to monitor and improve the quality of inclusion measures in disaster response;**
- 10) Allocate adequate funding for disability issues in disaster response budgets as well as in development aid budgets for disaster prone areas.**

II. Recommendations for Inclusive Disaster Preparedness Planning

Special focus must be directed towards inclusive disaster preparedness planning to ensure effective inclusive disaster response when an emergency actually takes place (be prepared = best case scenario).

Since the emergency affects local people in situ on the level of local communities, disaster preparedness planning must be community-based. Tailor-made community based disaster

preparedness planning can then respond adequately to the special situations and needs of ALL, including vulnerable groups such as persons with disabilities, in a given community. Recommendations instrumental for inclusive disaster preparedness planning are:

- 1) Raise sensitivity and awareness that disaster preparedness is important for all members of a community;
- 2) Raise sensitivity and awareness that persons with disabilities have basic and special needs that require specific attention in an emergency situation;
- 3) Mobilize and strengthen the capacities of local human resources, in particular individuals with disabilities, their families (especially the parents of the intellectually disabled), their village communities, local government structures, existing local DPOs, local research institutes etc;
- 4) Provide theoretical and practical training on disability issues (knowledge and skills) for relief workers, volunteers, family members etc. – Possible training topics: understanding disability and related basic and special needs; understanding and overcoming barriers; acquiring and improving practical skills by exercising communication techniques and evacuation methods adapted to the needs of persons with disabilities etc;
- 5) Involve disabled people themselves, their families and local DPOs in local needs assessments (participatory vulnerability mapping of communities);
- 6) Involve and train disabled people themselves, their families and local DPOs for participation in local disaster response task forces;
- 7) Establish a system of accountability for all involved stakeholders (local NGOs, voluntary task forces, local government structures etc), based on a catalogue of criteria / indicators and easily applicable self-monitoring systems to determine the degree and quality of inclusive preparedness.

III. Recommendations for Inclusive Response in Acute Emergency Situations and Immediate Rehabilitation Measures

Most often the “best case scenario”, meaning that inclusive disaster preparedness planning has taken place and preparedness measures are implemented, is not given at the incidence of disaster. Nevertheless, it is possible to include persons with disabilities in relief and in immediate rehabilitation measures.

Recommendations instrumental for inclusive relief and immediate rehabilitation after an acute emergency are:

- 1) Include issues of disability in rapid assessments of aid relevant sectors;
- 2) As a tool for rapid assessments, use easy to handle (updated) checklists which comprise disability related questions;
- 3) Find and provide assistance for the 'invisible' persons with disabilities already living in the disaster affected communities, including those with intellectual and psychological disabilities;
- 4) Pay adequate professional medical attention to newly injured or disabled persons to avoid medical complications, secondary disabilities or even fatal outcomes;
- 5) Avoid aggravation of injuries or new disabilities by inadequate transportation of injured persons during evacuation;
- 6) Pay adequate attention to the emotional and social needs of disaster victims to help them overcome normal trauma symptoms;
- 7) Pay adequate professional psychological attention to disaster victims displaying severe traumatic symptoms to avoid long-term psychic disabilities;
- 8) Include local and international experts for special focuses in rapid assessment teams and advisory teams, such as disability experts, psycho-social trauma counsellors, experienced persons with disabilities etc;
- 9) Strive for coordination of intervening stakeholders on the spot, for example through cluster meetings of local and international NGOs representing different aid sectors, including disability specific organisations;
- 10) Build alliances with other vulnerable groups, because what you do for one group (persons with disabilities) is often also valuable for others (elderly persons, pregnant or nursing mothers, mothers with many children etc);
- 11) Incorporate tools for inclusion in the context of relief and immediate rehabilitation into the next revision of The Sphere Project handbook (knowing about these tools is also an aspect of preparedness);
- 12) Link relief and immediate rehabilitation activities with long-term rehabilitation and development by negotiation and cooperation with local Governments and authorities.

IV. Recommendations for Inclusive Post-Disaster Reconstruction and Development Measures

Inclusive reconstruction and development, focussing on

participation and empowerment of all groups of society and especially of vulnerable groups, leads to better living conditions than before the disaster and at the same time to a higher level of preparedness and thus reduction of vulnerability in the face of a potential next disaster.

Recommendations instrumental for inclusive post-disaster reconstruction and inclusive development are:

1) Apply principles of universal accessibility for ALL, including flexibility for adaptations to various needs of persons with disabilities when implementing housing reconstruction projects;

2) Include universal accessibility features when involved in planning and reconstruction of infrastructure and public facilities;

3) Involve beneficiaries as active participants in every stage of the reconstruction project cycle;

4) Facilitate and monitor inclusive planning and reconstruction with the help of expert advice from skilled and specialized persons with disabilities;

5) Allocate sufficient time for sensitization, awareness raising, negotiation and cooperation with key (local) stakeholders, such as affected communities, persons with disabilities and their families, DPOs, local authorities (community and national levels), professionals (architects, engineers) etc;

6) Lobby for government policies and minimum standards for barrier-free reconstruction, including reconstruction of infrastructure and public facilities (refer to article 9 of the UN Convention on the Rights of Persons with Disabilities);

7) Raise awareness for cost efficiency of barrier-free reconstruction from the very beginning as compared to subsequent technical adjustments;

8) Further develop and apply tools (checklists, manuals) for barrier-free reconstruction and adapt them to local environments (adjustment of minimum standards to local context);

9) Strive for continuation of medical care and rehabilitation as well as psycho-social support for persons injured or disabled by the disaster through their integration into long-term local public health programs;

10) Support the development of a referral system linking existing facilities required in long-term rehabilitation;

11) Develop self-help capacities of persons with disabilities and their families through livelihood programs (professional training, income generating projects);

- 12) Monitor and evaluate long-term rehabilitation and development measures to make necessary changes for improved impact and sustainability;
- 13) Make disaster preparedness planning a crucial element of and a trigger for inclusive community development (refer to paragraph I. of this document).

