INTERACTION WITH INTERNATIONAL UNIVERSITIES

TED Mint, Sweden
A project sponsored by Thule, in collaboration with KTH and other universities

Bhagath Pagadala, Charu Rathore, Hariprasad KV, Midhun George and Tathagata Acharya participated in an interdisciplinary workshop, TED Mint, in October 2014. At this workshop, they were all part of different teams, where their task was to design a multipurpose surf pad. The aim of the project was to design a cost effective, appealing, multipurpose pad that could be mounted on a bar of any shape, for global customers to enhance the experience of carrying surf boards/ snow boards on top of their cars.

ME310 - Stanford University, U.S.A
A collaborative project at Stanford University

In collaboration with Stanford University, PUJ Colombia and Sardar Patel Institute of Dental & Medical Sciences, Lucknow, three students from the design programme; Amit Kundal, Mohit Tewari and Shivakumar M., under the guidance of Prof. Shantanu Bhattacharya, are working on developing a dental chair at a lower cost. The challenge is to accommodate all the features of a high-end chair in a low-cost chair. The students are currently making improvements and refining their ideas for a feasible concept.
As part of the Product Development Project Course at Aalto University, four students from the design programme participated in it. The projects that began in October 2014, would be completed and presented at the Annual Design Gala at Aalto Design Factory, Helsinki in May 2015.

Shweta Nair and Romil Desai are a part of the team project sponsored by Wärtsilä. This project aims at identifying challenges faced by employees during the construction of power-plants and providing a novel solution for it.

Aniket Patole and Vimal Anand are a part of the team project sponsored by Innovamo. This project aims at developing innovative mobile solutions and services with NFC, to be used in art galleries to promote art appreciation.
COMPETITIONS AND AWARDS

Goldman Sachs Design Challenge

**DRISHYAM**
A mobile application to assist the visually challenged with indoor navigation

Drishyam, a project by Charu Rathore, Hariprasad KV and Midhun George, under the guidance of Prof. J. Ramkumar, won the first prize at ABLE Solutions; a Goldman Sachs design challenge. This mobile application works on the simple concept of video-call assistance and step counting coupled with a well-designed interface which makes it easy for a visually challenged person to use it.

National Students’ Space Challenge

**WIRELESS HOVERCRAFT**
A manually controlled wireless hovercraft that is capable of moving along a predefined path

Ashwin Gandhi and Sachin NP designed a hovercraft for the National Students’ Space Challenge, 2014 conducted by SPATS and IIT Kharagpur in collaboration with ISRO. Despite the engineering constraints in this project, the students managed to create a light and cost-effective hovercraft which won the 3rd prize and was thoroughly appreciated by the jury for its design.

Design Challenge at UXNOW

**INNOVATION IN TRAVEL**
A UX concept that makes travel more fun and engaging

Kriti Dalmia won the first prize by designing an innovative User Experience Design Concept for UXNOW. The Design Conference, 2014 conducted by MakeMyTrip. The Theme of UXNOW 2014 was ‘User Engagement’. The conference provided a multidisciplinary platform for designers, academicians, developers to discuss the challenges and potential solutions for effective interaction with users.
Sooraj Ramachandran was awarded the first prize for his design of a connected system that tackled the problem of delays in airplane departures. It quickens the maintenance process when a flight lands. The concept was to leverage WiFi systems in airplanes so as to pre-inform the maintenance engineers about the status of flight and if there are any problems. The process of performing maintenance was done in a gamified manner.

India Design ID Challenge 2015
GREAT INDIAN DUSTBIN
Design to keep check on rapidly increasing plastic waste in the country

His design, ‘Swachh’ dustbin brings recycling to the public. For every plastic bottle that is fed in, the dustbin dispenses cash based on the grade of the plastic. The design creates motivation for using the dustbin, and also encourages people at the bottom of the pyramid, to take part in the campaign. It won the first prize, shall will be installed in public and will be shared with the Prime Minister’s Office.

Honeywell Aerospace Challenge
PARAKKU
A system to prevent delay in airplane departures by quickening maintenance processes

Sooraj Ramachandran was awarded the first prize for his design of a connected system that tackled the problem of delays in airplane departures. It quickens the maintenance process when a flight lands. The concept was to leverage on WiFi systems in airplanes so as to pre-inform the maintenance engineers about the status of flight and if there are any problems. The process of performing maintenance was done in a gamified manner.

Gandhian Young Technological Innovation Appreciation, 2015
PRASHAMANA
Design of a smart hospital bed

Project ‘Prashamana: A Smart Hospital Bed’ by Nikhil Jamdade and Toshib Bagde, ensures the privacy of the patient, as well as, the regular monitoring of heart rate and body temperature. The project was awarded the Gandhian Young Technological Innovation Appreciation 2015 at Rashtrapati Bhawan.