The Bonn Declaration was composed and published as result of the international conference “Disasters are always inclusive. Persons with Disabilities in Humanitarian Emergency Situations” which took place from 7 – 8 November, 2007, in Bonn/Germany.

The conference was organized by Disability & Development Cooperation (bezev), Kindernothilfe, Christian Blind Mission, Caritas Germany International Dptm., Handicap International and Der Paritätische Gesamtverband.

Further information and documents on ‘Humanitarian Aid for All’, Inclusive Disaster Preparedness and Response are available under: www.bezev.de

5.

As young design school MSRSAS - one of our student Mr.Rajeev Nair - Automotive Product Design Student has won 5th Place in Car Design News Contest 2008.

India designer, Nair, describes his design as “A smart microcar indented for upper class urban use for youngsters”.

With two front seats and one rear occasional rear seat, this pod-like

design has a near 'science fiction' aesthetic and some exquisite detailing – check out the thin wheel spokes, pointed door

mirrors and

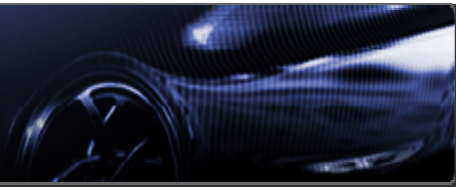
luscious use of colours.

Check Out Deatils :

http://www.cardesignnews.com/site/contests/gallery/view_submission/store497/item112595/

Car Design News Contest 2008

in association with SABIC Innovative Plastics | powered by Autodesk



'Concept Microcar' by Rajeev Nair (student Category)



India designer, Nair, describes his design as “a smart microcar indented for upper class urban use for youngsters”.

With two front seats and one rear occasional rear seat, this pod-like design has a near 'science fiction' aesthetic and some exquisite detailing – check out the thin wheel spokes, pointed door mirrors and luscious use of colours.



Click to open 3D Model Viewer. Click and drag on Model Viewer to rotate model
India designer, Nair, describes his design as “a smart microcar indented for upper class urban use for youngsters”.

With two front seats and one rear occasional rear seat, this pod-like design has a near 'science fiction' aesthetic and some exquisite detailing – check out the thin wheel spokes, pointed door mirrors and luscious use of colours.

6.

HCI International NEWS – July 2008 - Number 30

The HCI International Newsletter is also available on-line:

http://www.hci-international.org/index.php?module=newsletter&MMN_position=3:3

If you have any questions or comments, or if you would like to contribute, please contact the Editor, Dr. Abbas Moallem (news@hcie2009.org). The opinions that are expressed in this newsletter are the sole responsibility of its authors and do not represent any institution or company.

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HCI International 2009

<http://www.hcie2009.org>

HCI International Conference series website:

<http://www.hci-international.org>

Program & Events:

1.

USID2008 - Call for Papers

The advancement in communication and internet technology are affecting our life at work as well as at home. Complex social structures are evolving as a consequence of greater mobility, online social networks and virtual communities.

There is a need to think about the challenges and opportunities this advancement is bringing to interface/interaction styles & design and in creating the entire value chain that impacts the overall socio-cultural & socio-economic development of our society.

Professionals, Academicians, Researchers and Students are invited to submit papers addressing various design issues and insights on any of the listed theme:

THEMES

- User Interface design for online social networks and virtual communities
- User Interface design and evaluation issues for small screen devices (Mobile Entertainment & M-Commerce)
- Impact of Interactive technologies on work and social life
- Practices and opportunities in User Interface design for eLearning

ELIGIBILITY

Open to the professionals, academicians, researchers and students.

IMPORTANT DATES

Registration: July 11th 2008

Submission: August 5th 2008

The papers short listed by the review panel will be presented during the USID2008 and all accepted papers will be published in the USID2008 Conference Proceedings. Teams will be notified of acceptance or rejection the week of August 25 2008. Authors of selected papers will be expected to attend the conference in order to present their submissions to other conference attendees. USID Foundation will also notify the authors through email or phone.

For Details and Guidelines etc. visit www.usidfoundation.org/usid2008/papers

For Registration send email to usid_callforpapers@usidfoundation.org with your name, institution/ organization, and the theme.

USID Foundation

www.usidfoundation.org (formerly HCI -Hyderabad)

2.

Did you know that 1 in 4 people have visual impairment? Did you know 1 in 4 people have mobility impairment? Did you know 1 in 5 people have hearing impairment?

With emerging technologies, innovation has no bounds. Technology is an enabler for all of us but more significantly for people with disabilities. In a country where it is considered that almost 10% of the world's disabled population lives in India , it is imperative for the ecosystem to realize the power of technology that can break barriers for people with disabilities and include them in the main stream. Today, a visually impaired person can work with computers using a screen reader! Isn't that wonderful? But many of us are unaware about this fact. The reason being 'lack of awareness' about the needs of people with disabilities and how can technology be helpful in meeting those needs.

BarrierBreak Technologies with its expertise in technology and understanding the needs of people with disabilities envisaged that in order to change the mindset of the India towards people with disabilities we need a platform whereby we could get the entire ecosystem – the government, the corporates, the NGOs, the disabled, the product companies and the education providers under one roof. The platform was Techshare India 2008!