Gandhian Young Technological Innovation Appreciation, 2015
GREAT INDIAN DUSTBIN
Design of a smart hospital bed

Sachin NP and Aahwin Gandhi won the first prize in this design challenge. The project aims to redesign the train bogie staircase for better ergonomics and safety. The height of these platforms are so low that the gap created between them and the train staircase creates a hassle for the passengers to climb onto the train.
Google Transparency
A Google Maps-based platform for greater transparency in Government schemes

Funded and mentored by Google India, Anand Sangani and Ashutosh Kumar are working on a Google Maps-based platform that visualizes the infrastructural development of a particular location & draws information from the cloud for greater transparency within Government projects. They are being guided by Prof. Koumudi Patil.

Pipe Health Monitoring System
Design and Development sponsored by GAIL

Vaibhav Verma and Himanshu Panday, under the guidance of Prof. Bishakh Bhattacharya, developed an in-line pipe crawler robot to inspect gas pipe lines. The robot would store data of the pipe condition to be further analyzed for detecting different flaws like corrosion, pitting, cracks, leakages etc. in the pipe. This project was sponsored by GAIL.
Two teams of 5 members each; Aniket, Bharat, Ekta, Himanshu, Asif and Shariq were part of one team while Abhinav, Bhagath, Pulkit, Sanjeev and Vivek were the other participating team. They were given one problem statement each. One problem statement was to record real time consumer feedback when they use a Unilever product. The second problem statement was to make a smart phone application to measure the health of a fabric before and after wash.

In an internship project in collaboration with Stanford University and AIIMS New Delhi, Nikhil Jamdade worked on an innovative casting system to immobilize and support the fractured body part until it gains enough strength for normal movement. The design has been awarded the BIRAC SHRTI GYTI Award, 2015.

**HUL Summer Project**
Specific consumer feedback and user experience based projects defined by HUL

Two teams of 5 members each; Aniket, Bharat, Ekta, Himanshu, Asif and Shariq were part of one team while Abhinav, Bhagath, Pulkit, Sanjeev and Vivek were the other participating team. They were given one problem statement each. One problem statement was to record real time consumer feedback when they use a Unilever product. The second problem statement was to make a smart phone application to measure the health of a fabric before and after wash.

**Stanford India BioDesign**
A customisable cast to immobilize a fractured limb

In an internship project in collaboration with Stanford University and AIIMS New Delhi, Nikhil Jamdade worked on an innovative casting system to immobilize and support the fractured body part until it gains enough strength for normal movement. The design has been awarded the BIRAC SHRTI GYTI Award, 2015.

**Courses Offered**
Our students have been offered a number of courses this year

- Integrated New Product Development
- Topics in Motion Pictures
- Special Topics in Design
- Design Thinking
- Art History
- Form and Style
- Fundamentals of Graphic Design
- Creative Visualization
- Research Methods in Design

**Upcoming Events**

**Workshops:**

- Workshop on Automobile Design by Bidyabijay Bhaumik, Senior VP and Head (retired), PD (Auto), Mahindra & Mahindra

- Typography Workshop by Prof. D. Udaya Kumar, IIT Guwahati

**International Universities visiting Design Programme:**

- Students from PUJ Colombia visiting for a collaborative project
- Students from KTH Royal Institute of Technology, Sweden visiting for a collaborative project

**Placements**
Our students have been absorbed by companies like...

- Bharti SoftBank
- Clarice Technologies
- Cognizant
- Dell Services
- Flipkart
- Housing.com
- Infosys
- LG India
- Nvidia
- Persistent Systems
- PropTiger
- Samsung India
- Snapdeal
- TCS

**Integrated New Product Development**

- Topics in Motion Pictures
- Special Topics in Design
- Design Thinking
- Art History
- Form and Style
- Fundamentals of Graphic Design
- Creative Visualization
- Research Methods in Design
When I signed up for the Tangible Interfaces track at the MIT Media Lab, India workshop in 2013, I did not know what to expect. Our track was mentored by Daniel Leithinger (inFORM fame) and Anirudh Sharma (LeChal Fame). On day 1, we were introduced Anirudh and Daniel’s spectacular work. We were then taken on a walk around JP Nagar in Bangalore where the goal was to get to know the other participants and list down ideas inspired from the streets of Bangalore. A good 2 hours later, we reassembled in the lab where we all pitched our ideas. A couple of hours later, we formed groups, each armed with solid ideas and varied skillsets. Mine was a team of 2 designers, 2 computer engineers and 1 mechanical engineer. The goal now was to decide our final concept and build a working demo in 5 days. ‘Demo or die’ is what our mentors kept telling us!

We were closely mentored by Anirudh and Daniel, who’s approach to ideation was rather hands-on, encouraging us to get our hands dirty and utilize the resources the workshop had to offer. The workshop was extremely well managed; we could ask for anything we wanted (for our prototype) and it was delivered to us in few hours’ time. As we started getting more material to tinker with, our ideas kept getting clearer. We were encouraged to find ideas from the most unexpected places. And that is exactly what happened in our case. We actually got our idea from staring down at our shoes!