Techshare India 2008 – Breaking the Barriers was a pan disability accessibility conference and exhibition held on 4th and 5th February at India Habitat Centre, New Delhi . Techshare India was organized by BarrierBreak Technologies in partnership with Royal National Institute of the Blind (UK) to highlight the role of Technology in the lives of People with Disabilities and how technology can be used by them to access education, information and employment.

Highlights of Techshare India 2008:

- 400 delegates from across the globe
- 50 presentations
- 6 accessibility workshops
- 25 stalls displaying close to 110 assistive technology products and services
- 300 visitors including disabled, caretakers, and the aged
- Experience Zone – showcased the potential of assistive technology

In response to the continued demand for organizing Techshare all over India , BarrierBreak Technologies is now bringing the conference as road shows. Techshare India 2008 Road Shows will be organized in different cities so that more people can benefit and also to create awareness about how technology can empower people with disabilities.

In the first phase, we are announcing the Techshare India 2008 Road shows at Bangalore on 29th August, 2008 and Mumbai during October. The one day event shall be a platform to share insights and learning's.

Techshare India 2008 Road Shows will comprise of 3 tracks with 12 speakers plus a state-of-the-art experience zone. We have developed 3 major tracks to meet the expectations of the target audience:

- The Road ahead – Envision the Accessibility Road Map
- Making a Difference
- Bridging the Digital Divide

To register for Techshare India 2008 Road Shows, kindly visit <http://www.barrierbreak.com/events-conference/conferenceregistration.php>

We look forward to your presence at Techshare India 2008 Road Shows. Also, we request you to share this information with your friends, colleagues and anyone you feel would benefit from Techshare India .

Visit http://barrierbreak.com/press_room/index.php to view our press releases, media coverage and photographs of Techshare India 2008.

If your company is interested in sponsorship opportunities, kindly contact us at +91 22 2686 0485 / 86 or email us at sponsorship_techshare@barrierbreak.com

For further details and registration, write to us at techshare@barrierbreak.com

Ch. Srinivasu | Access Consultant

BarrierBreak Technologies

India: +91 (22) 2686 0485 / 86

Cell: +91 99202 29081

Web: <http://www.barrierbreak.com>

[BarrierBreak](#) | [Techshare India 2008](#) | [Accessibility Blog](#)

BarrierBreak Technologies a subsidiary of [Net Systems Informatics](#)

3.

International Conference on Research into Design (ICoRD'09)

National Seminar Complex, Indian Institute of Science,
Bangalore,
India

7-9 January 2009

Design is ubiquitous; it pervades almost all spheres of life, and has been around as long as life has taken up the task of purposefully changing the world around it. Research in design and the emergence of a research community in this area has been relatively new, its development influenced by the multiple facets of design (human, artefact, process, organisation, and the micro- and macro economy by which design is shaped) and the associated diversification of the community into those focusing on various aspects of these the individual facets, or various applications. Design is complex, balancing the needs from multiple stakeholders, and requiring a multitude of areas of knowledge to be utilised, from resources spread across space and time.

ICoRD'09 is the second in a series of conferences intended to be held every two years in India to bring together the international community from diverse areas of design practice, teaching and research to showcase cutting edge research with

the stakeholders, aid the ongoing process of developing and extending the collective vision through emerging research challenges and questions, and provide a platform for interaction, collaboration and development of the community in order for it to take up the challenges to realise the vision. It also coincides with the Centennial year of Indian Institute of Science, and is part of the Centennial Celebrations of the Institute. The conference is intended generally for all stakeholders of design, and in particular for practitioners, researchers, teachers and students of design. The conference will have:

- a. invited presentations from eminent international experts and practitioners;
- b. presentations of refereed papers as podium, poster, panel or theme presentations;
- c. industrial sessions to present perspectives from industry and studies in practice.

The organising committee invites submissions of research papers in all areas of design. This includes all dimensions, e.g., people, product, tools, processes and environments of design, with research results contributing to its understanding and support. Some example topics are:

- a. Design Theory and Methodology
- b. Human factors in Design
- c. Design for X (Product Safety, Design for Manufacture & Assembly, Cost , Reliability, etc)
- d. Enabling Technologies & Tools (Computer Aided Conceptual Design, Virtual Reality, Haptics, etc)
- e. Design Management, Knowledge management and Product Life Cycle Management
- f. Applications in Practice (Automotive, Aerospace, Biomedical Devices, MEMS, etc.)
- g. Eco-Design, Sustainable Design, Green Design, Design for Environment
- h. Design Synthesis, Evaluation and Optimisation
- i. Design Collaboration and Communication
- j. Design Aesthetics, Semiotics, Semantics
- k. Design Training and Education
- l. Design Research Methodology

All submitted papers will undergo a review process involving at least two reviewers. All accepted papers will be published in the proceedings of the conference.

Important dates are:

Abstracts Due: 30 June 2008

Full Papers Due: 1 August 2008

Notification of Acceptance: 1 November 2008

Final Papers Due: 1 December 2008

Convenor: Prof Amaresh Chakrabarti
Centre for Product Design and Manufacturing,
Indian Institute of Science, Bangalore, India;
Tel: +91 80 2293 2922; Fax: +91 80 2360 1975; Email:
ac123@cpdm.iisc.ernet.in

Conference Website: <http://cpdm.iisc.ernet.in/icord'09>

4.

ARDSI 2008 XIV National Conference & Dementia Care & Research: A Roadmap for India

Dementia is a global problem and is expected to reach epidemic proportion in Asia in the next decade. Compared to many other countries, India is yet to go a long way in providing adequate care and support to persons suffering from dementia. It's time for immediate action by all of us – the public, medical professionals, service providers and policy makers to join hands in finding tangible solutions to deal with this emerging epidemic. The conference is expected to evolve a roadmap for dementia care and research in India.

Date: 27th and 28th Sep 2008

Venue: Indian Institute of Science ,Bangalore

To Know more and Register click here:

<http://peopleforsocialcause.blogspot.com/2008/07/dementia-care-research-roadmap-for.html>

5.

2008 Spark Design Awards

Top international design teams have until August 1, 2008 to submit cutting-edge work.

New York, NY (PRWeb) June 24, 2008 -- The world's best commercial and student designers will vie this autumn for recognition - and exhibition space - at the 2008 Spark Design Awards. Winners that catch the eye of the judges will have their work exhibited in America's most exciting new design hot spot - the dazzling Autodesk Design Center, at One Market Street, San Francisco. A prestigious line-up of 20 multi-disciplinary Judges include Tania Aldous, Director Global Design, Whirlpool, Allison Arieff, "By Design" Columnist, New York Times and John Hoke, VP Global Footware, Converse. A nail-biting live judging session in September will be the climax of the awards, with the nominees work premiered at a stylish launch for the Spark 2008 show, on October 3, 2008.

Returning for its second year, Spark is the exciting industry-backed competition created to promote great design and designers. Everyone is invited to participate: designers, art directors, architects, design firms, manufacturers, institutions, ad agencies, students and novices may enter and enjoy the Spark Design Awards. The global competition returns with a new, simplified entry system so firms can submit more designs from their portfolio, with less paperwork, at www.sparkawards.com .

Great Designers Solving Our Greatest Problems:

"Spark is a fresh, modern qualification system that recognizes new processes and technology and seeks to involve people and ideas from untapped sources," explains Peter Kuchnicki, Executive Director of Spark. "Designers from all levels and skill-sets are welcome, be they professional, novice or student."

"Spark Awards encourages everyone to create designs that make a difference," explains Spark Advisory Council member Sam Lucente, VP Design, Hewlett-Packard . "As a society we face unprecedented challenges related to resources, environment and technology considerations amidst strong competition for the attention of consumers.

We need every person to embrace design and make things

better. Spark showcases the work of the best designers and enlightened companies behind them."

Simple Entry Process:

The first phase for the competition requires artists to submit their work online with a brief mission statement. The deadline to enter is August 1, 2008 (late deadline: August 25). A panel, consisting of VIP design jurors, will review the online submissions and decide who will move on to the second phase as Spark "Challengers" Designers whose work qualifies have the option to enter the second phase. The deadline to enter is Sept. 1, with the physical piece or model for the jurors to review. **Unique Live Judging Event:** All entrants are invited to attend the 2008 Spark Awards, where winners will be announced. Winners of phase two will be awarded either a prestigious Silver Spark, Gold Spark, or ultimate Spark! award. All winners will be on long-term exhibition at the new Autodesk Design Center.

PRWeb eBooks - Another online visibility tool from PRWeb. The Autodesk Design Center showcases innovative and important designs from around the world. The center highlights how the pieces are created, from design to engineering to completion. It offers the public and professionals an enriched design environment, maximizes design creativity, increases collaboration across design disciplines, and facilitates innovation. The Spark Awards sponsors and partners include Hewlett Packard, Autodesk, Automobile Magazine, RedClay Interactive, Bravo Media, Joie de Vivre Hotels, California Magazine and ArchNewsNow.

For more information on the Spark Awards and other related information, please visit website www.Sparkawards.com

6.

Dear Colleague,

King Mongkut's University of Technology Thonburi (KMUTT) would like to invite you to Thailand to join us celebrate our 4th Cycle or 48th Anniversary in our Commemorative International Conference: Sustainable Development to Save the Earth (SDSE2008). The conference will be held from 10-12 December 2008 in Bangkok.

Since 1960 KMUTT has put prime emphasis on teaching and technological research both at undergraduate and graduate

levels. Its wide range of research work, patents and inventions are evident both in national and international arenas and it has been deemed by the Commission on Higher Education to be both an excellent research university and an outstanding teaching university. On the occasion of the 48th anniversary of KMUTT, the University's 4-cycle celebration committee has initiated the organization of an international academic conference. Besides being a part of the University's auspicious occasion celebrations, the conference also provides a forum to publish and exchange academic work among local and international universities and related organizations in order to mutually help set the research basis for establishing a sustainable future for our planet.

This conference is a major undertaking covering a range of topics in science, technology and engineering. In addition to our opening plenary session with presentations from distinguished international speakers, the conference will be divided into various topics and sessions or sub-conferences covering

Topic A: Integrated Approach to Sustainable Energy, Environment and Materials

Topic B: Environmental Protection and Intelligent Environments

Topic C: Integrated Approach in Design and Planning

Topic D: Pure and Applied Science Approach to SDSE

Sub-conference C: Integrated Approach in Design and Planning Organized by the School of Architecture and Design. A sustainable future will not be realized with the developments in science and technology alone. It is rather the integration of appropriate technologies with the needs - both physical and emotional - of people and society that will count. Design and planning is a field dedicated to investigating and to better understanding of human needs and behaviour in order to create appropriate media, products, buildings, or an environment that can support people's activities and improve their quality of life. This sub-theme thus focuses on how design and planning educators and practitioners can contribute to sustainable development through design education, design and thinking processes and production. Ranging from the product used, the media viewed and the built environment enjoyed in people's everyday life, thinking processes that can be used in creating the design to

make the outcome sustainable. · Communication design·
Design for humanity·
Design education· Human centered design· Design
management· Indoor environment quality (acoustics, IAQ,
thermal comfort, lighting)· Design theories and criticism·
Green architecture· Conservation and preservation·
Innovative building systems design and construction·
Urban management and planning· Social and public
participation· Remote sensing, geographic information,
modelling and decision support systems

Prospective participants from academia, research organizations, governmental agencies and private sector are encouraged to participate and submit abstracts to be reviewed for presentation at the conference SDSE 2008.