We wondered how it would be to drill a hole to the other side of the earth, and from that thought, within no time, we were sketching and building what we called “The man-hole project”.

Before we knew it, 5 extremely intense sleepless days had passed. I have never had a more beautiful experience in my academic life; the energy around me was tremendous. A million technical glitches later, we were finally ready! The gala was open to the public and as people started to flock to our stand, just seeing them interact with something, which was just an idea in our head a few days earlier, was priceless!
MEET AND GREET

‘A walk down memory lane for the pioneer batch’

20 October 2014, Design Programme, IITK

The pioneer batch of Design Programme, IIT Kanpur came together for its first reunion

On 20th October 2014, graduates from the class of 2002, some with their families, came together for a reunion and shared their varied experiences with the students and the faculty members. Dr. Satyaki Roy, Head- Design Programme, proudly welcomed the batch, along with introducing them to the students and the current faculty members at the Design Programme. The occasion commenced with a talk about the developments at the Design Programme and its journey since its inception. This was followed by a panel discussion about the future of the design education in India by Dr. Amit Ray, Mrs. Jhumkee Iyenger, Prof. Jayanta Chaterjee and Prof. Bishakh Bhattacharya.

The event gradually eased into a casual lunch where students got a chance to personally interact with the alumni, who earnestly shared their past memories, laughs and valuable anecdotes from the design industry. While some provided vital insights about start-ups, others shared their experiences of working in the industry. Each alumnus was presented with gift hampers and souvenirs designed by the M.Des. students, after which they proceeded for a leisure tour of the campus to reminisce their time at IITK. It surely was a wonderful day for all of us!
WORK

A quick look at the work done by the students

‘The Orange City’, A coffee table book on Nagpur

‘KapdaKulture’ is an e-commerce concept that allows you to buy, gift and donate clothes

An installation of a car made out of paper and thread

‘MeetUp’, a mobile app, helps bring together like-minded people, within closed-community

‘Dhara’, when attached to a tap, works towards preventing the wastage of water

‘Prashamana’ is a smart bed concept for hospitals

‘Prashamana’ is a smart bed concept for hospitals
PEOPLE
A glimpse of our people
#### REVIEW

**ERGONOMICS WORKSHOP**
- **JULY 2013**
  - Prof. A. K. Das
  - IIT Guwahati

**WORKSHOP ON BICYCLE DESIGN**
- **AUG 26**
  - Mithun Darji (AGM, Product Development)
  - Nishant (Director, Production)
  - TI Cycles India

**ORIGAMI WORKSHOP**
- **NOV 24**
  - Rashna Saxena
  - Cofounder, USID Foundation

**GUEST LECTURE ON INDUSTRY EXPERIENCES**
- **AUG 22-24**
  - Bidyabijay Bhaumik
  - Senior VP and Head (retired), PD (Auto), Mahindra & Mahindra

**FORM EXPLORATION WORKSHOP**
- **AUG 26**
  - Prof. Avinash Shinde
  - IIT Guwahati

**GUEST LECTURE ON SANGANERI CRAFTS**
- **OCT 26**
  - Vikram Joshi
  - Founder & Director, Rangotri (textile production unit at Sanganer)

**GRAPHIC/IDENTITY DESIGN WORKSHOP**
- **DEC 15-20**
  - Falguni Gokhale
  - Head of Visual Communication, Design Directions
  - USID Foundation

**NASAL SPRAY DESIGN WORKSHOP**
- **FEB 23-27**
  - Collaborative workshop with University of St. Gallen (Switzerland) and Merck

**“JUGAAD” WORKSHOP**
- **MAR 3-6**
  - Bidyabijay Bhaumik
  - Senior VP and Head (retired), PD (Auto), Mahindra & Mahindra

**MOBILITY DESIGN WORKSHOP**
- **MAR 8-10**
  - In collaboration with KTH, Sweden and Aalto University, Finland

**TYPOGRAPHY WORKSHOP**
- **OCT 18**
  - Falguni Gokhale
  - Head of Visual Communication, Design Directions

**GRAPHIC/IDENTITY DESIGN WORKSHOP**
- **OCT 17-19**
  - Rashna Saxena
  - Cofounder, USID Foundation

**WORKSHOP ON BICYCLE DESIGN**
- **FEB 15-16**
  - Meenakshi Singh
  - IITK M.Des. Alumni, UX Designer, Dell Services

**ORIGAMI WORKSHOP**
- **OCT 18**
  - Rashna Saxena
  - Cofounder, USID Foundation

**GUEST LECTURE ON INDUSTRY EXPERIENCES**
- **OCT 31 NOV 2**
  - Falguni Gokhale
  - Head of Visual Communication, Design Directions

**GRAPHIC/IDENTITY DESIGN WORKSHOP**
- **FEB 21-22**
  - Falguni Gokhale
  - Head of Visual Communication, Design Directions

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