We hope that you will be able to accept our invitation, and join us for what promises to be a very interesting and enriching meeting. For further information please visit:
www.SDSE2008.com

We look forward to greeting you in Bangkok.

Your sincerely,

Assoc.Prof.Dr.Kraiwood Kiattikomol
President
King Mongkut's University of Technology Thonburi

SDSE 2008 Secretariat
The Graduate and International office
King Mongkut's University of Technology Thonburi
126 Pracha-Uthit Road, Bangmod, Tungkru, Bangkok 10140,
Thailand
Tel: (662) 4708342
Conference website: www.SDSE2008.com, Email:
SDSE2008@kmutt.ac.th

7.

EIDD Design for All Europe competition launch

If you are a designer and have something to say about Design for All, now is your chance to express it with design!

EIDD Design for All Europe has launched the Design for All communications competition for posters, institutional videos and guerrilla marketing tools dedicated to capturing the differing perception of its work in the field



of Design for All, i.e. design for social inclusion, all over the world and applying it for promotional purposes.

The EIDD Design for All Europe award scheme is endorsed by IcoGrada (International Council of Graphic Design Associations), while the organisational aspects are the responsibility of IIDD Design for All Italy and Design Center Bologna.

The deadline for entries is 31 August 2008.

[Further information about the EIDD Design for All Europe award scheme](#)

8.

Design Challenge 2008

Design a Mobile Application to Empower the Farming Community of India!

THE BACKGROUND

The spread of mobile phones in India is growing rapidly and the number of subscribers had reached 166 million at the end of March 2008. By 2010 India will have 250 million people having mobiles with Internet capabilities & built-in cameras. 60 million people can watch video on their phones. 100 million can listen to music and 200 million can have radio capability in their Mobile phones.

In the same time the challenge of food shortage is being faced across the globe. Considering this, the role of productive and planned agriculture will play a critical role in bringing food to our tables. Since India 's economy is driven by agriculture, the focus should be on empowering rural agricultural community –

that is struggling to effectively grow, and sell financially viable produce despite the incessant demand.

Simply meeting the communication and entertainment needs will not mean much unless we answer the vital question, Is there a social responsibility while extending mobile connectivity throughout the world? We need to focus on how mobile phone can help the overall socio-economic development. There is also a need to focus on the kind of mobile user experience that must be delivered for these new consumers?

How can you harness the power of mobile telephony to enhance the livelihood and quality of life of the farming community of India ?

THEME

Design an easy to use mobile application (Concept & the UI) that can help in the agriculture productivity and socio-economic development of the rural population.

PRIZES

Three prizes as per the following will be awarded to the best two entries for each of the students and professionals category:

1st Prize: Rs. 40,000/-*

2nd Prize: Rs. 25,000/-*

3rd Prize: Rs. 15,000/-*

*Gadgets/Products of approx. value

The prizes will be awarded during the closing event of the USID 2008 which is planned from 4-6 September 2008. The details and schedule will be notified to all the winning teams through email/post. The Individual team can decide to collect the prizes themselves by attending the closing event of USID 2008 on their own expenses or can inform USID Foundation about their incapability to attend the closing event. In this case, USID Foundation will make some alternative arrangement of

forwarding the prizes to the winning teams. By participating in the design challenge, you agree to be bound by the Official Rules, and the decisions of USID Foundation, which shall be final in all respects. All the entries shall receive participation certificates from the USID Foundation.

SPONSORED BY Forum NOKIA

ELIGIBILITY : Students and Professionals from India

TEAM SIZE: Individual or up to 4 members in each team

IMPORTANT DATES: Registration: July 31st, 2008

Submission: August 17th, 2008

For registration send email to

usid_designchallenge@usidfoundation.org with your name and institution/ organization.

JURY AND SELECTION CRITERIA

The entries will be judged by a jury composed of members from NOKIA and eminent designers from industry & academia. The Jury will choose three winners who will be awarded 1st, 2nd and 3rd ranks. Each entry will be judged based on the Creativity, Ingenuity, Innovation, Usability & User Experience and Feasibility of implementation.

JOB OPENING:

1.

PubMatic, Komli Introduction

<http://www.pubmatic.com/>

<http://www.pubmatic.com/publishers/success-stories.html>

<http://www.komli.com/>

Position: User Interface Designer

Location: Pune

The User Interface Designer is a web design professional who can translate high level design ideas and requirements into effective and elegant web-based software interfaces. This includes designing compelling, rich and scalable user interfaces for our web 2.0 product including user experience design, graphic design, and HTML implementation.

The User Interface Designer is primarily responsible for creating User Interface Designs for new products within an iterative product lifecycle.

User Interface Design activities include creating and iterating static and interactive design models (e.g., Storyboards and wireframes), authoring user interface specifications, and turning the specifications into reality.

Essential Job Functions

- Design interactive user interfaces for our web sites and web-based applications including visual look & feel, graphics, styles, navigation, and layout.
- Create graphical elements and implement HTML web pages.
- Work with product management and marketing to design, implement, and maintain the information architecture for our web sites and web-based applications.
- Collaborate with product managers and other stakeholders throughout the company to proactively gather and understand customer, partner, and stakeholder needs in order to create the best user interfaces possible.
- Plan and conduct user tests and then document and communicate the results.
- Formulate ideas on how we can improve customer adaptation by enhancing our user interface designs.
- Work with developers, system engineers, and QA engineers throughout the product development – definition, designing and testing phases to ensure user interface integrity.
- Provide estimates for how much time it will take to complete UI tasks.
- Work on maintenance tickets that require user interface design.
- Proactively search for opportunities to increase efficiencies to our websites and web-based applications (i.e. style sheets, director structure).
- Conduct industry research and stay current on best practices, competitor user interface designs, and emerging technologies.
- Handle multiple project deliverables and balance multiple priorities and deadlines

Qualifications

- 3+ years experience in designing consumer-oriented web applications (Portfolio is required)
- Must have strong aesthetic skills, creative problem solving and be able to create good site navigation
- Knowledge and experience in iterative prototyping skills (in Flash, HTML)
- Proficient in Microsoft Office Suite, Adobe Photoshop, Adobe Illustrator, Microsoft Visio
- Must have a successful track record in the implementation of web designs/layouts, graphics, HTML, DHTML, Flash, CSS and Javascript
- Solid understanding of cross-platform browser compatibility issues and image-optimization for the web
- Knowledge of human factors and innovative user interface methodologies a plus
- Experience in designing user interfaces for consumer websites and web-based applications a plus
- Excellent verbal and written communication skills
- Technical aptitude and problem-solving skills, cooperative approach
- Ability to innovate, prioritize and multi-task

Salary and Benefits:

- Salary commensurate with experience
- Cash bonus at the end of the year based on performance
- Stock options
- Free snacks in the office
- Medical insurance

2.

Worlds #1 IM company in Bangalore is looking for people with 10+ yrs of experience in PHOTOGRAPHY, Creative Work in Photography, exposure to film. Pls find the JD below. Send across the resumes to darshan@wengerwatson.com

Job Title: Manager / Sr. Manager

Location: Bangalore

Reports: Sr. Director International Programming & Head of Photo Editing US

Scope of work

The photography manager oversees all business and operational aspects of the photo editing teams. The Manager will be managing a team of 30 photo editing professionals who researches, edits, proposes and produces powerful photographic content that best reflects content on AOL and enhances the consumers' experience.

Key Responsibilities:

- Ability to work and communicate with people from many different disciplines with varying degrees of technical experience, including others in the department and people in other departments and/or outside the corporation.
- Ensuring the end creative delivery has met all requirements set forth by existing standards and senior management.
- The manager is the liaison with outside creative vendors, the web content team, individual brand marketing groups as necessary for things relating to web standards and creative web trending.
- Ensure entire Area is aligned in all process and procedures and identify opportunities to strengthen area performance and execute improvement initiatives.

- Setting a strategy to increase UVs and PVs (unique visitors and page views)
- Analyzing the performance of images and driving the next steps to increase monetization and engagement .
- Creatively to implementing ways to monetize

MANAGERIAL

- Carry out managerial responsibilities including: supervising and coaching photography staff, recruiting, staffing, on-boarding, training and development, establish goals, employee relations and day-to-day performance management.
- Regularly attend agency managers' meetings.
- Cultivate relationships with stakeholders

OPERATIONAL

- Overseeing the planning and management of the stock imagery budget to assure that we have compelling and effective imagery on our website while remaining steadfast on cost.
- Collaborate with various stakeholders to understand project goals and improve work flow.
- Work with outside vendors/suppliers to obtain appropriate resources.
- Work directly with Programming Staff to develop and implement overall consumer experience .
- Oversee and approve all department expenditures.
- Track teams productivity and conduct analyses.
- Provide quarterly and annual forecasts to the Director.
- Communicate weekly project progress reports, status, resolutions, current and future resource allocations to team key stakeholders and management via verbal and written status reports
- Create and maintain standards for technical documentation and ensure that AOL standards are maintained.
- Maintain awareness of changing technology, and recommend changes for integration into current development of applications and systems.

Preferred Profile:

- 15 + years experience in Creative Project Management, Photo Management, experience in photography, film, design, advertising or related business.
- At least five years experience managing Web content
- Master's in photography desired
- General understanding of photography industry and how photographic elements translate to the language of time and money.
- Excellent leadership, communication and inter-personal skills with an ability to bring various specialists together towards a common goal and diplomatically navigate situations that have veered off course.
- Ability to manage multiple projects simultaneously in a fast-paced, deadline-driven environment
- Strong visual, writing, organizational, and interpersonal skills
- Must also be able to understand photographic legal and aesthetic issues
- Visionary, forward thinker, ability to think outside the box.
- Ability to balance numerous priorities under accelerated timeframes.
- Strong organizational skills and attention to detail.
- Proficiency in MS Office products
- Knowledge of Macintosh and Windows including Internet and email.

Desired Profile:

- Knowledge of photographic rights, usage and copyrights. - Strong PhotoShop skills.
- Should be familiar with Asset database and management tools, and Microsoft Word.

3.

Southern Institute of Art and Design (SIAD) located in Chennai is looking for Course Director – Foundation Program for BA Visual Communication (Honours). For more information on SIAD, log onto www.siad.in
The profile and the job description is given below.

I would request the interested candidates to email me at sharon@siad.in.

Description: Course Director for Foundation in Art & Design / SIAD

We are looking for a dynamic, energetic and ambitious person with good communication skills and an appreciation of the importance of idea driven visual communication.

Someone who also has a detailed knowledge of new technology/media and is familiar in contemporary interactive software packages

The person appointed will work with students across the Foundation Programme and Degree level in Art and Design. The appointee will encourage and increase student understanding of the role of conceptual thinking, lateral approach to problem solving, foster experimentation and push conventional boundaries of the discipline.

Summary of job description

- 1 - Dynamic, energetic and ambitious person
- 2 - Good to excellent range of communication skills
- 3 - An appreciation of the importance of ideas and original thinking in design
- 4 – Fluent in contemporary software related to art and design
- 5 – Ability to lead students in debate over issues relating to art and design (and visual communication)
- 6 – Ability to deliver conceptual thinking and software knowledge to students
- 7 – Teaching experience desirable

Personal Specification

Physical

Essential

Good appearance, warm and friendly manner, an energetic person

Desirable

Effective verbal/written communication skills

Qualification

Essential

BA/MA Degree or equivalent in graphic design, visual communication, fine arts or a related art and design discipline

Desirable

Masters or active research commitment

Experience

Essential

Experience as a graphic designer or equivalent as a practitioner in industry

Desirable

Teaching experience and an ability to work on own initiative

4.

Job Description:

Client : Lisletech (www.lisletech.com)

Location : Bangalore

Skills :

Position – Interaction Developer

Responsibilities:

As our lead interactive designer and developer with a strong background in user experience and interactive design, you will be:

- **Creating the layout and design of widgets that attractively present brands and products**
- **Translating that creativity into rich, interactive Flash widgets that deliver the rich user experience**
- **Developing creatives, ad designs and mockups based on the agency and customer requirements**
- **Designing and developing the wireframes and the storyboards for the ads**
- **Working closely with engineering to learn how to dynamically deliver the product information in a visually appealing manner within the widget**
- **Delivering the Flash-based ads to the production team for trafficking, continuously optimize creatives for size and performance**
- **Capable of working on multiple projects under tight deadlines by leveraging your skills in being organized, diligent and efficient**

Technical Skills:

2—3 years of interactive design and development experience including Flash

- **Excellent understanding of Shockwave/Flash applications for design and development**
- **Experience in Photoshop, Illustrator, After Effects, and Dreamweaver and other web design applications**
- **Experience using ActionScript in Flash to create Flash movies**
- **Good understanding of AJAX, DHTML, XML, HTML, CSS, and cross-browser compatibility issues**
- **Experience in online ad or web design and development with consumer focus is desirable**
- **Working knowledge of JSON and XML as a bonus**

Kindly send your updated profile with the below details,

Current CTC :

Expected CTC :

Notice Period :

Reason for change :

Expecting your reply to proceed further.

Sr HR Executive - Recruitment,
Pareeksha Technologies,
Tel : 65966300
Email : punitha.ri@pareeksha.com,
www.pareeksha.com

5.

Sr User Interface Designer

Job Overview

This position is responsible for producing user interface designs for products or areas of specialization.

Key Responsibilities

- Ensure all product designs meet usability objectives and user requirements
- Champion UCD principles to developers and product managers
- Co-author significant portions of UI Standards
- Plan and perform usability research. Includes project planning, recruitment, logistics, conducting evaluations, analyzing results, documenting issues, and proposing and prioritizing recommendations.
- Coordinate with product teams to gather requirements and to ensure standards are understood and followed
- Generalize design techniques to apply and contribute to corporate UI standards and consistency with other products

Product Designer

- Independently produce product related UI designs in the form of sketches, story boards, wire frames, and interactive prototypes
- Independently produce detailed user interface specifications
- Research, develop, and communicate a long-term, innovative UI direction

Accessibility Specialist

- Serve as the lead UI designer responsible for establishing standards to ensure products are compliant with government policies and industry conventions regarding software accessibility
- Perform research in the tools and technology that can be used to make software accessible to users with disabilities

- Develop checklists and metrics to quantify compliance with accessibility standards and perform product accessibility evaluations
- Develop plan to educate development teams in accessibility design and UCD principles
- Participate in industry forums and organizations regarding accessibility issues

Typical Role Definition

Professional Staff. A senior level professional role. Evaluation, originality or ingenuity required. Knows and applies the fundamental concepts, practices, and procedures of a particular field. Has mastered the basic job duties. Performs work under general supervision that is varied, and may be difficult, yet typically involves limited responsibility. Assignments can be broad in nature. May serve as a resource to others to resolve complex problems and issues. Instructions generally provided in general terms. May take on project lead role as required.

Job-Specific Authority and Scope

- Generally works without consulting their manager.
- Independent decisions are made daily.
- Examples of typical decisions without manager consultation:
 - Produce designs, specifications and corporate standards and carry out review process
 - Plan and perform usability research and deliver results and recommendations
 - Ensure all designs meet UI standards as well as user and business requirements
- Typically has no direct reports.
- Typically has no total staff.
- Typically has a global geographic focus.
- Typically does not manage a budget.

Business Travel and Physical Demands

Business travel of approximately 10 or less percent yearly is expected for this position.

Physical demands:

- Office environment. No special physical demands required.

Preferred Education

Master's Degree or global equivalent in Human Computer Interaction, Information Design, Industrial Design , Human Factors, Cognitive Psychology, or related HCI discipline is preferred.

Work Experience

Product Designer. Typically possesses a portfolio demonstrating 5 or more years of experience in UI design.

Accessibility Specialist. Typically possesses a portfolio demonstrating 5 or more years of experience in UI design demonstrating expertise in accessibility design.

Skills

- Comprehensive knowledge of advanced HCI principles.
- Comprehensive understanding of UCD analytical methods and how/when they effect the design process.
- Comprehensive knowledge of thick-client (e.g., Windows, Java) and thin-client (e.g., HTML,XML, JavaScript) specific GUI platform standards.
- Proficiency in the ability to perform usability tests, cognitive walkthroughs, heuristics evaluations, surveys, interviews, competitive analysis, card sorts, task and needs analysis, user profiling, and other usability methodologies.
- Possess excellent written and oral communication, presentation, project management, and negotiation skills.
- Ability to build cooperative relationships with product teams.

Product Designer

- Expert design and prototyping skills.
- Demonstrated ability to document root cause of UI design issues instead of symptoms and propose clear solution

Accessibility Specialist

- Expert knowledge in accessibility design principles.
- Ability to communicate accessibility design requirements to both technical and non-technical colleagues.
- Expert knowledge in third party tools and adaptive technology used by users with disabilities.
- Expert knowledge in the W3C Web Accessibility Initiative.
- Expert knowledge in the UI design implications derived from legislative and governmental regulations such as the USA Rehabilitation Act sections 504 and 508, and the Americans with Disabilities Act.
- Familiarity with other countries' regulations is a plus.

6.

There is a job opening of "UI Designer" in a Mumbai based procurement transformation solutions company "Global eProcure" www.globaleprocure.com. Salary not a constraint for the right candidate. Please send us your latest CV in MS Word format to uxdesigners@yahoo.com with "UI Designer - MUM" in the subject line

UI Designer - Job Description

Experience: 3 - 5 years experience in UI & Graphic Design for High Traffic websites / web applications.

Creating user friendly and creative interface designs by application of UCD principals in order to meet desired usability goals

- A good understanding of User Centered Design principles; knowledge of industry best practices / UI standards.
- Ability to developing UI Prototypes having good skills of HTML, CSS & JavaScript. Exposure to flex / Web2.0 / AJAX frameworks & experience on UI design for dot net based web applications will be a plus.
- Expertise in Adobe Creative Suit & MS office.
- Good communication skills with analytical and problem solving capabilities.
- Proactive and challenge seeker.
- Must have a portfolio that demonstrates a good application of user centered design principles.

Role and Responsibilities:

- As a UI Designer, you will work with Lead UI Designer in assisting various UI design activities.
- You will also interact with Product managers / business analysts & development teams to assist them in user interface requirements.
- To create highly creative & user friendly visual designs for the UI wire frames/ mock-ups of web applications (Global eProcure's products).
- To create working prototypes of the web applications in HTML/CSS & Java script.
- Provide support in graphic design requirements.
- Contribute as a team member of growing design team to create innovative user experiences for existing and new product offerings of Global eProcure.

Please send us your latest CV in MS Word format to uxdesigners@yahoo.com with "UI Designer - MUM" in the subject line

01. Current Salary

02. Expected Salary

03. Notice Period

04. Current Location

7.

A Delhi based accessories brand is planning on launching an 'E-Greetings website'.

They require the services of a Graphic Designer on part time/retainer ship basis for design of E-Cards.

Delhi based designers would be preferred.

Interested candidates, please email you CV to deepalisaini@gmail.com

Deepali Saini

Think Design Collaborative Pvt. Ltd.

8.

REQUIREMENT FOR SYNC DESIGN STUDIO, HYDERABAD

Degree/Diploma in Commercial Art or design, Candidate Fresher OR 1-3 years work experience with hands-on experience of working on software like Corel Draw, Photoshop, Fireworks; will be responsible for designing of Logo, Brochures, Booklets, Packaging, Leaflets and Advertisements. Website Layout and Flash knowledge is + point. Should be able to pick the nuggets from the creative brief, conceive an out-of-the-box idea and execute it to perfection. Should have an eye for details and passion for creative excellence!.

Skills: Corel Draw,illustrator, Photoshop, and Flash

Experiance : Fresher OR 1-3 years experience

Location: Hyderabad

Joining date: Immediately

Sync Design Studio

09963440009 OR email - suneel@Sync.co.in

9.

The User Centered Design team of Symantec at Pune is part of 60 persons' team across the globe. We at Pune are now 25 with a great mix of user researchers, UI designers and visual designers and are looking for a

position of visual designer to strengthen our growing team. Visual designer's responsibilities would include interpreting the conceptual design into visual design with a good eye towards details, conceptualize graphics, icons & overall visual language to suit with the company/product branding, develop style guides and contribute to the companywide design standards.

Translate the visual design recommendations into a working prototype using HTML, CSS and basic JavaScript. Effective communication & collaboration with stakeholders like UI designers & UI developers during the process. We are looking for you if you have a relevant working experience of 2-3 years on the current design-presentation skills/software with a degree in fine arts/visual communication / related field. Interested? Write to sonali_bendre@symantec.com with your resume and portfolio.

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

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Feedback@designforall.in

Forthcoming Events and Programs:

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**Cover Design: Mr.Pudi Ravi (pudiravi@gmail.com)
Photo on cover Courtesy: Hindu**

About the Cover:

A physically challenged Pakistani cricketer delivers a ball during his team's net practice in Karachi. Three such men set up the team in 2006 and since then dozens of players, determined to overcome their physical limitations, have become part of the group. Ali hussain Rizvi, the team's coach says his men can achieve whatever they want. "They have talent, the will to progress and when you have this, the sky is the limit."

Photo: AFP/ RIZWAN TABASSUM

Source: THE HINDU, 22 May 2008